

# 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.

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### POSITIONS

**Assistant Professor (tenure track)**  
**Université Libre de Bruxelles**

**October 2025-present**

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**  
**KU Leuven**

**October 2024- present**

**Guest professor (10% ZAP)**  
**University of Antwerp**

**September 2024-2025**

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

**Postdoctoral researcher**  
**The University of North Carolina at Chapel Hill**

**October 2024-2025**

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) mab led by Prof. Maheux. I continue to collaborate closely with her on projects examining adolescents' digital experiences.

**Doctor-Assistant**  
**KU Leuven**

**October 2023-2024**

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).

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## 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

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## GRANTS AND AWARDS

2024	<b>Horizon Europe Framework Programme (grant around 8.5 million euros)</b> <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	<b>Best published article award received from the Children, Adolescents, and Media division of the International Communication Association</b> 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> .
2024	<b>FWO senior research project grant (project code 3H240004)</b> <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	<b>C1 funding grant at Interne Fondsen KU Leuven (project code 3H230270).</b> <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	<b>Post-Doctoral Mandate (type 2) of Interne Fondsen KU Leuven</b> (project code 3H220354). <i>Entertainment Fiction and Adolescents' Body Image and Sexuality: Moving Towards a Content Heterogeneity Perspective.</i> Supervisor: Prof. Vandenbosch.
2022	<b>FWO travel grant</b> to visit Prof. Rieger of Ludwig Maximilian University of Munich, Germany.
2022	<b>FWO travel grant</b> to go to the annual conference of the International Communication Association [ICA] in Paris.

#### ACADEMIC SERVICES

Present	I am part of the <b>ethical committee</b> of the Faculty of Languages, Translation, and Communication at ULB.
2024	<b>Panel organization</b> 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 <b>UNC Chapel Hill Scientists' Retreat</b> . 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 <b>Leuven Child and Youth Institute seminar</b> 'Let's Talk about Sexting' for stakeholders (e.g., teachers, youth organizations such as Sensoa, Mediawijs, and Child Focus) and academics.
2022-2024	<b>Student and Early Career Representative</b> of the Children, Adolescents, and Media division of the <b>International Communication Association</b> .
2022	I was part of the interdisciplinary and inter-university <b>Francqui class of excellence</b> about social media and mental health.
2022-present	<b>I serve as a mentor</b> for Ph.D. students or the Research Escalator Program, organized by the Children, Adolescents, and Media division of the <b>International Communication Association</b> .
2022-2025	I am part of the <b>evaluation committee of the Ph.D. project</b> 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 <b>Permanente Onderwijscommissie</b> , faculty of Social Sciences, KU Leuven.
2021	Organizer of <b>International Communication Association-related events</b> for the School for Mass Communication Research, KU Leuven.
2019-2020	Member of the <b>Sustainability Committee</b> of the Faculty of Social Sciences, KU Leuven.

#### ACADEMIC MEMBERSHIPS

2023-present	I am a member of the ' <b>Media to Inspire</b> ' 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.
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2021-present	Member of the interdisciplinary <b>KU Leuven Child and Youth Institute</b> .
2021-present	Member of <b>KU Leuven Digisoc</b> .
2021-present	Member of the <b>FWO funded Scientific Research Network</b> .
2021-present	I currently serve as <i>co-chair</i> of the research line on digital media for the <b>KU Leuven Child and Youth Institute</b> .
2018-present	Member of the <b>International Communication Association (ICA)</b> .
2018-present	Member of <b>The Netherlands-Flanders Communication Association (NeFCA)</b> .

## TEACHING AND MENTORING ACTIVITIES

### Lecturing

2025-2026	<b>Professor of <i>Digital Challenges of Communication</i> (5 ECTS), <i>Digital PR and Copywriting</i> (10 ECTS), and <i>Internal Communication</i> (5 ECTS).</b>
2024-2025 (1 <sup>st</sup> semester)	<b>Guest Professor of <i>Communicatiewetenschap</i> (6 ECTS) at the <b>University of Antwerp</b>.</b>
2023-2024 (2 <sup>nd</sup> 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 <sup>st</sup> 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 <b>4 out of 5</b> on the course evaluation organized by the students themselves).
2023-2024 (1 <sup>st</sup> 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 <b>4.5 out of 5</b> 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 <b>5 out of 6</b> on the evaluation organized by the faculty itself).
2022-2024 (1 <sup>st</sup> semester)	Lecturer of <i>Media-Effecten</i> , part of the 2 <sup>nd</sup> bachelor of the Communication Sciences program at KU Leuven (4 ECTS, I received an <b>average score of 5 out of 6</b> on the course evaluation by the students in the year 2023-2024).
2022-2024 (1 <sup>st</sup> semester)	Co-lecturer of <i>Media Atelier</i> course, part of the 2 <sup>nd</sup> 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	<b>Co-supervisor of PhD student</b> 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	<b>Co-supervisor of PhD student</b> 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	<b>Co-supervisor of PhD student</b> 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	25 master theses at ULB

