

# CURRICULUM VITAE

Prof. Dr. Guda van Noort

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Department of Communication, The Amsterdam School of Communication Research, *ASCoR*  
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## ACADEMIC POSITIONS

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Jan 2021 - *Program Group Director Persuasive Communication (PersCom)*

Jul 2023 UvA – Department of Communication Science, Amsterdam School of Communication Research  
Responsible for the PersCom research program, the educational PersCom program (courses in the bachelor, master and research master program) within the principles of the Graduate School of Communication and College of Communication, the scouting, hiring, functioning and development of PersCom faculty members (approx. 55, members including full professors, associate and assistant professors lecturers postdocs and phd-students) within the principles of the HRM policy of the department of Communication Science.

Acting as an intermediary between the management team of the department of Communication Science and PersCom faculty members as a first point of contact, advising the management team and representing the group in the Board of Studies and the ASCoR Board, being responsible for annual consultations, chairing selection committees being responsible for staffing and educational planning for Bachelor, Master and Research Master courses, and organizing and chairing program group meetings. Consulted on important strategic issues were for example Erkennen&Waarderen, Diversity and Inclusion, Scientific integrity (collaborating with controversial partners), and Open Science.

Jan 2019 - .. *Full Professor Persuasion & New Media Technologies*

UvA – Department of Communication Science, Amsterdam School of Communication Research

Sept 2018 - .. *Chair Group Leader Persuasion & New Media Technologies*

UvA – Department of Communication Science, Amsterdam School of Communication Research

As a Chair Group leader of Persuasion & New Media Technologies I lead a group of about 15 faculty members within the PersCom Program Group, to initiate and develop (team-based) research, research-based teaching and societal impact. My chair deals with the uses and the effects of intentional attempts to persuade individuals through new media technologies, as well as the underlying communicative, psychological and social processes. My group works in interdisciplinary contexts, I stimulate collaborations with other program groups in the department (e.g., political communication), across disciplines in the faculty (e.g., psychology and sociology), between other faculty's (e.g., Law, Marketing, and Computer Science), as well as with social partners.

Sept 2015 – *Honory Research Associate*

Sept 2022 Tilburg University – TiCC (Tilburg center for Cognition and Communication),  
Department of Communication and Information Sciences

Stimulating the collaboration between universities and in 2016, after an internal competition round, TiCC awarded me a PhD student for a project that I developed (i.e., Picture This!).

May 2015 – *Associate Professor in Persuasive Communication*

Jan 2019 UvA – Department of Communication Science, Amsterdam School of Communication Research ASCoR

Jan 2015 – *Director of [SWOCC](#) (0.4fte)*

Jun 2022

SWOCC is the Foundation for Scientific Research in Commercial Communication in The Netherlands with the mission to promote the development and utilization of scientific knowledge for professionals. This requires raising funds with benefactors (approx. € 300.000 a year), awarding research grants (about € 18.000 each) per year, raising funds (approx. € 120.000) within university institutions.

The director interacts and collaborates with the Board and Advisory Council and is responsible for developing and implementing the organization's strategy (for funding, research, marketing and communication), setting the research agenda, guiding and supervising research projects, managing a team of 3 employees and a PhD student, organizing events (e.g., symposia and workshops) and developing a communication strategy and communication tools for knowledge valorization, and representing the foundation in external forums (including award committees, advisory boards, societal events and conferences for professionals).

Aug 2007 - *Assistant Professor in Persuasive Communication*  
 May 2015 UvA – Department of Communication Science – Amsterdam School of Communication Research ASCoR

Aug 2003 - *Ph.D. candidate*  
 Aug 2007 VU University Amsterdam – Department of Communication Science

## **EDUCATION**

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2003 – 2007 Ph.D. Social Sciences, VU University Amsterdam.  
 Dissertation defended 15 May, 2008  
 Promotor prof. dr. J. Kleinnijenhuis, co-promotores prof. dr. P. Kerkhof and prof. dr. B.M. Fennis

1999 – 2002 M.A. Communication and Organization Studies (BCO), VU University Amsterdam

1995 - 1999 Ba Management, Economics, and Law (MER), HES School of Economics and Business, Amsterdam

1989 - 1995 Atheneum, Fioreticollege, Lisse  
*VWO Exam, Electives:* Biology, Economics, History, Mathematics A, Mathematics B.

## **MANAGEMENT, LEADERSHIP & SERVICE**

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### **MANAGEMENT & SERVICE EXTERNAL - NON-ACADEMIC**

2023 - .. Chair - Begeleidingscommissie WODC/EWB Promotieele Kansspelen  
 (Wetenschappelijk Onderzoek- en Documentatiecentrum, afdeling Extern Wetenschappelijk Beleidsonderzoek)

2021 - .. Member of the Advisory Board - Vereniging voor Reclamerecht (VvRr)

2019 - .. Member of the Advisory Board - Kansspelautoriteit (Ksa, Netherlands Gambling Authority)  
 Providing solicited and unsolicited advise to the Ksa (e.g., including topics related to governance, market analyses, mission statement and strategy, enforcement in light of online gambling and advertising for online gambling, monitoring, analyses and research, also in relation to preventing (online) gambling addiction).

