

Chelly Maes, Ph.D.

Communication Scholar

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I am an interdisciplinary communication scholar dedicated to advancing our understanding of how digitalization shapes youth development. My work pays particular attention to the role of digital media in adolescents' crucial developmental tasks, including body image and sexuality. Methodologically, my research integrates advanced quantitative approaches, such as longitudinal surveys, daily diary studies, experiments, and both automated and manual content analyses, with qualitative methods, including focus groups and in-depth interviews. Through my comprehensive and theory-driven approach, I aim to generate nuanced, empirically grounded insights that advance the development and innovation of communication science as a discipline.

POSITIONS

Assistant Professor (tenure track) **October 2025-present**
Université Libre de Bruxelles

As an Assistant Professor, I teach courses including *Digital Challenges of Communication*, *Digital PR and Copywriting*, and *Internal Communication*, where I aim to bridge theoretical foundations with contemporary digital practice. At ULB, I am establishing my own research lab with a dedicated focus on media psychology, fostering interdisciplinary collaboration and mentoring emerging scholars. Beyond my individual research, I actively contribute to the development of the communication science discipline through curriculum innovation, research group formation, and engagement in the broader academic community.

Affiliated researcher **October 2024- present**
KU Leuven

Guest professor (10% ZAP) **September 2024-2025**
University of Antwerp

I taught the theoretical foundations and key components of communication science to 450 first-year Bachelor students in the course *Communicatiewetenschap*.

Postdoctoral researcher **October 2024-2025**
The University of North Carolina at Chapel Hill

As a postdoctoral researcher, I was affiliated with the Winston National Center on Technology Use, Brain, and Psychological Development at the University of North Carolina at Chapel Hill, where I was part of the Social Environments & Adolescence (SEA) lab led by Prof. Maheux. I continue to collaborate closely with her on projects examining adolescents' digital experiences.

Doctor-Assistant **October 2023-2024**
KU Leuven

I was the lecturer and coordinator of *Media-Effecten, Production and Consumption of Digital Media*, *Psychology of Social Media*, and *Expert Simulation: Media Psychology*.

Postdoctoral Researcher
KU Leuven

October 2022-Oct 2023

Project title: *Entertainment Fiction and Adolescents' Body Image and Sexuality: Moving Towards a Heterogeneous Information Flow Perspective*. The project was funded by the Post-Doctoral Mandate Type II (KU Leuven).

Doctoral researcher
KU Leuven

2018-2022

Project title: *Unraveling the Role of Entertainment Fiction as a Positive Socialization Agent for Adolescents' Body Image and Sexuality Development*.

The project was funded by Bijzonder Onderzoeksfonds KU Leuven. Supervisor: Prof. Vandenbosch (KU Leuven). Jury members: Prof. Eggermont (KU Leuven), Prof. van Oosten (U of Amsterdam), Prof. Koen Luyckx (KU Leuven), and Prof. Alleva (U of Maastricht).

EDUCATION

Doctor of Social Sciences (2022)

KU Leuven, Belgium

Master in Communication Sciences (June 2018)

Graduated Cum Laude at KU Leuven, Belgium

Bachelor in Communication Sciences (June 2017)

KU Leuven, Belgium

GRANTS AND AWARDS

2024	Horizon Europe Framework Programme (grant around 8.5 million euros) <i>Personalized Digital Prevention for Visually Impaired Children.</i> <i>Bridging the gap for children and adolescents with visual impairment.</i> I serve as a co-PI for this project together with Prof. Ortibus (UZ Leuven), Prof. Luyckx (KU Leuven), Prof. Fazzi (U of Brescia, Italy), Prof. Pavlova (U of Tübingen, Germany), and Prof. Merabet (Harvard U, U.S.A.).
2024	Best published article award received from the Children, Adolescents, and Media division of the International Communication Association Article title: <i>Longitudinal Relations Between Heterosexual Adolescents' Perceived Exposure to Sex-Positive Television Messages and Their Supportive Attitudes and Behaviors Toward the LGBTQ+ Community</i> . Published in <i>Communication Research</i> .
2023	FWO senior research project grant (project code 3H240004) <i>Putting Adolescents' Porn Use in Perspective: Introducing Porn Themes and Literacy to Understand Potential Empowering Effects.</i> I serve as a co-promotor of a PhD student Willems together with Prof. Vandenbosch and Prof. Eggermont.
2023	C1 funding grant at Interne Fondsen KU Leuven (project code 3H230270). <i>Body Image and Youth with Visible Differences: Exploring the Role of Social Media.</i> I serve as a co-promotor of Ph.D. student Dedecker together with Prof. Vandenbosch and Prof. Schreurs.

2022	Post-Doctoral Mandate (type 2) of Interne Fondsen KU Leuven (project code 3H220354). <i>Entertainment Fiction and Adolescents' Body Image and Sexuality: Moving Towards a Content Heterogeneity Perspective.</i> Supervisor: Prof. Vandenbosch.
2022	FWO travel grant to visit Prof. Rieger of Ludwig Maximilian University of Munich, Germany.
2022	FWO travel grant to go to the annual conference of the International Communication Association [ICA] in Paris.

