

# dr. Zeph M. C. van Berlo

*Assistant Professor of Persuasive Communication*



## Contact information

dr. Zeph M. C. van Berlo

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+31 6 53712534

## Education

**PhD candidate (PhD)** | 2016 – 2020

*University of Amsterdam*

- Title dissertation: *Playful persuasion: Advergaming as gamified advertising*
- Supervisors: dr. Eva van Reijmersdal & prof. dr. Edith Smit

**Research master's in communication science (MSc)** | 2014 – 2016

*University of Amsterdam*

- Graduated '*cum laude*' (highest distinction in the Netherlands)

## Teaching experience<sup>1</sup>

**Lecturer in communication science** | Aug. 2016 – present (100 months)

*University of Amsterdam*

- Average student evaluations: 8.50 ( $SD = 1.41$ ,  $N = 472$ )

**University teaching qualification** | 2022

*LEARN! Academy*

## Teaching and supervision

**Tutorial teaching** | 2016 - present

*Communication science (bachelor & master)*

- *Highlight:* Teaching 55 tutorial groups across 10 communication science courses
  - *Master-level:* Brand communication [9 groups]; Marketing communication [5 groups]; Extending reality Design and applications of immersive media [2 group].
  - *Honours-level:* Pressure cooker: Communication science [6 groups]
  - *Bachelor-level:* Persuasive communication [8 groups]; Methods in communication science & statistics [7 groups]; Research workshop: Survey [6 groups]; The media landscape [5 groups]; Philosophy of science and methodology [3 groups]; Research workshop: Content analysis [4 groups].

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<sup>1</sup> total fte teaching is 5.16

## Teaching and supervision

**(Guest) lecturing** | 2017 - present

*Communication science (bachelor & premaster)*

- *Highlight:* Organizing weekly lectures for ±600 (international and Dutch) students during Research workshop: Survey; Guest lecturing about experimental research.

**Thesis supervision** | 2019 - present

*Communication science (bachelor & master) & Brain and cognitive sciences (master)*

- *Highlight:* Supervising 89 theses
  - 59 bachelor theses; 20 master theses; 10 research master thesis.

**Internship supervision** | 2018 - present

*Communication science (bachelor)*

- *Highlight:* Supervising 21 internships

## Development, design, and coordination

**Course development and design**

*Communication science (master)*

- Extending reality: Design and applications of immersive media

**Coordination**

*Communication science (honours & master)*

- Brand communication | 2022 - present
- Honours programme communication science | 2020 – present
- Pressure cooker communication science | 2020 - present
- Extending reality: Design and applications of immersive media | 2022 – present

**Exam development and quality control** | 2017 – 2021

*Communication science (bachelor & master)*

- *Highlight:* Substantially contributed to 10 exams and reviewed 8 exams
  - Designed 2 exams [Research workshop: Survey]; contributed to 8 exams [Persuasive communication; Marketing communication]; quality control for 8 exams [Methods in communication science & statistics].

## Publications<sup>2</sup>

2025 | **Mind perception of avatars: A focus group study**

Komala Mazerant, Alexander Schouten, Sanne Smit, Zeph M. C. van Berlo,  
Lotte Willemsen