2018 Chair - AMMA Hans du Chatinier Award Committee  
 Award for innovative research contributing to theoretical insights to the field of media and communication

2017 Member of the AMMA Hans du Chatinier Award Committee  
 Award for innovative research contributing to theoretical insights to the field of media and communication.

2016 - .. Member of DDMA Compliance Comité  
 This an independent body that deals with the granting, disapproval, withdrawel and extensions of the DDMA Privacya Waarborg and that advises on the maximum term for telemarketing for advertisers (i.e., Balanstoets Telemarketing). It has a monitoring and enforcement function and assesses security of data privacy, it also develops governance structures and frameworks for assesement of self-audits and the authority advises the board on these topics.

2016 – 2018 Member of Advisory Board - Monalyse  
 Advisory Council - providing strategic advice on communication automation

2015 - ... Chair - SAN Jury ‚New Kids on the Block‘  
 Jury of Stichting Adverteerdersjury Nederland (SAN) for the best agency in the area of digital, design, marketing, advertising and PR.

2010 - 2015 SWOCC Thesis Award Committee

### **MANAGEMENT & SERVICE EXTERNAL - ACADEMIC**

2023 - .. Associate Editor - Journal of Advertising

2023 - .. Committee member and Vice Chair - ZonMw onderzoeksprogramma Preventie van Kansspelverslaving

2023 - .. Technical Chair NWO Veni panels GO and RB

2021 - 2023 Member of the Sounding Board - Project DRAMA: Designing Responsible AI for Media Applications  
 Project funded by Taskforce for Applied Research SIA – together with Universities of Applied Sciences and multiple societal partners including DPG Media NPO Stichting KijkOnderzoek Stichting Media Perspectives Stichting Nederlands Instituut voor Beeld en Geluid

- 2020 - 2023 Chair - NWO SSH Roundtable Social Sciences  
Stimulating a sustainable and structured collaboration between the NWO SSH Domain Board and SSH researchers to shape NWO policy.
- 2020 - .. Member of the American Academy of Advertising Awards Committee
- 2011 - 2019 Board Member of NeFCA (Netherlands Flanders Communication Association)  
Division Persuasive Communication
- 2006 - 2007 Member of the NeSCoR Dissertation Award Committee

#### MANAGEMENT & INSTITUTIONAL RESPONSIBILITIES AT UNIVERSITY OF AMSTERDAM

- 2023 - ... Program Manager Research Impact – Amsterdam School of Communication Research  
Responsible for developing an Impact Strategy for the department aligned with impact policy at the university and faculty level.
- 2023 - .. Member of the Impact Committee within the Faculty of Social and Behavioural Sciences  
Representing the Department of Communication Science in the committee that is responsible to develop an Impact Strategy for the Faculty.
- 2022 - ... Chair of the Steering Committee Digital Citizenship  
Chairing the SSH funded cross-sector theme Education Citizenship & Democracy in a Digital World, involving four faculties at the UvA: FMG, FEB, FdR, and FGw.  
Chairing a committee responsible for developing a strategy for research and educational development and community building and for talent scouting (e.g., organizing selection and selection committees).
- 2020 Member of the Steering Board - Digital Society Initiative of the Department of Communication Science  
Consolidating, accelerating and expanding research and teaching regarding the impact of digitalization
- 2019 - 2023 Member of the ASCoR Board  
Responsible for governance of the research program, phd program, funding strategy, current important issues are related to Erkennen & Waarderen, Open Science and Scientific Integrity (collaborating with controversial partners).
- 2019 - ... Chair of the TQM Committee (Thesis Quality Maintenance), Graduate School of Communication Science  
Monitoring and evaluating the quality of the assessment and procedures and advise the Examination Board and the Graduate School of Communication on these issues
- 2018 - 2021 Member of the Steering Committee Computational Social Sciences  
Responsible for developing an interdisciplinary bachelor program which started in 2022 with more than 100 bachelor students.  
In an interdisciplinary team, together with Social Sciences, Humanities and Information Science an new educational program was developed and accreditation by NVA was prepared.
- 2014 - 2018 Member of the Committee 'Thesis Quality Maintenance', Graduate School of Communication Science
- 2014 Member of the Examinations Board, College and Graduate School of Communication Science