GRANTS SUBMITTED

2025	ERC starting grant – GENSCOPE
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ACADEMIC SERVICES

Present	I am part of the ethical committee of the Faculty of Languages, Translation, and Communication at ULB.
2024	Panel organization at the annual Etmaal van de Communicatiewetenschap 2024, Bruges. Media Psychology: Putting Adolescents' Porn Use into Perspective: Recent Trends in Research.
2023	I was an invited researcher at the UNC Chapel Hill Scientists' Retreat . This two-day conference in Chapel Hill gathered reputed experts in youth's digital media uses. We engaged in fruitful discussions regarding the challenges digital media research faces and the future research endeavors that need to be undertaken.
2023	Organization of the Leuven Child and Youth Institute seminar 'Let's Talk about Sexting' for stakeholders (e.g., teachers, youth organizations such as Sensoa, Mediawijs, and Child Focus) and academics.
2022-2024	Student and Early Career Representative of the Children, Adolescents, and Media division of the International Communication Association .
2022	I was part of the interdisciplinary and inter-university Francqui class of excellence about social media and mental health.
2022-present	I serve as a mentor for Ph.D. students or the Research Escalator Program, organized by the Children, Adolescents, and Media division of the International Communication Association .
2022-2025	I am part of the evaluation committee of the Ph.D. project of student Lore Vankerckhoven of the department School Psychology and Development in Context (KU Leuven, supervisor is Prof. Luyckx).
2021-2023	ABAP-representative for the School for Mass Communication Research at the Permanente Onderwijscommissie , faculty of Social Sciences, KU Leuven.
2021	Organizer of International Communication Association-related events for the School for Mass Communication Research, KU Leuven.
2019-2020	Member of the Sustainability Committee of the Faculty of Social Sciences, KU Leuven.

ACADEMIC MEMBERSHIPS

2023-present	I am a member of the ' Media to Inspire ' lab, which consists of dedicated positive media psychology scholars. The lab aims to stimulate fruitful discussions about positive media psychology and encourages inter-university collaborations.
2021-present	Member of the interdisciplinary KU Leuven Child and Youth Institute .
2021-present	Member of KU Leuven DigiSoc .
2021-present	Member of the FWO funded Scientific Research Network .
2021-present	I currently serve as <i>co-chair</i> of the research line on digital media for the KU Leuven Child and Youth Institute .
2018-present	Member of the International Communication Association (ICA) .
2018-present	Member of The Netherlands-Flanders Communication Association (NeFCA) .

(INTER)NATIONAL COLLABORATIONS

Investigating the impact of adolescents' pornography uses on their attitudes towards the MeToo-movement.	Prof. van Oosten (Amsterdam U, the Netherlands).
The development of a measurement instrument for adolescents' positive sexuality.	Prof. Impett (U of Toronto, Canada).
The development of a measurement instrument for adolescents' positive body image.	Prof. Tylka from the (U of Ohio, U.S.A.).
Investigating youth's sexting behaviors from a positive and developmentally-oriented perspective.	Prof. van Ouytsel (Arizona State U, U.S.A.).
Disentangling effects of positive messages about sexuality on television: applying a biographic resonance perspective.	Prof. Rieger (U of Munich, Germany). <u>I visited Dr. Rieger's research lab at the LMU in June 2022.</u>
Exploring youth's pornography use from a positive and developmentally-oriented perspective.	Prof. Wright (Indiana U, U.S.A.).
Exploring the impact of body-positive activities on social media.	Prof. Veldhuis (Vrije U Amsterdam, the Netherlands).
Book chapter on "Online sexual media uses: exploration and exploitation" for the American Psychological Association.	Prof. Charmaraman (Wellsley College, U.S.A.).
Intercultural project about the role of youth's digital media use in their acceptance of cosmetic surgery.	Prof. Hermans (Tilburg University, the Netherlands).
Interdisciplinary project about the role of digital media in body image development of youth with cerebral palsy.	Prof. Ortibus of UZ Leuven and Prof. Dr. Luyckx of (KU Leuven, Belgium)

Exploring the presence of non-idealized models in advertisements.	Dr. Lenne (not affiliated to an university).
Development of a digital intervention program for visually impaired children.	Prof. Ortibus of (UZ Leuven), Prof. Fazzi of (U of Brescia, Italy), Prof. Pavlova of (U of Tübingen, Germany), and Prof. Merabet of (Harvard U, U.S.A.).
Going Beyond Appearance: An integrative and longitudinal perspective on the body and identity in community adolescents and emerging adults.	Prof. Luyckx and Prof. Claeys (both KU Leuven, Belgium).
Exploring the impact of heterogeneous appearance-related information on youth's body image.	Prof. Alleva (Maastricht U, the Netherlands).
Disentangling daily body image and dietary restraint fluctuations and how social media use shapes these fluctuations.	Prof. Fardouly (UNSW, Australia).
The development of a media literacy intervention to improve youth's body image.	Prof. Hermans (Tilburg University, the Netherlands).
Sexuality, Technology, and Relationships in the Virtual Era (STRIVE) project.	Prof. Maheux (UNC, U.S.A.) and Prof. Kotiuga (U of Québec, Canada).
Social media Habits and Advice from Responsible Kids (SHARK) project at the SEA Lab: exploring social media advice of children using dictionary-based automated coding .	Prof. Maheux (UNC, U.S.A.).
Measures and Assessments of Navigating and Analyzing Technology Experiences (MANATEE) project: a systematic literature review of measurements of technology and digital media experiences.	Prof. Maheux (UNC, U.S.A.), and Prof. Burnell (UNC, U.S.A.).
Identifying Online Risks for Minors as Part of the Digital Services Act (funded by European Commission).	Dr. Chaudron (European Union Joint Research Centre)
Mapping adolescents' own, friends', and peers' experiences with digital media through profile analytical work.	Prof. Choukas-Bradley (U of Pittsburg, U.S.A.)
Using automated and manual analyses to map children's voices in the digital age: a children's rights approach .	Prof. Chancellor (U of Minnesota, U.S.A.)
A systematic review on children's naturalistic genAI use .	Prof. Vaccaro (UNC, U.S.A.)

