

Eetu Marttila

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Updated: October 2026

Degrees

2024	Ph.D. in Economic Sociology, University of Turku
2019	M.Soc.Sc. in Sociology, University of Turku
2016	B.Soc.Sc. in Sociology, University of Turku

Research Experience

2026–	Senior Researcher, CoROL project, INVEST Research Flagship Centre, University of Turku
2025–2026	Postdoctoral Researcher, Fostering Finnish Science Capital (FINSCI) research consortium, Psychology, University of Turku
2022–2024	Doctoral Researcher, The University of Turku Graduate School, Economic Sociology, University of Turku
2020–2021	Project Researcher, Economic Sociology, University of Turku

Research Output

Peer-reviewed Articles

Mäki, O., Marttila, E., Häikiö, T., Pritup, D., Elovaara, K., Kivioja, P., & Kaakinen, J. K. (2026). Conspiracy theory endorsement profiles: A cluster validation study. *European Journal of Social Psychology*, 56(5), 861–872. <https://doi.org/10.1002/ejsp.70080>

Marttila, E., Koivula, A., Savolainen, I., Sirola, A., & Oksanen, A. (2026). The Dynamic and Reciprocal Relationship Between Problematic Internet Use and Loneliness: A Longitudinal Study. *Media Psychology*, 1–22. <https://doi.org/10.1080/15213269.2026.2633579>

Marttila, E., & Koivula, A. (2024). Framing, emotions, and morality: Understanding media influence on moral attitudes towards the unvaccinated during COVID-19. *The Social Science Journal*, 62(2), 478–493. <https://doi.org/10.1080/03623319.2024.2441897>

Koivula, A., Marttila, E., & Koiranen, I. (2024). Media framing and trust: A randomized survey experiment on attitudes towards the unvaccinated during the COVID-19 pandemic. *Social Sciences & Humanities Open*, 10, 101157. <https://doi.org/10.1016/j.ssaho.2024.101157>

Koivula, A., Räsänen, P., Marttila, E., Sedgwick, D., & Hawdon, J. (2023). COVID-19 compliance and media consumption: A longitudinal study of Finland and the US during the first year of COVID-19. *Journal of Broadcasting & Electronic Media*, 67(4), 530–552. <https://doi.org/10.1080/08838151.2023.2226276>

Marttila, E., Koivula, A., & Räsänen, P. (2021a). Cybercrime victimization and problematic social media use: Findings from a nationally representative panel study. *American Journal of Criminal Justice*, 46(6), 862–881. <https://doi.org/10.1007/s12103-021-09665-2>

Marttila, E., Koivula, A., & Räsänen, P. (2021b). Does excessive social media use decrease subjective well-being? A longitudinal analysis of the relationship between problematic use, loneliness and life satisfaction. *Telematics and Informatics*, 59, 101556. <https://doi.org/10.1016/j.tele.2020.101556>

Kemppainen, L., Koskinen, V., Bergroth, H., Marttila, E., & Kemppainen, T. (2021). Health and wellness-related travel: A scoping study of the literature in 2010-2018. *SAGE Open*, 11(2). <https://doi.org/10.1177/21582440211013792>

Works in Progress

Marttila, E., Kaakinen, J. K., & Koivula, A. Social deprivation and trust in science: The moderating role of political distrust [Manuscript under review].

Koivula, A., & Marttila, E. Media trust and political participation [Working title]. In F. Stiernstedt & P. Jakobsson (Eds.), *Handbook on Media Trust*. Edward Elgar. [Chapter under review].

Marttila, E., & Kaakinen, J. K. Partisan affect amplifies the effect of party cues [Working title; manuscript in preparation].

Marttila, E., & Oksanen, A. Beyond “social media”: Platform affordances, social psychological mechanisms and addiction. In I. Savolainen & E. Kaupila (Eds.), *Research Handbook on the Social Psychology of Addiction*. Edward Elgar. [Chapter in preparation].

Marttila, E., Koivula, A., & Kouvo, A. Education, cognitive resources and the structure of institutional trust [Working title; manuscript in preparation].

Book Chapters

Koivula, A., Marttila, E., & Räsänen, P. (2024). Trust in experts according to media consumption and government satisfaction in the United States and Finland. In *Perceptions of a Pandemic: A Cross-Continental Comparison of Citizen Perceptions, Attitudes, and Behaviors During Covid-19* (pp. 65–83). Emerald Publishing Limited.

Marttila, E. (2021). Yksinäisyys Suomessa koronaviruspandemian aikana. In A. Koivula, P. Räsänen, N. Salminen, E. Marttila, & I. Koiranen (Eds.), *Digiajan ensimmäinen pandemia*. Turun yliopisto.