*Immersive Learning Research Network*

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## Publications<sup>2</sup>

- 2024 | **Business sustainability performance through augmented reality: A literature review on applications, benefits and challenges**  
Amitav Swapnil, Inna Sosunova, Sherah Kurnia, [Zeph M. C. van Berlo](#), Manuel Garcia, Ari Happonen  
*Proceedings of the IEEE International conference on humanoid, nanotechnology, information technology, communication and control, environment, and management.*
- 2024 | **Beyond likes: The persuasive potential of romantic parasocial relationships with influencers.**  
Priska Breves, Nicole Liebers, Marijn Meijers, [Zeph M. C. van Berlo](#)  
*International Journal of Advertising.* [Advance online publication.](#)
- 2024 | **The MADE framework: Best practices for creating effective experimental stimuli using generative AI**  
[Zeph M. C. van Berlo](#), Colin Campbell, Hilde Voorveld  
*Journal of Advertising.* [Advance online publication.](#)
- 2024 | **Followers' cognitive elaboration of sponsored influencer content: The significance of argument quality**  
Priska Breves, Nicole Liebers, [Zeph M. C. van Berlo](#)  
*Journal of Interactive Advertising*, [24\(3\), 203–214.](#)
- 2024 | **Has the AI revolution started yet? A status report on the use of and the attitudes towards ChatGPT in Dutch society**  
Rachid Azrout, [Zeph M. C. van Berlo](#), Roeland Dubèl, Jeroen Jonkman, Lara Wolfers, Susanne Baumgartner  
*Tijdschrift voor Communicatiewetenschap*, [53\(3\), 267-287.](#)
- 2024 | **Advergaming and consumer brand engagement: Experiential satisfaction as a mediator of gamified advertising effects**  
[Zeph M. C. van Berlo](#), Xulan Chen  
*Journal of Interactive Advertising*, [24\(3\), 238–246.](#)
- 2024 | **When the medium is the message: A meta-analysis of creative media advertising effects**  
[Zeph M. C. van Berlo](#), Marijn Meijers, Jiska Eelen, Hilde Voorveld, Martin Eisend  
*Journal of Advertising*, [53\(2\), 278–295.](#)
- 2024 | **Enhancing cardiopulmonary resuscitation training with mixed reality: Improving cardiopulmonary resuscitation performance and enjoyment**  
Hande Sungur, [Zeph M. C. van Berlo](#), Lisa Marie Lüwa  
*Cyberpsychology, Behavior, and Social Networking*, [27\(6\), 357-433.](#)
- 2023 | **Can non-humanlike avatars induce the proteus effect? The roles of avatar identification and embodiment in influencing social participation**  
Xinmiao Lan, [Zeph M. C. van Berlo](#)  
*Computers in Human Behavior: Artificial Humans*, [1\(2\), Article 100020.](#)

## Publications<sup>2</sup>

- 2023 | **Is that my heartbeat? Measuring and understanding modality-dependent cardiac interoception in screen-based and virtual reality environments**  
Abdallah El Ali, Rayna Ney, [Zeph M. C. van Berlo](#), Pablo Santiago, Cesar Garcia  
*IEEE Transactions on Visualization and Computer Graphics*, [29\(11\), 4805-4814](#).
- 2023 | **Billions of blue blistering barnacles! What we can learn from comics about the visualization of complex ideas**  
Elles Raaijmakers, [Zeph M. C. van Berlo](#)  
*Proceedings of the 2023 32nd annual conference of the European Association for Education in Electrical and Information Engineering* ([pp. 1-6](#)).
- 2023 | **A serial mediation of deceptive discount advertising effects in online retailing**  
[Zeph M. C. van Berlo](#), Hannah Bock  
*Cyberpsychology, Behavior, and Social Networking*, [26\(6\), 440 – 446](#).
- 2023 | **Augmented reality brand storytelling: The role of flow in attitude formation and associative learning**  
[Zeph M. C. van Berlo](#), Dimitrios Stikos  
[Extended reality - XR in times of crisis](#).
- 2023 | **Experiencing branded apps: Direct and indirect effects of engagement experiences on continued branded app use**  
[Zeph M. C. van Berlo](#), Eva van Reijmersdal, Guda van Noort  
*Journal of Interactive Advertising*, [23\(1\), 73-83](#).
- 2023 | **Twenty years of research on gamified advertising: A systematic overview of theories and variables**  
[Zeph M. C. van Berlo](#), Eva van Reijmersdal, Martin Waiguny  
*International Journal of Advertising*, [42\(1\), 171-180](#).
- 2022 | **Development and evaluation of a virtual reality puzzle game to decrease food intake**  
Yunxin Liu, Angelos Stamos, Siegfried Dewitte, [Zeph M. C. van Berlo](#), Nynke van der Laan  
*JMIR Serious Games*, [10\(1\), Article e31747](#).
- 2021 | **The gamification of branded content: A meta-analysis of advergame effects**  
[Zeph M. C. van Berlo](#), Eva van Reijmersdal, Martin Eisend  
*Journal of Advertising*, [50\(2\), 179-196](#).
- 2021 | **Augmented reality-based remote family visits in nursing homes**  
Eva Abels, Alexander Toet, Hans Stokking, Tessa Klunder, [Zeph M. C. van Berlo](#), Bram Smeets, Omar Niamut  
*IMX '21: ACM international conference on interactive media experiences* ([pp. 258–263](#)).
- 2021 | **Brands in virtual reality games: Understanding the roles of virtual product appeal and emotional response during computer-mediated consumer experiences**  
[Zeph M. C. van Berlo](#), Eva van Reijmersdal, Edith Smit, Nynke van der Laan  
*Journal of Business Research*, [122, 458-465](#).