TEACHING AND MENTORING ACTIVITIES

Lecturing

2025-2026	Professor of Digital Challenges of Communication (5 ECTS), <i>Digital PR and Copywriting</i> (10 ECTS), and <i>Internal Communication</i> (5 ECTS).
2024-2025 (1 st semester)	Guest Professor of Communicatiewetenschap (6 ECTS) at the University of Antwerp .
2023-2024 (2 nd semester)	Lecturer and coordinator <i>Expert Simulation: Media Psychology</i> (3 ECTS) part of the master of the Communication Sciences program at KU Leuven.
2023-2024 (1 st semester)	Lecturer and coordinator of <i>Production and Consumption of Digital Media: Theory and Application</i> (4 ECTS) and <i>the practice program of this course</i> (6 ECTS) part of the master of the Digital Media and Society program at KU Leuven (I received a <u>4 out of 5</u> on the course evaluation organized by the students themselves).
2023-2024 (1 st semester)	Lecturer and coordinator of <i>Psychology of Social Media</i> (4 ECTS) of the master of the Digital Media and Society program at KU Leuven (I received an average score of <u>4.5 out of 5</u> on the course evaluation organized by the students themselves, which made the course the highest scoring course of the Digital Media and Society program, and of <u>5 out of 6</u> on the evaluation organized by the faculty itself).
2022-2024 (1 st semester)	Lecturer of <i>Media-Effecten</i> , part of the 2 nd bachelor of the Communication Sciences program at KU Leuven (4 ECTS, I received an <u>average score of 5 out of 6</u> on the course evaluation by the students in the year 2023-2024).
2022-2024 (1 st semester)	Co-lecturer of <i>Media Atelier</i> course, part of the 2 nd bachelor of the Communication Sciences program at KU Leuven.
2022	Invited lecturer for the <i>Honours Programme of KU Leuven</i> , faculty of Social Sciences.
2021	Guest lecture about positive body image and media for <i>Masterclass Media Psychology</i> for Communication Sciences courses at KU Leuven.
2021	Guest lecture about positive sexuality and media for <i>Masterclass Media Psychology</i> for Communication Sciences courses at KU Leuven.

Supervising PhD students

2023-2027	Co-supervisor of PhD student Laure Dedecker, together with Prof. Vandenbosch (main supervisor) and Prof. Schreurs (co-supervisor). <i>Project title:</i> Body Image and Youth with Visible Differences: Exploring the Role of Social Media.
2024-2028	Co-supervisor of PhD student Thi Willems, together with Prof. Vandenbosch (main supervisor) and Prof. Eggermont (co-supervisor). <i>Project title:</i> Putting Adolescents' Porn Use in Perspective: Introducing Porn Themes and Literacy to Understand Potential Empowering Effects.
2025-2029	Co-supervisor of PhD student Esmée Mooren, together with Prof. Lara Schreurs (KU Leuven), Prof. Koen Luyckx (KU Leuven), and Prof. Ortibus (UZ Leuven). <i>Project title:</i> Personalized Digital Prevention for Visually Impaired Children. Bridging the gap for children and adolescents with visual impairment (Horizon Europe Framework Programme).

Supervising Master Theses

2018-2019	2 master theses at KU Leuven
2019-2020	5 master theses at KU Leuven
2020-2021	2 master theses at KU Leuven
2021-2022	3 master theses at KU Leuven
2022-2023	4 master theses at KU Leuven
2023-2024	10 master theses at KU Leuven and 1 as co-supervisor at the Radboud University
2025-2026	30 master theses at ULB

ACADEMIC TRAINING

2025	Foundations of AI: 2-day workshop on AI and deep learning (e.g., Natural Language Processing).
2021	Multilevel Modeling in R: workshop about the basics of performing multilevel modeling analyses using R.
2021	Experience Sampling Course: a two-day course of the University of Maastricht about the basics of experience sampling studies.
2021	REAL Course on Experience Sampling: a three-day course of KU Leuven about the methodology, analyses, and interpretation of experience sampling.
2020	Preregistration Workshop of NeFCA: workshop about open science practices and the do's and don'ts when preregistering your research.
2019	Central Lecture Research Integrity: learning the necessary skills to achieve the highest standards for research.
2019	Ph.D. workshop abstract writing: workshop about the basics of abstract writing.
2019	Utrecht Summer School 'Introduction to Structural Equation Modeling Using Mplus: a five-day course on how to perform basic SEM analyses using Mplus (e.g., path models, multiple group models, mediation and moderation, CFA, longitudinal models).
2019	Academic writing for junior researchers: the course consisted of 9 two-hour classes in which key features of academic writing are taught.
2019	Introduction to R: five-day course on how to use the statistical software language R.

REVIEWING ACTIVITIES

Editorial Boards

2024	I am part of the editorial board of <i>Archives of Sexual Behavior</i> .
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Reviewer

Journals	New Media and Society Sex Roles
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Conferences	Social Media + Society Violence and Gender Gender & Society Information Communication & Society Journal of Health and Social Behavior Journal of Media Psychology Journal of Computer-Mediated Communication Computers in Human Behavior Tijdschrift voor Communicatie Wetenschap Feminist Media studies Gender, Technology, and Development Telematics and Informatics Media Psychology Mass Communication and Society Health Communication Communication Quarterly Communication Research Communication Monographs Journal of Communication Communication Theory Journal of Health Communication Journal of Children and Media Body Image European Eating Disorders Review International Journal of Psychology Journal of Child Science Journal of Adolescence Journal of Early Adolescence Sexual Health Sexuality & Culture Archives of Sexual Behavior Journal of Sex Research
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SCIENCE COMMUNICATION