#### CONFERENCE ORGANIZATION

- 2021 Organizer and moderator Special Topics Session: Advancing Computational Advertising Research, see Huh, J., & van Noort, G. (2021). SPECIAL TOPICS SESSION: ADVANCING COMPUTATIONAL ADVERTISING RESEARCH. In *American Academy of Advertising. Conference. Proceedings (Online)* (pp. 21-23). American Academy of Advertising.
- 2019 Organizer of NeFCA Algorithmic Persuasion Event, 22 November 2019, University of Amsterdam, Amsterdam, The Netherlands
- 2019 Organizer of Hands-On Digital Day, Ghent Univeristy, in collaboration with NeFCA and CEPEC, 6 May 2019, Ghent University, Ghent, Belgium.
- 2017 Organizer of the EAA (European Advertising Academy) Doctoral Colloquium
- 2015 Organizer of PhD Colloquium in Antwerp for NeFCA Persuasive Communication, September 2015
- 2014 Organizational Board of the 13th ICORIA Conference
- 2012 Organizer of PhD Colloquium in Antwerp for NeFCA Persuasive Communication, September 2012
- 2008 -2009 Organizational Board of the 7<sup>th</sup> and 8<sup>th</sup> ICORIA Conference

## REVIEW SERVICE

### Journal article reviewer

I serve in several Editorial Review Boards (e.g., International Journal of Advertising, Journal of Interactive Marketing, and Tijdschrift voor de Communicatiewetenschap). Also, since 2007 I review for many different leading journals in the field of communication, media, advertising, psychology and new media. Examples are Computers in Human Behavior, Journal of Interactive Marketing, Journal of Marketing Communications, Human Communication Research, European Journal of Marketing, and Journal of Interactive Advertising.

### Grant application reviewer

2016 - .. NWO: Reviewer Vidi  
2014 - ... FWO (Research Foundation Flanders)  
2010 - 2015 Review Board SWOCC Working paper Series

### Advisory Committees for Associate and Full Professor

I reviewed numerous CVs and wrote recommendations letters as part of advisory committees of national and international universities, regarding the appointment of associate professor and to full professor.

### Conference paper reviewer

Since 2007 I am affiliated to several academic organizations and associations and serve as an reviewer for the conference that they organize, including International Communication Association (ICA), Association of Researchers in Social Psychology (ASPO), Netherlands School of Communications Research (NeSCoR), Netherlands Flanders Communication Association (NeFCA), European Advertising Academy, American Academy of Advertising, ECREA

## MEMBERSHIP OF DOCTORAL (PHD) COMMITTEE

Alexandra Sierra Rativa. "Virtual character design and its potential to foster empathy, immersion and collaboration skills in vide games and virtual reality simulations",  
Tilburg University, Tilburg, 16 September 2022

Robert Heckert. "Balancing multiple organizational identities",  
University of Amsterdam, Amsterdam, 30 March 2022

Susan Vermeer. "News for you. News consumption in the digital society",  
University of Amsterdam, Amsterdam, 19 November 2021

Anneleen Van Kerckhove. "Make it Move. The effectiveness of using motion techniques in visual marketing trends",  
Ghent University, Ghent, 28 January 2021

Tom Dobber. "Data & Democracy: Political microtargeting: A threat to electoral integrity?",  
University of Amsterdam, Amsterdam, 30 June 2020

Marijke De Veirman. "The fairy tale of social media influencers: A multi-method approach to investigate the persuasiveness and ethical use of influencer marketing",  
Ghent University, Ghent, 19 May 2020

Freya De Keyzer. "Brand communication on social media", University of Antwerp, Antwerp 8 October 2019

Gauze Kitirattarkarn. "The role of culture in consumer-generated content engagement.",  
University of Amsterdam, Amsterdam, 10 September 2019

Evert Van den Broeck. "When ads walk a tightrope. Balancing effectiveness and privacy issues of personalized advertising on social networking sites.",  
University of Antwerp, Antwerp 3 July 2019

Fabiënne Rauwers. "Read. Click. Comment. Understanding the uses and effects of interactive features in digital magazines",  
University of Amsterdam, Amsterdam, 9 May 2019

Chedia Dhaoui. "Consumer and brand engagement on Facebook brand pages",  
Macquarie University Sydney, Sydney September 2018

Hanelore Crijns. "The active role of stakeholders in corporate communication: a multi-vocal approach of communication in turbulent times",  
Ghent University, Ghent, 2 July 2018

Verena M. Wottrich. "Privacy exposed: consumer responses to data collection and usage practices of mobile apps",  
University of Amsterdam, Amsterdam, 13 June 2018.

Corne Dijkmans. "From monologues to dialogues: Interactivity in company social media use",  
VU University Amsterdam, Amsterdam, 16 May 2018

John Karsberg. "Reception, reception, reception. The effects of receiver context on advertising effectiveness."  
Stockholm School of Economics, Stockholm, 8 December 2016

Iris van Ooijen. "Packaging design as communicator of product attributes. Effects on consumers' attribute interferences."  
University of Amsterdam, Amsterdam, 16 November 2016

Stefan F. Bernritter. "Examining consumers' brand endorsements on social media."  
University of Amsterdam, Amsterdam, 18 February 2016

Theo B. Trostli de Araujo Costa. "Brand content diffusion on Social Network Sites: Exploring the triadic relationship between the brand, the individual, and the community."  
University of Amsterdam, Amsterdam, 18 November 2015

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## TEACHING

### COURSES

I developed, coordinated, and lectured courses at the bachelor, master and research master level and also for students in the honours program. Courses include for example Persuasion & Resistance, Webcare, Algorithmic Persuasion, Marketing Communication, Media Strategies, Brand Communication, Pressure Cooker, and Thesis Communication (science communication). I was also involved in the development of a minor and an interdisciplinary bachelor program related to the Digital Society and Computational Social Science.