## Publications<sup>2</sup>

- 2020 | **Adolescents and handheld advertising: The roles of brand familiarity and smartphone attachment in the processing of mobile advergames**  
 *Awarded: Wiley - Top cited article 2020-2021*  
Zeph M. C. van Berlo, Eva van Reijmersdal, Esther Rozendaal  
*Journal of Consumer Behaviour*, [19\(5\), 438-449](#).
- 2020 | **Effects of disclosing influencer marketing in videos: An eye tracking study among children in early adolescence**  
Eva van Reijmersdal, Esther Rozendaal, Liselot Hudders, Ini Vanwesenbeeck, Verolien Cauberghe, Zeph M. C. van Berlo  
*Journal of Interactive Marketing*, [49, 94-106](#).
- 2020 | **Inside advertising: The role of presence in the processing of branded VR content**  
Zeph M. C. van Berlo, Eva van Reijmersdal, Edith Smit, Nynke van der Laan  
*Augmented reality and virtual reality: Changing realities in a dynamic world* ([pp. 11-22](#)).
- 2019 | **Branded app engagement: Comparing apps from goods and service brands**  
Zeph M. C. van Berlo, Eva van Reijmersdal, Guda van Noort  
*Advances in advertising research X* ([pp. 3-13](#)).
- 2018 | **Big dating: A computational approach to examine gendered self-presentation on Tinder**  
Zeph M. C. van Berlo, Giulia Ranzini  
*Proceedings of the 9th international conference on social media & society* ([pp. 390-394](#)).
- 2017 | **Weet wat er speelt: De rol van merkbekendheid in effecten van mobiele advergames op tieners**  
Zeph M. C. van Berlo, Eva van Reijmersdal, Esther Rozendaal  
*Tijdschrift voor Communicatiewetenschap*, [45\(3\), 216-236](#).

## Books

- 2024 | **Virtual influencers**  
Priska Breves, Zeph M. C. van Berlo  
[SWOCC](#)

## Unpublished work (selection)

- Does AI-generated advertising hurt brands? The relationship between perceived authenticity, brand trust, and expected quality**  
Zeph M. C. van Berlo, Demy Vos, Priska Breves  
*Manuscript under review*
- #virtualinfluencer: A content analysis of virtual influencer disclosures**  
Lotte Willemsen, Amber Kouwen, Zeph M. C. van Berlo  
*Manuscript under review*

## Unpublished work (selection)

### **Grossvertisements: The effects of disgust appeals in advertising**

René H. Jørgensen, [Zeph M. C. van Berlo](#)

*Manuscript under review*

### **The development and effects of parasocial relationships with virtual vs. human influencers: An experience sampling study**

Priska Breves, [Zeph M. C. van Berlo](#)

*Manuscript under review*

### **Disclosing the virtual nature of virtual influencers: The effect disclosure prominence and the role of product digitality**

[Zeph M. C. van Berlo](#), Priska Breves

*Manuscript under review*

### **Video games for good: Active perspective-taking fosters empathy and reduces implicit bias towards gendered violence victims**

Sweeney Li, [Zeph M. C. van Berlo](#)