1. Opinion piece about sexting for the news site of the Flemish Radio and Television Organization (**VRT** in Dutch) "Waarom een beeld zonder hoofd bij sexting geen oplossing is".
<https://www.vrt.be/vrtnws/nl/2020/09/22/waarom-een-beeld-zonder-hoofd-bij-sexting-geen-oplossing-is/>.
2. Interview for **Humo** about OnlyFans. <https://www.humo.be/nieuws/sekswerk-op-je-scherm-waar-komt-het-plotse-succes-van-onlyfans-vandaan~b7dcf4e8/>.
3. I created an **educational curriculum** for secondary schools about media, body image, and sexuality in collaboration with MediaWijs, Sensoa, and Eetexpert and visited schools to give these lessons.
4. I collaborated on the **children's book "Ben ik wel normaal?"** of Flemish author Danny Devos by giving advice on sexting practices about children. <https://www.benikwelnormaal.be/>

5. I participated in the **book launch** of “Ben ik wel normaal?” during which I gave expert advice to parents and teachers during a live Q&A.
6. Invited lecture about media and body image at Kennisdag of **Eetexpert**.
<https://eetexpert.be/kennisdag2021-online/>.
7. My research about adolescents’ pornography uses was mentioned in **several newspaper articles** after Billie Eilish talked about negative outcomes of pornography use.
https://www.nieuwsblad.be/cnt/dmf20211215_93914097.
8. Interview for **Feeling magazine** about beauty ideals. The interview was published in the print version of the April (2022) issue of the magazine.
9. Interview for **Caleidoscoop** magazine about body image.
10. I appear as an expert on social media and body image in the docuseries **Chasing Beauty: Perfectie te Koop?** available on the Flemish streaming service, Streamz.
11. I served as a panel member at the 1-year anniversary event of the **No Babes Agency**. This modeling agency strives for a representation of different appearances in media. The event was followed by significant stakeholders in the media industry, including CEO’s of media production and advertising organizations.
12. Interview **De Morgen** about the uses of hyper-realistic beauty filters on TikTok.
<https://www.demorgen.be/beter-leven/hyperrealistische-filters-op-tiktok-zijn-een-hype-maar-niet-onschadelijk-iemand-met-een-laag-zelfbeeld-is-een-vogel-voor-de-kat~bfe9d4f3/?referrer=https%3A%2F%2Fwww.google.com%2F>.
13. Co-creation of an online child safety policy that takes into account the youth’s healthy sexuality development with **Google**.
14. Podcast episode about male body positivity, recorded for the podcast series “Snapt ge mij nu?” of the **Flemish Television and Radio Organization (VRT)**.
<https://www.vrt.be/vrtnws/nl/2023/06/30/moeten-we-meer-aandacht-hebben-voor-bodypositivity-bij-mannen/>
15. Online article for **SWAY**: “Het digitale doolhof van opportuniteiten en bedreigingen: de case van Sexting”. <https://soc.kuleuven.be/sway/verhalen/het-digitale-doolhof-van-opportuniteiten-en-bedreigingen-de-case-van-sexting>
16. Interview for **De Morgen**: “De waarheid over populair kledingmerk Brandy Melville: recht uit de sweatshop, alleen voor kleine maten” <https://www.demorgen.be/nieuws/de-waarheid-over-populair-kledingmerk-brandy-melville-recht-uit-de-sweatshop-alleen-voor-kleine-maten~b47d42e5/>
17. Featured in the ‘**Jong Talent**’ column of **Knack**: Jong Talent: Chelly Maes (27) maakt komaf met victimblaming mentaliteit bij sexting. <https://www.knack.be/nieuws/belgie/maatschappij/jong-talent-chelly-maes-27-maakt-komaf-met-de-victimblaming-mentaliteit-bij-sexting/>
18. I appeared in ‘**Journal Laat**’ on the 6th of September 2024 to discuss novel regulations implemented by Youtube.
19. Interview on **VTM Nieuws** about TikTok banning beauty filters on their platform.
20. I discussed double standards when using online beauty filters in an interview for **De Standaard**.
https://www.standaard.be/cnt/dmf20250103_96848070

21. At the **Safer Internet Forum** organized by the European Committee, I discussed the state-of-the-art about youth's pornography use research.
22. I was invited to visit the **Growing Up in the Digital Age Summit**, hosted by **Google Safety Engineering Center**, Dublin.
23. Interview with **Le Soir** newspaper about the integration of GenAI in children's toys (<https://www.lesoir.be/714044/article/2025-11-30/les-ia-integrent-les-jouets-pour-le-meilleur-mais-surtout-pour-le-pire>).
24. Contributed to **Expo “Kinderen en Digital Media: Goed of Slech?”** Vandenbosch, L., Apers, S., Beelen, E., Boeckxstaens, I., Carbone, L., Dedecker, L., Dekoninck, H., Eggermont, S., Gonzalez, A., Janssens, N., Konings, F., Lissens, M., Maes, C., Nassen, L-M., Rosič, J., Schreurs, L., Vanherle, R., Vanhoffelen, G., Van Houtven, E., Vereecke, J., von Winckelmann, C., Willems, T., Beullens, K. (2025). Presented at the KU Leuven Inside, Leuven, 15 Feb 2025.
25. **Online masterclass** given about social media and body image given to 500 participants part of IOMFCOT Leuven.
26. I was part of the '**Ask the Experts**' Webinar organized by Children and Screens on January 22nd 2026. The webinar covered children's social media use and body image' development.