### THESIS SUPERVISION

Since 2007 I supervised Master and Research Master theses per academic year in the domain of Persuasive Communication and Persuasion & New Media Technologies

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## IMPACT

### INVITED LECTURES

van Noort, G. (2022, October 2). 'Onder Professoren' thema-avond 'Betekenisvolle merken' met partners van Centrum voor Strategische Communicatie

van Noort, G. (2022, September 19). Science Cafe van Studium Generale over 'Aandacht' in Tivoli Vredenburg, Utrecht, The Netherlands

van Noort, G. (2022, March 17). *New Media Technology & Personalized Marketing Communication*. Invited speaker at UvA Academy, Digital Marketing and Communication program, Amsterdam, The Netherlands.

van Noort, G. (2020, October 29). *New Media Technology & Personalized Marketing Communication*. Invited speaker at UvA Academy, Digital Marketing and Communication program, Amsterdam, The Netherlands.

van Noort, G. (2020, October 26). *Communication in a digital age: (un)balanced consumer-brand relationships* Keynote at CIDA 2020, Izmir, Turkey (online)

van Noort, G., (2020, January 28). 'Nederlands medialandschap en de impact van merkleiders'. Invited speaker at BvA roundtable, Abcoude, The Netherlands

van Noort, G. (2019, December 10). *Online beïnvloeding: Balanceren tussen verleiding en misleiding*. Invited speaker at DDMA expert meeting online persuasion, Amsterdam, The Netherlands.

van Noort, G. (2019, March 28-31). *Machine vision in social media research: Opportunities and challenges of using machine vision for analyzing user-generated visual content*. Invited speaker at AAA Annual Conference 2019 Pre-conference Big data for social media advertising research: Opportunities and Challenges, Dallas, Texas, USA.

van Noort, G., (2019, June 27). *How to chair a session*. Invited speaker at the Doctoral Colloquium, ICORIA, Krems, Austria.

van Noort, G. (2018, November 22-23). *Language in Webcare*. Keynote speaker at Symposium Language in Webcare – Interdisciplinary Perspectives, Ghent University, Ghent, Belgium.

van Noort, G., (2018, June 21). *How to chair a session*. Invited speaker at the Doctoral Colloquium, ICORIA, Valencia, Spain.

van Noort, G. (2018, February 11). *Visie op Communicatievak en -onderzoek*. [Vision on the future of communication practice and research], Masterclass at Hogeschool InHolland, Amsterdam, The Netherlands.

van Noort, G. (2016, May 20). *Online Branding: Een wetenschappelijk perspectief* [Online branding: A scientific perspective], invited speaker at Brand Los, Symposium Tekst & Communicatie, University of Amsterdam, Amsterdam, The Netherlands.

van Noort, G., (2015, December 8). *De wetenschap achter personalisatie* [Science behind personalisation], invited speaker at Emerge Engage, Amsterdam.

van Noort, G. (2015, November 17) *New Media & Marketingcommunication*. Guest lecture at Center for Persuasive Communication at Ghent University, Gent, Belgium. <http://www.cepec.ugent.be/activities/guda-van-noort/>

- Van Noort, G. (2015, June 1). *Webcare: Experimenteren wordt Professionaliseren*, Guest lecture at Nyenrode University, Breukelen, The Netherlands.
- van Noort, G. (2014, November 7). *New Media in Communication Research & Management*, Guest lecture at Center for Persuasive Communication at Ghent University, Gent, Belgium. <http://www.cepec.ugent.be/activities/guda-van-noort/>
- van Noort, G. (2014, April 3) Discussant at the MOA 'Voorjaarsbijeenkomst' about a paper on Online advertising channels.
- van Noort, G. (2014, March 27) *Doe het zelf: Ontwerp je eigen onderzoek* [Do it yourself: Design your own research], Workshop at Communicatiepodium for practitioners in communication departments of the UvA and HvA
- van Noort, G., (2013, May 10). *Online damage control with webcare interventions: Current research findings and future research directions*. Invited speaker at InComm2013: Integrated communications in post-modern era at Izmir University of Economics, Izmir, Turkey.
- van Noort, G. (2013, April 15). *Marketing communications in social network sites: Effects and explanations*. Guest lecture Tilburg University, Tilburg, The Netherlands
- van Noort, G. (2012, April 18). *Marketing in Social Network Sites*. Guest lecture at Tilburg University, Tilburg, The Netherlands.
- van Noort, G. (2011, September 23). *Organisaties & Social Media*. Master class at European Institute for Brand management EURIB, Rotterdam, The Netherlands
- van Noort, G. (2011, September 13). *Het succes van Social Media marketing campagnes*. Presentation for SWOCC, Amsterdam, The Netherlands
- van Noort, G. (2011, October 7). *Social Media & Marketing*. Guest lecture at VU University, Amsterdam, The Netherlands
- van Noort, G. (2011, April 14). *SNS Marketing: Wat maakt het zo succesvol?* Guest lecture at Tilburg University, Tilburg, The Netherlands
- van Noort, G. (2010, ). *Sociale media en Politieke communicatie*. Lecture for Alumni network, Communication Science, University of Amsterdam.
- van Noort, G. (2008). Lecture at the Summerschool 'From the Netherlands: Cutting edge research on marketing and corporate communications' for Master students Corporate Communication, Aarhus School of Business.