### ACADEMIC TRAINING

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

## REVIEWING ACTIVITIES

### Editorial Boards

- I am part of the editorial board of *Archives of Sexual Behavior*
- I am part of the editorial board of *Media Psychology*
- I am part of the editorial board of *Body Image*

### Reviewer

#### **Journals**

New Media and Society  
Sex Roles  
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

#### **Conferences**

Etmaal van de Communicatiewetenschap  
Annual International Communication Association Conference  
European Communication Research and Education Association Conference

## 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](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-bodypositiviteit-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 Laet**’ on the 6<sup>th</sup> 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](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.

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## 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., Vankerhoven, 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., 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>

25. **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>

26. **Maes**, C., Alleva, J., & Vandenbosch, L. (in press). The Interpretations and Body Image Effects of Heterogeneous Body Image Content in Entertainment Fiction among Youth. *Mass Communication and Society*.

27. Kotiuga, J., **Maes**, C., & Maheux, A. J. (2026). Exploring Knowledge and Comfort with Genital Anatomical Terminology Among Young Adults. *Archives of Sexual Behavior*, 1-11. <https://doi.org/10.1007/s10508-025-03360-7>

28. Medina, C., **Maes**, C., Maheux, A., Roberts, S., Choukas-Bradley, S. (2026). 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>

29. **Maes**, C., Kotiuga, J., & Maheux, A.J. (in press) Sexual Communication: Assessing the Validity of Three Scales that Reflect In-Person, Text-Based, and Voice Chat-Based Communication Among U.S. Young Adults. *Archives of Sexual Behavior*.

30. Gonzalez, A., Maes, C. (joint first author), & Rousseau, A. (2026). Investigating the role of social media and news media in pro-environmental behaviors over time: An application of the general learning model among Belgian adolescents. *Journal of Children and Media*, 1–21.  
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### **Book Chapters**

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.
8. **Maes, C.**, Trekels, J., Tylka, T., & Vandenbosch, L. (2025). The Positive Body Image among Adolescents Scale. In Ramseyer Winter, G., Landor, A., & Tylka, T. (Eds.) *The Handbook of Body Image-Related Measures*.
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.

### **Book chapters planned**

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 70<sup>th</sup> 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., & Vandebosch, 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., & Vandebosch, 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., & Vandebosch, 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., & Vandebosch, 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 73<sup>rd</sup> Annual International Communication Association Conference, Toronto, Canada, 25-29 May 2023.
19. **Maes, C., & Vandebosch, L. (2023).** Heterosexual Adolescents' Attitudes and Behaviors that Support LGBTQ+: The Role of Positive Television Messages about Sexuality over Time. Presented at the 73<sup>rd</sup> Annual International Communication Association Conference, Toronto, Canada, 25-29 May 2023.
20. Noon, E., **Maes, C., Karsay, K., & Vandebosch, L. (2023).** The Long-Term Reciprocal Relationship between Capitalization on Social Media and Adolescent Life Satisfaction. Presented at the 73<sup>rd</sup> Annual International Communication Association Conference, Toronto, Canada, 25-29 May 2023.
21. **Maes, C., van Ouytsel, J., & Vandebosch, 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., & Vandebosch, 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., & Vandebosch, L. (2024).** 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., & Vandebosch, L. (2024).** 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., & Vandebosch, L. (2024).** #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., & Vandebosch, L. (2024).** 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 van de Communicatiewetenschap 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.
40. Willems, T., **Maes**, C., Eggermont, S., & Vandenbosch, L. (2026). Pornography Use in an Increasingly Regulating Society: A Qualitative Exploration of Flemish Youth's Voices. Presented at the Etmaal van de Communicatiewetenschap 2026.
41. Dedecker, L., Coosemans, L., **Maes**, C., Schreurs, L., & Vandenbosch, L. (2026). Between ideals and BoPo: Daily associations between exposure to appearance content and body image among young individuals with visible differences. Presented at the Etmaal van de Communicatiewetenschap 2026.
42. Vandenbosch, L., Chen, Y.O., **Maes**, C., Sumter, S., & Konings, F. (2026). Too Young to Swipe? Exploring Demographic, Sexuality-Based, and Social-Contextual Correlates of Adolescent Mobile Dating App Use from the Media Practice Model Perspective. Presented at the Etmaal van de Communicatiewetenschap 2026.
43. Beullens, K., Lissens, M., Geusens, F., Eggermont, S., **Maes**, C., Vanhoffelen, G., Vranken, I. (2026). Reconsidering the Temporal Dynamics of Social Media Effects on Adolescent Well-Being: A Multi-Wave Reanalysis Using Extended RI-CLPMs. Presented at the Etmaal van de Communicatiewetenschap 2026.