PUBLICATIONS

Journal Articles Published/Accepted for Publication

1. **Maes**, C., Schreurs, L., van Oosten, J. M., & Vandenbosch, L. (2019). #(Me)too much? The role of sexualizing online media in adolescents' resistance towards the metoo-movement and acceptance of rape myths. *Journal of Adolescence*, 77, 59-69. 10.1016/j.adolescence.2019.10.005.
2. **Maes**, C., Trekels, J., Tylka, T., & Vandenbosch, L. (2021). The Positive Body Image among Adolescents Scale (PBIAS): Conceptualization, Development, and Psychometric Evaluation among Adolescents from Belgium. *Body Image*, 38, 270-288. 10.1016/j.bodyim.2021.05.004.
3. **Maes**, C., & Vandenbosch, L. (2021). "Consent Is Sexy": exploring the portrayal of prosocial sexuality messages in youth-oriented series. *Journal of Children and Media*, 1-20. <https://doi.org/10.1080/17482798.2021.1982741>.
4. **Maes**, C., & Vandenbosch, L. (2021). Physically Distant, Virtually Close: Adolescents' Sexting Behaviors during a Strict Lockdown Period of the COVID-19 crisis. *Computers in Human Behavior*, 126. <https://doi.org/10.1016/j.chb.2021>.
5. **Maes**, C., & Vandenbosch, L. (2022). Adolescents' Use of Sexually Explicit Internet Material Over the Course of 2019–2020 in the Context of the COVID-19 Pandemic: A Three-wave Panel Study. *Archives of Sexual Behavior*, 51, 105–121. <https://doi.org/10.1007/s10508-021-02122->.
6. **Maes**, C., Trekels, J., Impett, E., & Vandenbosch, L. (2022). The Development of the Positive Sexuality in Adolescence Scale (PSAS). *Journal of Sex Research*, 60(1), 45-61. <https://doi.org/10.1080/00224499.2021.2011826>.
7. **Maes**, C., & Vandenbosch, L. (2023). "I love my body; I love it all": Body Positivity Messages in Youth-Oriented Television Series. *Mass Communication and Society*, 26(1), 122-146. <https://doi.org/10.1080/15205436.2022.2030756>.

8. **Maes, C.**, & de Lenne, O. (2022). Filters and fillers: Belgian adolescents' filter use on social media and the acceptance of cosmetic surgery. *Journal of Children and Media*, 1-19.
<https://doi.org/10.1080/17482798.2022.2079696>.

9. **Maes, C.**, & Vandenbosch, L. (2022). Adolescent girls' Instagram and TikTok use: Examining relations with body image-related constructs over time using random intercept cross-lagged panel models. *Body Image*, 41, 453-459. <https://doi.org/10.1016/j.bodyim.2022.04.015>.

10. **Maes, C.**, Van Ouytsel, J. & Vandenbosch, L. (2023). Victim Blaming and Non-Consensual Forwarding of Sexts Among Late Adolescents and Young Adults. *Archives of Sexual Behavior*, 52, 1767–1783. <https://doi.org/10.1007/s10508-023-02537-2>.

11. Noon, E., **Maes, C.**, Karsay, K., & Vandenbosch, L. (2023). Making the Good Better? Investigating the Long-term Associations Between Capitalization on Social Media and Adolescents' Life Satisfaction. *Media Psychology*, 1-25. <https://doi.org/10.1080/15213269.2023.2227941>.

12. **Maes, C.**, & Vandenbosch, L. (2023). Longitudinal Relations Between Heterosexual Adolescents' Perceived Exposure to Sex-Positive Television Messages and Their Supportive Attitudes and Behaviors Toward the LGBTQ+ Community. *Communication Research*.
<https://doi.org/10.1177/00936502231191830>.

13. **Maes, C.**, Schwertberger, U., Rieger, D., & Vandenbosch, L. (2023). Adolescents' Remembering of Sexual Television Narratives and their Relations with Positive Sexuality Components: A Biographic Resonance Perspective. *Mass Communication and Society*, 1-26.
<https://doi.org/10.1080/15205436.2023.2256316>.

14. **Maes, C.**, Wright, P. J., & Vandenbosch, L. (2024). Adolescents' Preferences for Mainstream and Paraphilic Pornography and Sexual Health Components: Attention to Within-And Between-Person Dynamics Over Time. *Health Communication*, 1–13.
<https://doi.org/10.1080/10410236.2024.2335691>.

15. **Maes, C.**, van Ouytsel, J., & Vandenbosch, L. (2024). Active Bystanders in the Forwarding of Sexting Messages: Applying a Theory of Planned Behavior in Youth. *New Media & Society*.
<https://doi.org/10.1177/14614448241287729>.

16. **Maes, C.**, Kvardova, N. (joint first author), & Vandenbosch, L. (2024). BoPo Online, BoPo Offline? Engagement with Body Positivity Posts, Positive Appearance Comments on Social Media, and Adolescents' Appearance-Related Prosocial Tendencies. *Computers in Human Behavior*, 108471.
<https://doi.org/10.1016/j.chb.2024.108471>.

17. Noon, E., **Maes, C.**, Karsay, K., Yang, C., Pesout, O., & Stefańczyk, M. (2025). From Stigma to Strength? The Interrelations Between Sexual Identity Stigma, Well-Being, and Accepting Communities on Instagram Amongst Sexual Minority Youth. *Journal of adolescence*. <https://doi.org/10.1002/jad.12465>.

18. Maheux, A., **Maes, C.**, Burnell, K., Bauer, D., Prinstein, M., Telzer, E. (2025). Social media are many things: Addressing the Components and Patterns of Adolescent Social Media Use. *Annals of the New York Academy of Sciences*.

19. Kvardova, N., **Maes, C.**, Vandenbosch, L., & Macháčková, H. (2025). Navigating Beauty Standards on Social Media: Impact of Appearance Activity on Adolescents' Body Dissatisfaction. *Journal of Youth and Adolescence*.