*Manuscript under review*

### **The next media-fueled moral technology panic? News media's and audience's views on ChatGPT**

Lara Wolfers, Jeroen Jonkman, Roeland Dubèl, [Zeph M. C. van Berlo](#), Rachid Azrout

*Manuscript under review*

### **Learning in virtual reality: The relationship between cognitive load, interactivity, and learning outcomes**

[Zeph M. C. van Berlo](#), Hande Sungur, Fanni Gyarmati

*Manuscript under review*

### **Happier and healthier? Investigating the longitudinal impact of body-positive and fitspirational influencers on body image satisfaction, healthy eating, and physical activity**

Priska Breves, [Zeph M. C. van Berlo](#), Lauranna Teunissen, Lars König, Alice Binder,  
Brigitte Naderer

*Manuscript under review*

### **Evolving parasocial relationships with body-positive and fitspirational influencers: A longitudinal study of their impact on body satisfaction**

Priska Breves, Sophie Boerman, Jan-Philipp Stein, Carolin Ischen, [Zeph M. C. van Berlo](#)

*Manuscript under review*

### **Designing effective VR experiences for pro-environmental outcomes: Enhancing self- efficacy through mastering solutions**

Hande Sungur, [Zeph M. C. van Berlo](#), Tilo Hartman

*Manuscript under review*

## Unpublished work (selection)

### **Rooting the self: The lasting impacts of nature-embodiment on nature connectedness and pro-environmental behavior**



*Awarded: Caryl Rusbult award*

Isabel Franke, [Zeph M. C. van Berlo](#), Catherine Molho, Hande Sungur, Priska Breves, Marijn Meijers

*Manuscript under review*

### **Using the persuasive power of social media influencers for eating disorder prevention messages: The role of parasocial relationships and direct addressing**

Monique Alblas, Nicole Liebers, [Zeph M. C. van Berlo](#), Priska Breves, Michelle Heilig, Franziska Ballbach

*Manuscript under review*

### **Can virtual reality decrease the psychological distance to climate change? Investigating effects on pro-environmental intentions and policy support**

Marijn Meijers, [Zeph M. C. van Berlo](#), Hande Sungur, Daan Rubens, Sweeney Li, Lal Barış, Priska Breves

*Manuscript under review*

## Conferences (organized)

### 2024 | **Annual conference of the DGPUK's advertising communication division**

Priska Breves, Eva van Reijmersdal, Ivana Bušljeta Banks, Alexander Pfeuffer, Alain Starke, [Zeph M. C. van Berlo](#)

*University of Amsterdam, Amsterdam, the Netherlands*

## Conferences (presented)

### 2024 | **The development and effects of parasocial relationships with virtual vs. human influencers: An experience sampling study**

Priska Breves, [Zeph M. C. van Berlo](#)

*Annual conference of the DGPUK's advertising communication division, Amsterdam, the Netherlands*

### 2024 | **Business sustainability performance through augmented reality: A literature review on applications, benefits and challenges**

Amitav Swapnil, Inna Sosunova, Sherah Kurnia, [Zeph M. C. van Berlo](#), Manuel Garcia, Ari Happonen

*IEEE International conference on humanoid, nanotechnology, information technology, communication and control, environment, and management, Baguio City, Philippines*

### 2024 | **Can virtual reality decrease the psychological distance to climate change?**

Sweeney Li, Marijn Meijers, [Zeph M. C. van Berlo](#), Hande Sungur, Daan Rubens, Lal Barış, Priska Breves

*European Communication Research and Education Association (ECREA) annual conference, Ljubljana, Slovenia*