## MEDIA APPEARANCES

- 2019 - TV: TMI:Aandacht: explaining online persuasion principles in a documentary on 'attention'.
- 2018 - Interview for news website Nu.nl on how advertising works, published in multiple videos see <https://www.nu.nl/228658/video/waarom-werken-zowel-irritante-als-gevoelige-reclames.html>  
<https://www.nu.nl/229191/video/hoe-beinvloedt-reclame-jouw-gedrag.html>  
<https://www.nu.nl/229716/video/door-deze-trucs-trappen-wij-in-reclame.html>  
<https://www.nu.nl/230299/video/kan-je-weerstand-bieden-aan-reclames.html>
- 2015 - .. Multiple mentions and quotes in various professional outlets such as Adformatie, Marketingfacts, Emerce.nl, and Fonk
- 2016 Contribution: 'Deze 12 artikelen moet u volgens 4 wetenschappers lezen' Marketingonline.nl, see <http://www.marketingonline.nl/achtergrond/deze-12-artikelen-moet-u-volgens-4-wetenschapperslezen>
- 2015 Column: Privacy: Wie durft? See <http://www.swocc.nl/nieuws-item/privacy-wie-durft/>  
 Interview in Tijdschrift voor Marketing Januari 2015 (01/02), see <http://www.marketingonline.nl/artikel/guda-van-noort-swocc-privacy-een-kosten-baten-concept>
- 2014 Blog: Social media marketing als teamsport, see <http://www.swocc.nl/kennisbank-item/social-media-marketing-als-teamsport/>
- 2013 Blog: 'Social media marketing als contactsport', see <http://www.swocc.nl/kennisbank-item/social-media-marketing-is-een-contactsport/>  
 Blog: 'Hoe Chris Aalberts onzin produceert over onderzoek naar sociale media en politiek', see <http://stukroodvlees.nl/uncategorized/hoe-chris-aalberts-onzin-produceert-over-onderzoek-naar-sociale-media-en-politiek/>
- 2011 Kennislink: 'Viral van een goede vriend', see <http://www.kennislink.nl/slideshows/etmaal-van-de-communicatiewetenschap-hoogtepunten/pagina/7>
- 2009 TV: VARA's 'Weet wat je Koopt', explaining the Scarcity Principle with a field experiment in a supermarket, see [http://www.npo.nl/weet-wat-je-koopt/14-12-2009/VARA\\_101220390](http://www.npo.nl/weet-wat-je-koopt/14-12-2009/VARA_101220390)
- 2008 Article: De online slag om onze zinnen. *Tekstblad* 14 (4), pp. 17-19.

## TRAINING & PERSONAL DEVELOPMENT

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- 2022 Academic Leadership Programme: developed by UvA and Ardis on personal leadership
- 2022 Recruitment & Selection [Werving & Selectie]: inhouse training at the UvA
- 2021 Social Safety [Sociale Veiligheid]: inhouse training at the UvA provided by Bureau Bezemer Schubad
- 2020 Effective Online Leadership, multiple trainings at the UvA, including ‘Online Leidinggeven: Sturen of Steunen’ by Barbara Tatacks, ‘Het Goede online Gesprek’ by Ardis, and ‘Online leidinggeven aan je Team’ by Ardis
- 2019 Annual Consultations [Jaargesprekken]– Inhouse training at the UvA
- 2018 ML series – applied Python tutorials provided by ASCoRs Digital Communication Methods Lab
- 2017 SEO training
- 2014 Workshop Big Data (including Python and automatic coding of Facebook and Twitter content)
- 2008 - 2009 BKO; Course on teaching in an academic context, Centrum voor Nascholing (CNA)
- 2006 Summer Program in Quantitative Methods, Inter-university Consortium for Political and Social Research (ICPSR), University of Michigan
- Ph.D. course Advances in Implicit Motivation, Kurt Lewin Institute
- Ph.D. course Construction of Tests and Questionnaires, Interuniversity Graduate School of Psychometrics and Sociometrics (IOPS)
- Course on Supervising Theses and Internships, Centre for Educational Training Assessment and Research, VU University
- 2005 Meta-analyses, VU University
- 2004 Methodological seminars, Kurt Lewin Institute  
Motivation and Achievement, Kurt Lewin Institute  
Experimental Design, IOPS
- 2003 - 2007 Ph.D. program of The Netherlands School of Communications Research (NeSCoR). Courses included Structural Equation Modeling, Statistics, Fundamentals in Persuasive Communication, Fundamentals in ICT and Communication, English Academic Writing.