20. **Maes**, C., Vanherle, R., Fardouly, J., & Vandenbosch, L. (2025). #BoPo, #Ideal, or #Mixed? Exploring Adolescents' Daily Exposure to Appearance Content on Social Media and Its Relations with Body Image Components. *Communication Research*. <https://doi.org/10.1177/00936502251338901>

21. Uyar, A., Vankerkhoven, L., **Maes**, C., Claes, L., & Luyckx, K. (2025). Positive Body Image in Adolescence: Longitudinal associations with identity and eating disorder symptoms. *Journal of Youth and Adolescence*. <https://doi.org/10.1007/s10964-024-02121-4>

22. Vandenbosch, L., Konings, F., Fitzgerald, K., Fardouly, J., Beelen, E., Tabruyn, T., Karsay, K., & **Maes**, C. (2025). Adolescents' sexualized self-presentations on social media: A cross-national data donation study. *Media Psychology*. <https://doi.org/10.1080/15213269.2025.2509500>

23. Dedecker, L., Schreurs, L., Vandenbosch, L., Pellemans, E., Van Hul, L., & **Maes**, C. (2025). #Visible difference: A multi-method study investigating content of and responses to influencers with visible differences. *Body Image*, 54. <https://doi.org/10.1016/j.bodyim.2025.101921>

24. **Maes**, C., Gonzalez, A. (joint first author), & Ann Rousseau (in press). Investigating the Role of Social Media and News Media in Pro-Environmental Behaviors Over Time: an Application of the General Learning Model. *Journal of Children and Media*.

25. **Maes**, C., Fardouly, J., & Vandenbosch, L. (2025). A Qualitative Exploration of Belgian Adolescents' and Young Adults' Views on Idealized and Body Positive Content on Social Media. *Body Image*. <https://doi.org/10.1016/j.bodyim.2025.101938>

26. **Maes**, C., Vranken, I., de Lenne, O., & Vandenbosch, L. (2025). "No one wants to see curvy women". The Absence of Non-Idealized Models in Magazine Advertisements: A 10-Year Perspective. *Body Image*. <https://doi.org/10.1016/j.bodyim.2025.101944>

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29. Maheux, A.J., & **Maes**, C. (in press) Coming of Age with GenAI: The High Stakes of Automating Adolescent Development. *Perspectives on Psychological Science*.

30. Medina, C., **Maes**, C., Maheux, A., Roberts, S., Choukas-Bradley, S. (in press). Online and Offline Worlds Collide: Appearance-Related Social Media Consciousness and Sexual Well-Being Among Emerging Adult Women and Men. *Body Image*. <https://doi.org/10.1016/j.bodyim.2025.102018>

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1. **Maes**, C., Van Oosten, J.M F., Vandenbosch, L. (2019). Media Use and Development of Sexual Knowledge, Attitudes, and Behaviors. In: J. Van den Bulck (Eds.) *The International Encyclopedia of Media Psychology*. Wiley-Blackwell.

2. **Maes**, C., van Oosten, J.M.F., & Vandenbosch, L. (2022). Adolescents' Digital Media Interactions within the Context of Sexuality Development. In: Nesi, J., Telzer, E., & Prinstein, M. (Eds.) *Handbook of Adolescent Digital Media use and Mental Health*.

3. **Maes**, C., & Vandenbosch, L. (2022). Media and Sexual Development. In: D. Lemish (Eds.) *The Routledge International Handbook of Children, Adolescents, and Media*.

4. **Maes, C.**, Arimoro, F., & Charmaraman, L. (2024). Sexuality and Media: Exploration and Exploitation. In Harrison, V., & Collier, A. (Eds.) *Social Media and Youth Mental Health*
5. van Ouytsel, J., Vandenbosch, L., & **Maes, C.** (2025). Youth's engagement in sexting and their sexuality development. In Hust, S., Willoughby, J., & Ortiz, R. (Eds.) *Teens, Sex, and Media Effects. Understanding Media's Influence on Adolescent Sexuality, Sexual Health, and Advocacy*
6. **Maes, C.**, Vandenbosch, L., & Wright, P. (2024). The Impact of Online Pornography Consumption on Youth. In Rich, G.J., Kumar, V.K., & Farley, F. (Eds.) *Handbook of Media Psychology - The Science and The Practice*. Springer Nature.
7. **Maes, C.**, Karsay, K., & Noon, E. (2025). Digital Media and Sexually and Gender Diverse Adolescents. In Baams, L., & Kaufman, T. (Eds.) *Sexually and Gender Diverse Adolescents: Critical Perspectives on Risk and Resilience*. Routledge.
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9. Dedecker, L., **Maes, C.**, Schreurs, L., & Vandenbosch, L. (accepted). The Portrayal and Impact of Diverse Appearance Traits in Digital Advertisements: Recent Trends and Future Directions. In Fernandez, B.F., Moralez, M.J., & Sadaba, C. (Eds.) *Digital Influencers and Children and Youth Well-Being*. Springer Nature.
10. Dedecker, L., Vankerckhoven, L., Vandenbosch, L., Schreurs, L., **Maes, C.** (2025). Developmental Considerations. In: M. Fuller-Tyszkiewicz, T. Tylka, J. Webb, R. Rodgers (Eds.), *Handbook of Body Image*, Chapt. 33. Guilford.

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11. **Maes, C.**, & Konings, F. (2027 planned). Media Use and Risky Behaviors. In Cingel, D., & Krcmar, M. (Eds.) *Research Handbook on Media and Youth in the Digital Age*. Edward Elgar Publishing.