## Unpublished work (selection)

- 2024 | **Counterfeit chronicles: Describing and explicating counterfeit advertising in the Netherlands**  
Alexander Pfeuffer, Edith Smit, Eva van Reijmersdal, [Zeph M. C. van Berlo](#), Xiaohua He, Dasha Antsipava  
*International Conference on Research in Advertising (ICORIA), Thessaloniki, Greece*
- 2024 | **ChatGPT, can you create my stimulus material? Best practices for generating experimental stimuli with generative AI**  
[Zeph M. C. van Berlo](#), Colin Campbell, Hilde Voorveld  
*International Conference on Research in Advertising (ICORIA), Thessaloniki, Greece*  
*Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands*
- 2024 | **In thy recommendation we trust: The role of message framing and consumption motivation in building consumer trust in the recommender system output**  
Yilan Wang, [Zeph M. C. van Berlo](#), Ivana Bušljeta Banks  
*European Marketing Academy (EMAC) annual conference, Bucharest, Romania*  
*Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands*
- 2024 | **Mind perception of avatars: A focus group study**  
Komala Mazerant, Alexander Schouten, Sanne Smit, [Zeph M. C. van Berlo](#), Lotte Willemsen  
*Immersive Learning Network, Glasgow, Scotland*
- 2023 | **Generating experimental stimuli with generative AI: Developing best practices and comparing AI tools**  
[Zeph M. C. van Berlo](#), Colin Campbell, Hilde Voorveld  
*Computational Advertising Research Thought Leadership Forum, Minneapolis, USA*
- 2023 | **Is that my heartbeat? Measuring and understanding modality-dependent cardiac interoception in virtual reality**  
Abdallah El Ali, Rayna Ney, [Zeph M. C. van Berlo](#), Pablo Cesar  
*International Symposium on Mixed and Augmented Reality (ISMAR), Sydney, Australia*
- 2023 | **More than friends? The persuasiveness of amicable and romantic parasocial relationships in green advertising**  
[Zeph M. C. van Berlo](#), Priska Breves, Nicole Liebers  
*International Conference on Research in Advertising (ICORIA), Bordeaux, France*
- 2023 | **Billions of blue blistering barnacles! What we can learn from comics about the visualization of complex ideas**  
Elles Raaijmakers, [Zeph M. C. van Berlo](#)  
*European Association for Education in Electrical and Information Engineering (EAEEIE), Eindhoven, the Netherlands*
- 2023 | **Can virtual reality decrease the psychological distance to climate change?**  
[Zeph M. C. van Berlo](#), Marijn H. C. Meijers, Hande Sungur, Daan Rubens, Priska Breves  
*Etmaal van de Communicatiewetenschap, Enschede, the Netherlands*



## Unpublished work (selection)

2022 | **Can AR enhance brand storytelling? The role of flow in explaining the effectiveness of AR storytelling**

Zeph M. C. van Berlo, Dimitrios Stikos

*International XR conference, Lisbon, Portugal*

2022 | **When the medium is the (advertising) message: A meta-analysis of creative media advertising effects**

Zeph M. C. van Berlo, Marijn Meijers, Jiska Eelen, Hilde A.M. Voorveld, Martin Eisend

*International Conference on Research in Advertising (ICORIA), Prague, Czechia*

2022 | **Virtual reality — a window to the future: Using VR to reduce psychological distance toward the consequences of plastic consumption**



*Awarded: Best conference paper - Research*

Zeph M. C. van Berlo, Hande Sungur, Tilo Hartmann

*International XR conference, Lisbon, Portugal*

*Etmaal van de Communicatiewetenschap, Brussels, Belgium*

2021 | **Augmented reality-based remote family visits in nursing homes**

Eva A. M. Abels, Alexander Toet, Hans Stokking, Tessa Klunder, Zeph M. C. van Berlo, Bram Smeets, Omar Niamut

*ACM international conference on interactive media experiences, online*

2020 | **Spelen of bespeeld worden? Een meta-analyse van advergaming effecten**

Zeph M. C. van Berlo, Eva A. van Reijmersdal, Martin Eisend

*Etmaal van de Communicatiewetenschap, Amsterdam, the Netherlands*

2019 | **Let's talk about our emojis**

Zeph M. C. van Berlo

*International Conference on Computational Social Science, Amsterdam, the Netherlands*

2019 | **'I can't believe it's not chocolate!': Meaningful consumer-product interactions in branded virtual reality experiences**