## RESEARCH

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### GRANTS, HONORS & AWARDS

- 2022 SIDN Fonds, call ‘Grip op desinformatie 2’, research grant ‘Hoe op blockchain gebaseerde authenticiteitscues mensen grip geven op nep advertenties’  
Role: PI
- 2021 Towards AI Transparency in Brand-Based Communication – Evidence for Better Policymaking, RPA Human(e) AI, Seeding grant, with Martin Senftleben (IViR - Law Faculty) and Edith G. Smit (ASCoR- Faculty of Social and Behavioral Sciences),  
Role: PI
- 2020 The German Research Foundation: PhD position at Europa Universität Viadrina for a meta-analyses on Personalization € 166,700K
- 2019 PhD position Persuasive Visual Communication in Social Media & Automated Analyses, funded by ASCOR, SWOCC and RPA
- 2019 Ethical Minds, RPA Human(e) AI, Seeding grant, with Paul Groth (FNWI – Faculty of Science),  
Role: PI
- 2018 NWO: Flagship Creative Industry Talpa Network. Project title: Data inspired creativity: Using big data in cross-media creative innovation processes.  
Interdisciplinary project involving Social and Behavioral Sciences, Humanities and Business and Economics, multiple universities and a societal partner  
Role: WP leader, supervision of Post-doc.  
€ 629,694K
- 2018 PhD position Persuasive consequences of conversational agents, funded by RPA, with Araujo, Voorveld and Smit.  
Role: Promotor
- 2015 - 2022 In my role as the director of [SWOCC](#), the Foundation for Scientific Research in Commercial Communication

in The Netherlands (seconded for 0.4 fte) which aims to develop and valorize scientific knowledge for professionals, I'm raising funds with benefactors (approx. € 300.000 per year) and award around 4 research grants (about € 18.000 each) per year. Moreover, I raised funds (approx. € 120.000) within university institutions to co-finance a 3-year PhD project

- 2016 TiCC, Tilburg University, 4-year PhD position for interdisciplinary research on visual communication together with prof. dr. Postma and prof. dr. Antheunis from Tilburg School of Humanities and Digital Sciences  
Role: co-promotor
- 2016 PhD position co-funded by SWOCC and Research Priority Area Personalised Communication (joint program by Law Faculty and Faculty of Social and Behavioral Sciences), Graduate School of Communication, ASCoR and College of Communication of the University of Amsterdam
- 2016 Data grant of DAN DNA (Dantsu Aegis network). This considers a rich data set, containing information on social media campaigns and interactions between brands and consumers on social media.
- 2015 Research Grant for a project for the Dutch Embassy in Riyadh.
- 2014 MSI Research Grant for the project 'Predicting Firestorms: Using protest frames to understand negative electronic word of mouth'; Lotte M. Willemsen, Guda van Noort and Peeter Verlegh; Marketing Science Institute
- 2014 SWOCC Research grant for a project on Webcare; Lotte M. Willemsen and Guda van Noort; SWOCC November 2014
- 2012 Research grants from the Amsterdam School of Communications Research for several research projects (approx. € 22.300) for a project on Online Behavioral Advertising and Disclosures, and a project on Disclosures of photo retouching in advertising
- 2012 Academic Research Award, by Marktonderzoek Associatie (MOA) / Center for Information Based Decision Making & Marketing Research, for the publication: 'Een menselijk geluid: Het effect van reactieve en proactieve webcare op merkevaluaties' [A human voice; The effect of reactive and proactive webcare on brand evaluations].
- 2010 Research grants from the Amsterdam School of Communications Research (€ 2,000)  
ASCoR Buijzen Research Visit Grant (€ 1.100)
- 2008 Nomination for Best Paper Award, 7<sup>th</sup> ICORIA Conference
- 2007 ICA 2007 conference travel grant, Centre of Comparative Social Studies (CCSS, € 750)  
Best Paper Award, 57<sup>th</sup> Annual Conference of the International Communication Association, Information Systems Division
- 2006 Internet Research conference travel grant, CCSS (€ 1.250)  
ICPSR Summer Program travel grant, CCSS (€ 1.220)
- 2005 Top Paper Award, 55<sup>th</sup> Annual Conference of the International Communication Association, Interactive Paper Session
- 2005 - 2007 Various (travel) grants from the PhD-fund, Faculty of Social Sciences, VU University Amsterdam (total approx. € 4.500)

### **SUPERVISION PHD CANDIDATES**

Dasha Antsipava (2021, September – present), ASCoR, University of Amsterdam,  
Project: BAL: Blockchain in the Advertising Landscape

Marie Selien Fakkert (2019, September - present) ASCoR, University of Amsterdam, co-funded by SWOCC  
Project: Persuasive Visual Communication in Social Media.