Papers Presented at International Conferences

1. **Maes, C.**, Schreurs, L., & Vandenbosch, L. (2019). #Metoo ?: The role of sexually objectifying online media in adolescents' resistance towards the #metoo movement and rape myth acceptance. The Etmaal van de Communicatiewetenschap, Nijmegen, the Netherlands, 7-8 February 2019.
2. **Maes, C.**, Schreurs, L., & Vandenbosch, L. (2019). The role of sexually objectifying online media in adolescents' rape myth acceptance and resistance towards the #metoo movement. The 70th Annual ICA Conference, Washington, DC, 24-28 May 2019.
3. **Maes, C.**, Trekels, J., Tylka, T., & Vandenbosch, L. (2019). The conceptualization and measurement of a positive body image among adolescents. The 8th International Meeting of the FWO Research Community, Leuven, Belgium, 11-12 December 2019.
4. **Maes, C.**, & Vandenbosch, L. (2020). "I love my body, I love it all": The representation of body positivity in popular youth-oriented series.". Etmaal van de Communicatiewetenschap, Amsterdam, 6-7 February 2020.
5. **Maes, C.**, & Vandenbosch, L. (2021). Physically Distant, Virtually Intimate: Why Adolescents Sext during the First Lockdown of the COVID-19 Crisis. Etmaal van de Communicatiewetenschap, Online, 4-5 February 2021.

6. **Maes, C.**, Trekels, J., & Vandenbosch, L. (2021). Beauty ideals in media and the protective role of resilience against pubertal changes. The online Appearance Matters 9 Conference, Online, 13-15 July 2021 (due to COVID-19, this conference was postponed for a year).
7. **Maes, C.**, Trekels, J., Tylka, T., & Vandenbosch, L. (2021). The Development and Validation of the Positive Body Image among Adolescents Scale (PBIAS). The online Appearance Matters 9 Conference, Online, 13-15 July 2021 (due to COVID-19, this conference was postponed for a year).
8. **Maes, C.**, Lara, S., & Vandenbosch, L. (2021). Looking good, feeling bad: How online appearance comments relate to body shame in girls. The online Appearance Matters 9 Conference, Online, 13-15 July 2021 (due to COVID-19, this conference was postponed for a year).
9. **Maes, C.**, & Vandenbosch, L. (2021). "Consent is sexy": the Portrayal of Prosocial Sexuality Messages in Youth-oriented Series. The 71st Annual ICA Conference, Online, 27-31 May 2021.
10. **Maes, C.**, & Vandenbosch, L. (2021). Physically Distant, Virtually Intimate: Adolescents' Sexting Behaviors during the First Lockdown Period of the COVID-19 Crisis. The 71st Annual ICA Conference, Online, 27 -31 May 2021.
11. **Maes, C.**, Trekels, J., Impett, E., & Vandenbosch, L. (2021). Positive Sexuality in Adolescence Scale (PSAS): Development and Psychometric Evaluation. The 15th Congress of the European Federation of Sexology, Online, 11-12 June 2021.
12. **Maes, C.**, Van Ouytsel, J., & Vandenbosch, L. (2022). "They Asked for It": Victim Blaming and Non-Consensual Forwarding of Sexts among Youth. Etmaal van de Communicatiewetenschap, online, 10-11 February 2022.
13. **Maes, C.**, & Vandenbosch, L. (2022). Adolescents' Instagram and TikTok Use and Body Image Outcomes: Exploring Within and Between-Person Level Effects in a Three-Wave Longitudinal Study. 72nd Annual ICA Conference, Paris, France, 26-30 May 2022.
14. **Maes, C.**, & De Lenne, O. (2022). "Just Like I Pictured It": Adolescents' Filter Use on Social Media and the Acceptance of Cosmetic Surgery. 72nd Annual ICA Conference, Paris, France, 26-30 May 2022.
15. **Maes, C.**, Van Ouytsel, J., & Vandenbosch, L. (2022). "Asking for it": Victim Blaming and Non-Consensual Forwarding of Sexts among Late Adolescents and Young Adults. 72nd Annual ICA Conference, Paris, France, 26-30 May 2022.
16. **Maes, C.**, & Vandenbosch, L. (2022). Cultivation Theory, Television, and Adolescents' Body Image. The 10th International Meeting of the FWO Research Community, Leuven, Belgium, 12-13 December 2022.
17. **Maes, C.**, & Vandenbosch, L. (2023). Long-Term Relations Between Heterosexual Adolescents' Exposure to Television Messages about Sexuality and their Supportive Attitudes and Behaviors towards the LGBTQ+ Community. Etmaal van de Communicatiewetenschap, Twente, the Netherlands, 2-3 February 2023.
18. **Maes, C.**, Wright, P., & Vandenbosch, L. (2023). Adolescents' Viewing of Mainstream and Paraphilic Pornography and Sexual Health Components: Attention to Within-and Between-Person Dynamics Over Time. Presented at the 73rd Annual International Communication Association Conference, Toronto, Canada, 25-29 May 2023.
19. **Maes, C.**, & Vandenbosch, L. (2023). Heterosexual Adolescents' Attitudes and Behaviors that Support LGBTQ+: The Role of Positive Television Messages about Sexuality over Time. Presented at