Zeph M. C. van Berlo, Eva A. van Reijmersdal, Edith G. Smit, Nynke van der Laan

*International Conference on Research in Advertising (ICORIA), Krems, Austria*

2019 | **Inside advertising: The role of presence in the processing and consolidation of branded VR content.**

Zeph M. C. van Berlo, Eva A. van Reijmersdal, Edith G. Smit, Nynke van der Laan

*International Augmented and Virtual Reality Conference, Munich, Germany*

2019 | **Development and evaluation of a virtual reality puzzle game to decrease food intake**

Nynke van der Laan, Siegfried Dewitte, Zeph M. C. van Berlo


*Supporting Health by Technology (IX), Groningen, the Netherlands*

2019 | **Immersive advergaming: Persuasiveness of branded immersive virtual reality games**

Zeph M. C. van Berlo, Eva A. van Reijmersdal, Edith G. Smit, Nynke van der Laan

*Etmaal van de Communicatiewetenschap, Nijmegen, the Netherlands*

## Unpublished work (selection)

- 2018 | **Big dating: A computational approach to examine gendered self-presentation on Tinder**  
Zeph M. C. van Berlo, Giulia Ranzini  
*International Conference on Social Media and Society, Copenhagen, Denmark*
- 2018 | **App engagement experience types: On the value of branded app engagement**  
 *Nominated: Best student paper*  
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Guda van Noort  
*International Conference on Research in Advertising (ICORIA), Valencia, Spain*
- 2018 | **Effects on children of disclosing sponsoring in vlogs**  
Eva A. van Reijmersdal, Esther Rozendaal, Liselot Hudders, Ini Vanwesenbeeck, Verolien Cauberghe, Zeph M. C. van Berlo  
*International Conference on Research in Advertising (ICORIA), Valencia, Spain*
- 2018 | **This video is sponsored! An eye tracking study on the effects of disclosure timing on children's persuasion knowledge**  
Eva A. van Reijmersdal, Esther Rozendaal, Liselot Hudders, Ini Vanwesenbeeck, Verolien Cauberghe, Zeph M. C. van Berlo  
*Annual Conference of the American Academy of Advertising, New York, United States*
- 2018 | **Persuasion knowledge in the pocket: The role of smartphone attachment in persuasion knowledge activation by mobile advergimes**  
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Esther Rozendaal  
*Etmaal van de Communicatiewetenschap, Ghent, Belgium*
- 2017 | **A new kid on the block: The role of brand familiarity in advergimes**  
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Esther Rozendaal  
*International Conference on Research in Advertising (ICORIA), Ghent, Belgium*
- 2017 | **Smartphone attachment & brand familiarity in advergimes: New kids on the block?**  
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Esther Rozendaal  
*Etmaal van de Communicatiewetenschap, Tilburg, the Netherlands*
- 2017 | **A date with big data: An automated content analysis of Dutch Tinder profiles**  
Zeph M. C. van Berlo  
*Etmaal van de Communicatiewetenschap, Tilburg, the Netherlands*
- 2016 | **Are they even looking? Why disclosing product placement triggers resistance**  
Zeph M. C. van Berlo, Marieke L. Fransen, Sophie C. Boerman, Eva A. van Reijmersdal, Loes Janssen  
*Etmaal van de Communicatiewetenschap, Amsterdam, the Netherlands*

## Grants | Funded total ± €750.000

**Science in and with Society: reducing emissions of Textile Microplastics in the Netherlands (SISTEM-NL) | € 400.000 [funding granted]**

Lies Jacobs, Antonia Jacobs, Cameron Brick, [Zeph M. C. van Berlo](#)  
*Mid-size grant, University of Amsterdam*

**A new reality for influencer marketing: A comparative analysis of parasocial relationships and persuasive effects of human, virtual, and AI influencers using experience sampling method | € 12.000 [funding granted]**

Priska Breves, [Zeph M. C. van Berlo](#)  
*SWOCC Research Grant, SWOCC*

**The ‘less is more’ illusion: Understanding the potential of diminished reality for driving sustainable consumption behavior | € 300.000 [funding granted]**