Komala Mazerant (2019, February- present), ASCoR, University of Amsterdam, and Hogeschool Rotterdam, Project:  
Content marketing: Een onderzoek naar timing, congruentie en medium context als mogelijke succesfactoren voor inhakers op social media.

Carolin Ischen (2018 - 2022), ASCoR, University of Amsterdam,  
Project: Influence of conversational agents on persuasive outcomes.

Annemarie Nanne (2017, June – present), TiCC, Tilburg University,  
Project: Picture This! An interdisciplinary approach in examining visual consumer-generated content.

Joanna Strycharz (2017 – 2020), ASCoR, University of Amsterdam, co-funded by SWOCC and Research Priority Area Personalised Communication (interdisciplinary program by Law Faculty and Faculty of Social and Behavioral Sciences),  
Project: Personalized Marketing Communication

Ilse Pit (from 2017, October), ASCoR, University of Amsterdam,  
Project: Snap it, Edit, Share it: The persuasive impact of consumers' visual brand posts

Anne Roos Smink (2016 – 2020), ASCoR, University of Amsterdam,  
Project: Augmented Reality in Persuasive Communication

Marijke De Veirman (2015 – 2020), Department of Communication Sciences, Ghent University;  
Project: Social media advertising

Sanne Kruikemeier (2010-2014), ASCoR, University of Amsterdam;  
Project: Interactive and Personalized Online Political Communication

### **HONORS & AWARDS PHD STUDENTS AND MASTER STUDENTS WHOM I SUPERVISED**

Anne Roos Smink, UvA Lustrum Beurs (2018); Anne Roos Smink and Joanna Strycharz AAA (American Academy of Advertising) PhD Student Travel Grant (2018); Anne Roos Smink, ICA (International Communication Association) PhD Student Travel Grant (2017); Anne Roos Smink, AAA (American Academy of Advertising) Doctoral Dissertation Grant (2017); Nadine Strauss, ASCoR Baschwitz Article of the Year Award for Young Researchers (2016); Sanne Kruikemeier: GVR (Genootschap voor Reclame) De Jonge Haan award for a young professional who excels and is committed to the field of communication (2016); Sanne Kruikemeier, ICA's Herbert S Dordick Dissertation Award of Communication and Technology (2016); Sanne Kruikemeier: ASCoR Baschwitz Article of the Year Award for Young Researchers (2014); Sanne Reusch, SWOCC Thesis Award (yearly award of the foundation for scientific research in commercial communication, 2014); Fabienne Rauwers Top Student Paper nomination, ICORIA (2014); Sanne Kruikemeier: Top Student Paper Award, Political Communication Division of the International Communication Association (2013)

### **PUBLICATION LIST**

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#### **DISSERTATION**

**van Noort, G.** (2008). *Bricks versus Clicks: A self-regulation perspective on consumer responses in online and conventional shopping environments*. Amsterdam: VU University

#### **INAUGURAL LECTURE**

**van Noort, G.** (April 2023). Digitale verleiding: Navigeren door woelige wateren. [Digital Persuasion: Navigating turbulent waters]

#### **PEER-REVIEWED JOURNAL ARTICLES**

Ang, L., Buzeta, C., Voorveld, H.A.M., Morikazu, H., Rodigro, U., Coetzee van Loggerenberg, M.J., **van Noort, G.** (2023). An international perspectives of the academic-practitioner divide (APD) in advertising – An exploratory study into its causes and solutions. *International Journal of Advertising*, 42(1), 181-200.

Haldborg Jørgensen, R., Voorveld, H.A.M., & **van Noort, G.** (2023). Instagram Stories: How ephemerality affects consumers' responses toward Instagram content and advertising. *Journal of Interactive Advertising*, 1-16.

Van Berlo, Z.M., van Reijmersdal, E.A., & **van Noort, G.** (2023). Experiencing branded apps: Direct and indirect effects of engagement experiences on continued branded app use. *Journal of Interactive Advertising*, 23(1), 73-83.

DeKeyser, F., **van Noort, G.** & Kruikemeier (2022). Going too far? How consumers respond to personalized advertising from different sources. *Journal of Electronic Commerce Research*, 23(3), 138-159.