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20. Noon, E., **Maes**, C., Karsay, K., & Vandenbosch, L. (2023). The Long-Term Reciprocal Relationship between Capitalization on Social Media and Adolescent Life Satisfaction. Presented at the 73rd Annual International Communication Association Conference, Toronto, Canada, 25-29 May 2023.
21. **Maes**, C., van Ouytsel, J., & Vandenbosch, L. (2024). Active Bystanders in the Context of Non-Consensual Forwarding of Sexting Messages: Applying a Theory of Planned Behavior in Youth. Accepted for presentation at the Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands, 8-9 February 2024.
22. **Maes**, C., Alleva, J., & Vandenbosch, L. (2024). The Good, the Bad, and the Mixed? Exploring the Impact of Youth's Exposure to Mixed Appearance Content on Television on Their State Body Satisfaction and Functionality Appreciation. Presented at the Appearance Matters Conference, Bristol, UK, 11-13 June 2024.
23. **Maes**, C., Kvardová, N., & Vandenbosch, L. Online Body Positivity, Offline Body Positivity? Exploring Adolescents' Impact of Over-Time Relations Between Active and Passive Positive Appearance-Related Activities on Social Media, and Offline Prosocial Reasoning and Behavioral Intentions Regarding Others' Appearances. Presented at the Appearance Matters Conference, Bristol, UK, 11-13 June 2024.
24. **Maes**, C., van Ouytsel, J., & Vandenbosch, L. Active Bystander Behaviors in the Context of Non-Consensual Forwarding of Sexting Messages: Applying the Theory of Planned Behavior. Presented at the ECREA conference, Ljubljana, Slovenia, 24-27 September 2024.
25. **Maes**, C., Vanherle, R., Fardouly, J., & Vandenbosch, L. #BoPo, #Ideal, or #Mixed? Exploring Adolescents' Daily Exposure to Appearance Content on Social Media and Its Relations with Body Image Components. Accepted for the annual International Conference of the International Communication Association, Denver, Colorado, 12-16 June 2025.
26. **Maes**, C., & Vandenbosch, L. The Good, the Bad, and the Mixed? Introducing the Heterogeneous Content Processing (HCP) Model in the Context of Entertainment Television. Accepted for the annual International Conference of the International Communication Association, Denver, Colorado, 12-16 June 2025.
27. Willems, T., Vandenbosch, L., & **Maes**, C. An Intercultural Study on Adolescents' Consensual and Non-Consensual Sexting Practices and Their Body Image and Sexuality. Accepted for the annual International Conference of the International Communication Association, Denver, Colorado, 12-16 June 2025.
28. Konings, F., Vandenbosch, L., Fitzgerald, K., Fardouly, J., Beelen, E., Tabruyn, T., Karsay, K., & **Maes**, C. Adolescents' Sexualized Self-Presentations on Social Media: A Cross-National Data Donation Study. Accepted for the annual International Conference of the International Communication Association, Denver, Colorado, 12-16 June 2025.
29. Dedecker, L., Gonzalez, A., **Maes**, C., Schreurs, L., & Vandenbosch, L. Linkage Study: Examining Sexualization Practices of Youth's Favourite Famous Figures and Youth's Body Image. Presented at the annual Etmaal van de Communicatiewetenschap, Bruges, Belgium, 3-4 February 2025.
30. Willems, T., Vanhoffelen, G., **Maes**, C., & Vandenbosch, L. An Intercultural Study on Adolescents' Consensual and Non-Consensual Sexting Practices and Their Body Image and Sexuality. Presented at the annual Etmaal van de Communicatiewetenschap, Bruges, Belgium, 3-4 February 2025.

31. **Maes, C.**, & Vandenbosch, L. Panel Media Psychology: Putting Adolescents' Porn Use into Perspective: Recent Trends in Research. Panel presented at the annual Etmaal van de Communicatiewetenschap, Bruges, Belgium, 3-4 February 2025.

32. **Maes, C.**, & Vandenbosch, L. The Good, the Bad, But What about the Mixed? Introducing the Heterogeneous Content Processing (HCP) Model in the Context of Entertainment Television. Presented at the annual Etmaal van de Communicatiewetenschap, Bruges, Belgium, 3-4 February 2025.

33. **Maes, C.**, Choukas-Bradley, S., Galla, B., & Maheux, A.J. Exploring Adolescents' own, Friends', and Peers' Social Media Experiences in Relation to Mental Health and Advice for Others: A Latent Class Approach. Presented at the 2025 Digital Media and Developing Minds Congress, Washington DC, U.S., 13-16 July 2025.

34. Mooren, E. J. I., Luyckx, K., Ortibus, E., Schreurs, L. & **Maes, C.** (2025, December 9-10). *An introduction to the VIPPSTAR Project: Zooming in on the role of Social Media in the Body Image of Adolescents with a Visual Impairment* [Conference presentation]. 13th International Meeting of the Scientific Research Network A Multiple Levels of Analysis Approach to Typical and Atypical Development, Leuven.

36. Mooren, E. J. I., Luyckx, K., Ortibus, E., **Maes, C.** & Schreurs, L. (2026, February 5-6). *The role of Social Media in the Body Image of Adolescents with a Visual Impairment: A Focus group study* [Conference presentation]. Etmaal van de Communicatiewetenschap, Arnhem.

37. Dedecker, L., Schreurs, L., Vandenbosch, L., **Maes, C.** (2024). Multi-method study on the role of social media in body image development among individuals with a visible difference (IVD). Presented at the 10th European Communication Conference, Ljubljana (Slovenia), 24 Sep 2024-27 Sep 2024.

38. Dedecker, L., **Maes, C.**, Schreurs, L., Vandenbosch, L. (2024). The role of social media in body image development among individuals with a visible difference (IVD): A multi-method approach. Presented at the Etmaal 2024, Rotterdam.

39. Dedecker, L., **Maes, C.**, Schreurs, L., Vandenbosch, L. (2023). A Multi-Method Approach to the Role of Social Media in Body Image Development among Young Individuals with a Visible Difference (YIVD). Presented at the 11th International Meeting of the Scientific Research Network A Multiple Levels of Analysis Approach to Typical and Atypical Development, Leuven.