About the Author

Jaap van Ginneken studied social psychology, with ‘press studies’ and ‘mass psychology’ as collateral subjects, at the University of Amsterdam. This was later followed by a Ph.D. with distinction on political and mass psychology. He was an assistant at ‘The Baschwitz Institute’ within the Political and Social Science Faculty, and ultimately a part-time associate professor at the International School and the department of Communication Science there.

At the same time, he followed a parallel career as an independent researcher, writer, speaker, and consultant (f.i. on information/communication about psychology and the social sciences for exhibitions, museums, and television). He has published some two-dozen full-length and single-author books: many also translated into English and other languages. Some half of them were scholarly studies, the other half aimed at a wider public.

They basically dealt with two fields. First, the media and images of other cultures: in global news, Hollywood blockbuster movies, comic strips, and everyday life. Second, on political and mass psychology: its origins, various forms of collective behaviour, rapid shifts in public opinion, mood contagion, persuasion techniques, and most recently leadership.