Other Research Activities

Survey and Experimental Research

2025–2026 Lead designer of a large-scale ($N \approx 2,000$) survey experiment on affective polarization and political information processing. Psychology, University of Turku.

- Contributed to instrument development and testing for the Finnish Science Capital Survey. Psychology, University of Turku.
- 2021–2022 Major role in designing and executing two survey experiments for the Finland in the Digital Age surveys. Economic Sociology, University of Turku.
- 2020–2023 Assisted in instrument development and testing for the Finland in the Digital Age and Covid-19 in Finland and the US longitudinal surveys. Economic Sociology, University of Turku.

Selected Presentations

- 2026 Marttila, E. & Kaakinen, J. K. (September, 2026). *Affective Polarization and Responsiveness to Party Cues: A Within-Person Experiment*. ECPR General Conference. Kraków, Poland.
- Marttila, E. & Kaakinen, J. K. (May, 2026). *Partisan Affect Amplifies the Effect of Party Cues*. Poster presented at the APS Annual Convention. Barcelona, Spain.
- 2025 Marttila, E., Kaakinen, J. K. & Koivula, A. (May, 2025). *Distrustful and Socially Excluded. Does Everyday Ostracism Decrease Trust in Science?* INVEST Conference. Turku, Finland.
- Marttila, E. (March, 2025). *Sosiaalisen median ongelmakäyttö–syitä ja seurauksia*. A-Klinikka seminar. Online, Finland.
- 2024 Marttila, E. (May, 2024). *The Impact of Online Community Ties on Problematic Social Media Use: A Longitudinal Study*. INVEST Conference. Turku, Finland.
- 2023 Marttila, E. & Koivula, A. (September, 2023). *Does news framing affect citizens' attitudes towards restricting the unvaccinated? An experiment on the moderating effect of trust in institutions*. ECPR Conference. Prague, Czech Republic.
- Koivula, A., Marttila, E. & Koiranen, I. (March, 2023). *Framing non-compliant health behavior: An Experimental Study of Views Related to Unvaccinated in Finland*. Annual Sociology Conference. Tampere, Finland.
- 2022 Marttila, E. & Koivula, A. (October, 2022). *Framing, Emotions and Moral Attitudes: An Experimental Study of Views Related to Unvaccinated in Finland*. ECREA Conference. Aarhus, Denmark.

Refereeing

Reviewed articles for *Scientific Reports*, *BMC Psychology*, *American Journal of Criminal Justice*, *Applied Research in Quality of Life*, and *Information Technology & People*.

Research Funding and Grants

Personal

- 2026 Finnish Cultural Foundation. Personal grant for postdoctoral project. 51,000€.

2022	<i>The University of Turku Graduate School.</i> Funding for 3-year salaried position to pursue doctoral research.
2021	<i>Turku University Foundation.</i> Personal grant for doctoral research. 4,888€. <i>Kauhajoki Culture Foundation.</i> Personal grant for doctoral research. 2,000€.

Contributions

2021	<i>Helsingin Sanomat Foundation.</i> Central role in planning and writing the funding application, and in designing the KRIME research project on crisis communication, risk perceptions and political trust. 100,000€.
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Teaching Experience

Workshops

Fall 2024	Statistical mini lectures and workshop in Stata for Quantitative Research Methods course in Social Sciences. University of Turku. Undergraduate level.
Fall 2023	Statistical workshops in R and SPSS for Contemporary Challenges in Survey Research. Online course jointly offered by University of Turku & Lingnan University, Hong Kong. Graduate level.

Lectures

Spring 2023	Social Media and Well-being. Economic Sociology, University of Turku. Graduate level.
Spring 2021	Digital Technologies, Social Media and Well-being. Economic Sociology, University of Turku. Graduate level.
Fall 2020	Platform Economy. Economic Sociology, University of Turku. Graduate level.

Supervision

Fall 2022	Teaching in Bachelor's seminar and supervising 4 Bachelor's theses. Department of Social Research, University of Turku. Undergraduate level. Supervising a Master's thesis. Economic Sociology, University of Turku. Graduate level.
Fall 2021	Teaching in Bachelor's seminar and supervising 5 Bachelor's theses. Department of Social Research, University of Turku. Undergraduate level.

Skills and Techniques

Technical	Skilled in R; basic skills in Stata. Statistical methods include linear mixed-effects panel data analysis and dynamic panel models. Experience in survey and experimental research design.
Languages	Finnish: native. English: fluent. Swedish: moderate. German: basics.