[Zeph M. C. van Berlo](#)  
*Starter Grant, University of Amsterdam*

**Development and validation of the augmented reality experience scale (ARES) | € 5,000 [funding granted]**

[Zeph M. C. van Berlo](#), Priska Breves, Jan-Philipp Stein  
*MSI Research Grant, Marketing Science Institute*

**“Behave like your avatar”: The Proteus effect of non-human avatar in the virtual world | € 500 [funding granted]**

Xinmiao Lan, [Zeph M. C. van Berlo](#)  
*Digicomlab Thesis Grant, Digicomlab*

**XR Lab: Metaverse in the Classroom | € 2.000 [funding granted]**

Hande Sungur, [Zeph M. C. van Berlo](#)  
*UvA Grassroots*

**Children and virtual reality: Using VR as a platform for children to learn about sustainable behavior | € 10.000 - 20.000 [fundraising in progress]**

Hande Sungur, [Zeph M. C. van Berlo](#)  
*FMG fonds*

**Gamification of a digital communication system to help families caring for hikikomori people | ¥ 3.000.000 / ± € 23.000 [proposal not funded]**

Tadaaki Furuhashi, K. Yokoyama, Y. Yamamoto, Hamish J. McLeod, Guy Laban, Maki Rooksby, John Rooksby, [Zeph M. C. van Berlo](#), Hande Sungur, Emily S. Cross  
*Nakayama Foundation*

**Diving into sustainability: Using virtual reality as a learning platform to promote sustainable behaviour | € 25.000 (€ 15.000 by NWO + € 10.000 external funding) [funding granted]**

Hande Sungur, Tilo Hartmann, Guido van Koningsbruggen, [Zeph M. C. van Berlo](#)  
*NWO (KIEM)*

## Grants | Funded total ± €750.000

### **Bridges and roller coasters revisited: Testing excitation transfer in virtual reality | € 5.000** [funding granted]

Jeroen S. Lemmens, Sindy R. Sumter, Susanne, E. Baumgartner, L. Nynke van der Laan,  
Zeph M. C. van Berlo

*RPA Communication: Digital Communication Methods Lab*

## Awards

### **Awarded:**

- *Best conference paper – Research 2022* | International XR conference, Lisbon.
- *ICORIA Grant* | High-quality advertising research. European Advertising Academy.
- *Communication Tiger 2018* | Best Communication Science seminar teacher. Mercurius.
- *Communication Tiger 2017* | Best Communication Science seminar teacher. Mercurius.

### **Honorary mention(s):**

- *SWOCC Thesis Prize 2017* | Best Master's thesis in brand communication. SWOCC.

## Academic citizenship

### **Peer reviews**

Journal articles reviewed [56]: *Journal of Advertising* [24]; *International Journal of Advertising* [9]; *Journal of Interactive Advertising* [6]; *Journal of Current Issues & Research in Advertising* [4]; *Cyberpsychology* [2]; *Cyberpsychology, Behavior, and Social Networking* [2]; *Journal of Environmental Communication* [2]; *Psychology & Marketing* [2]; *Journal of Business Research* [1]; *European Journal of Management and Business Economics* [1]; *Current Psychology* [1]; *Scientific Reports* [1]; *Presence: Virtual and Augmented Reality* [1]; *Journal of Interactive Marketing* [1]

Conferences papers reviewed [35]: *Etnaal van de Communicatiewetenschap 2017* [2], 2019 [3], 2020 [5]; *International Conference on Research in Advertising (ICORIA) 2017* [3], 2018 [3], 2019 [1], 2022 [2], 2023 [2], 2024 [2]; *International Augmented and Virtual Reality Conference 2019* [3], 2020 [3], 2022 [1]; *ICA Conference 2022* [1]; *Conversations 2023* [2]; *American Academy of Advertising annual conference 2023* [2]

### **Conferences**

- Scientific committee member: *International augmented and virtual reality conference (2019; 2021)*
- Conference assistant: *Political Psychology Conference (2015)*
- Session(s) chaired: *International Conference on Research in Advertising (2019)*

### **Memberships**

- The Netherlands - Flanders Communication Association (NeFCA) | 2016 – present
- European Advertising Academy (EAA) | 2017 – present
- American Advertising Academy (AAA) | 2021 – present

### Editorial Review Board

- Journal of Advertising | 2023
- International Journal of Advertising | 2023
- Journal of Advertising Research | 2023

### Speaker invitations [selection]

2024 | **Immersive interventions: Can virtual reality help us envision a sustainable future?**

Zeph M. C. van Berlo

*Innovation Through Research symposium, Heerlen, the Netherlands [keynote]*

2024 | **Will virtual influencers become the future of influencer marketing?**

Priska Breves, Zeph M. C. van Berlo

*SWOCC presenteert: Virtuele influencers, Amsterdam, the Netherlands [keynote]*

2024 | **Virtual reality – Possibilities and limitations of for sustainability communication**

Zeph M. C. van Berlo, Marijn Meijers

*Environmental Communication Event '24, Amsterdam, the Netherlands [Workshop]*

2023 | **Samen naar een duurzamere toekomst?**

Willemijn van Dolen, Zeph M. C. van Berlo, Florentine Gillis

*Universiteitsdag, University of Amsterdam, the Netherlands [Panel]*

2023 | **Branding and advertising — in XR**

Zeph M. C. van Berlo

*University of Antwerp, Antwerp, Belgium [guest lecture]*

2022 | **Speel mee! – Gamificatie in reclame**

Zeph M. C. van Berlo

*SWOCC symposium 2022 [guest speaker]*

2022 | **Duurzaamheid + Virtual reality (VR)**

Zeph M. C. van Berlo

*University of Amsterdam, Amsterdam, the Netherlands [guest lecture]*

2022 | **Gamification: To play or to be played**

Zeph M. C. van Berlo

*Radboud University, Nijmegen, the Netherlands [guest lecture]*

2019 | **Virtual reality games**

Zeph M. C. van Berlo

*Ghent, Belgium [Hands on Digital Day]*

## Popular scientific writing (selection)

- 2024 | **Vijf redenen waarom jouw merk virtuele influencers zou moeten omarmen**  
Zeph M. C. van Berlo, Priska Breves  
[SWOCC](#)
- 2023 | **Black Friday komt er weer aan—En deze fout wil je als adverteerder dit jaar niet maken**  
Zeph M. C. van Berlo  
[SWOCC](#)
- 2023 | **Ook merken willen bevriend zijn met Barbie – en dat zien we overal**  
Zeph M. C. van Berlo  
[SWOCC](#)
- 2023 | **Opgaan in het merkverhaal: AR als sleutel tot overtuigende brand storytelling**  
Zeph M. C. van Berlo  
[SWOCC](#)
- 2018 | **Staying on track: Finding motivation at the intersection of autonomy, competence, and relatedness**  
Zeph M. C. van Berlo  
[Communicating Communication](#)
- 2017 | **Three tips for successfully sampling adolescents at schools**  
Zeph M. C. van Berlo  
[Communicating Communication](#)

## Media exposure

- 2022 | **Impact education: The pressure cooker challenge** [[interview](#)]  
Zeph M. C. van Berlo  
*Roeters Eiland Campus / Impact.*
- 2020 | **Kan VR ervoor zorgen dat we minder plastic gaan gebruiken?** [[radio interview](#)]  
Zeph M. C. van Berlo  
*Lara Rense, Nieuws en Co. (NPO Radio 1)*
- 2019 | **Aldus – Woordgebruik** [[interview](#)]  
Zeph M. C. van Berlo  
*Andre Nientied, Het Parool*

## Leadership and community

### The Netherlands - Flanders Communication Association (NeFCA)

Secretary | 2024 - current

### Digicomlab Advisory Board

Member | 2022 - current

## **Leadership and community**

### **Alumni Circle Communication Science**

Chair | 2019 – 2022

Treasurer | 2018 – 2021

### **Jong UvA**

Treasurer | 2017 – 2018