Mazerant, K., Willemsen, L.M., Neijens, P., van Schooten, E.J., & **van Noort, G.** (2022). Topical Advertising in Enduring Events: The Role of Timing and Creativity in Engagement with Social Media Brand Messages during COVID-19. *International Journal of Advertising*, 41(8), 1411 -1432

van Reijmersdal, E.A., Boerman, S. C. & **van Noort, G.** (2022). Effects of online behaviorally targeted native advertising on persuasion: A test of two competing mechanisms. *Computers in Human Behavior Reports*, 7, 100221

Zarouali, B., Boerman, S. C., Voorveld, H. A., & **van Noort, G.** (2022). The Algorithmic Persuasion Framework in Online Communication: Conceptualization and a Future Research Agenda. *Internet Research*, 32(4), 1076-1096.

Koslow, S., Sameti, A., **van Noort, G.**, Smit, E. G., & Sasser, S. L. (2021). When Bad Is Good: Do Good Relationships between Marketing Clients and Their Advertising Agencies Challenge Creativity?. *Journal of Advertising*, 1-21.

Smink, A. R., van Reijmersdal, E. A., & **van Noort, G.** (2021). Consumers' Use of Augmented Reality Apps: Prevalence, User Characteristics, and Gratifications. *Journal of Advertising*, 1-10.

- Strycharz, J., Smit, E., Helberger, N., & **van Noort, G.** (2021). No to cookies: Empowering impact of technical and legal knowledge on rejecting tracking cookies. *Computers in Human Behavior*, *120*, 106750.
- Nanne, A. J., Antheunis, M. L., & **van Noort, G.** (2021). The role of facial expression and tie strength in sender presence effects on consumers' brand responses towards visual brand-related user generated content. *Computers in Human Behavior*, *117*, 106628.
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- van Noort, G.**, Himelboim, I., Martin, J. & Collinger, T., (2020). Introducing a Model of Automated Brand-Generated Content in an Era of Computational Advertising. *Journal of Advertising*, DOI: 10.1080/00913367.2020.1795954
- Ischen, C., Araujo, T., **van Noort, G.**, Voorveld, H., & Smit, E. (2020). "I Am Here To Assist You Today": The Role of Entity, Interactivity and Experiential Perceptions in Chatbot Persuasion. *Journal of Broadcasting & Electronic Media*, 1-25. <https://doi.org/10.1080/08838151.2020.1834297>.
- Nanne, A., Antheunis, M.L., van der Lee, C. G., Postma, E., Wubben, S, & Postma, E., **van Noort, G.** (2020). The Use of Computer Vision to Analyze Brand-related User Generated Image Content. *Journal of Interactive Marketing*, *50*, 156-167. DOI:10.1016/j.intmar.2019.09.003
- Smink, A.R., van Reijmersdal, E.A., **van Noort, G.**, & Neijens, P.C. (2020). Shopping in augmented reality: The effects of spatial presence, personalization, and intrusiveness on app and brand responses. *Journal of Business Research*, *118*, 474-485. DOI: 10.1016/j.jbusres.2020.07.018
- Vermeer, S. A., Araujo, T., Bernritter, S. F., & **van Noort, G.** (2019). Seeing the wood for the trees: How machine learning can help firms in identifying relevant electronic word-of-mouth in social media. *International Journal of Research in Marketing*, *36*(3), 492-508. DOI: 10.1016/j.ijresmar.2019.01.010
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- Antheunis, M.L., van Kaam, J.H.H., Liebrecht, C.C., & **van Noort, G.** (2016). Contentmarketing op sociale network sites: Een onderzoek naar gedrag en motivaties van consumenten. *Tijdschrift voor Communicatiewetenschap*, *44*(4), 337-365.
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- van Noort, G.**, & Voorveld, H.A.M. (2014). Social Media in advertising campaigns: Examining the effects on perceived persuasive intent, campaign and brand responses. *Journal of Creative Communication*, 9(3), 253-268
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- Van Reijmersdal, E.A., Jansz, J., Peters, O., & **van Noort, G.** (2013). Why girls go pink: Game character identification and game-players' motivations. *Computers in Human Behavior*, 29(6), 2640-2649.
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- Voorveld, H.A.M., **van Noort, G.**, & Duijn, M. (2013). Building brands with interactivity. The role of prior brand usage in the relation between perceived website interactivity and brand responses. *Journal of Brand Management*, 20, 608-622, doi: 10.1057/bm.2013.3
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- van Noort, G.** & Willemsen, L. M. (2012). Online damage control: The effects of proactive versus reactive webcare interventions in consumer-generated and brand-generated platforms. *Journal of Interactive Marketing*, 26(3), 131-140.
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- van Reijmersdal, E.A., Jansz, J., Peters, O., & **van Noort, G.** (2010). The effects of interactive brand placements in online games on children's cognitive, affective and conative brand responses. *Computers in Human Behavior*, 26(6), 1787-1794
- Vliegthart, R., & **van Noort, G.** (2010). Is het de moeite waard? De karakteristieken en effectiviteit van partijwebsites in de campagne voor de Nederlandse gemeenteraadsverkiezingen van 2010. *Res Publica*, 52(3), 315-333.
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- van Noort, G.,** Kerkhof, P., & Fennis, B. M. (2007). Online versus conventional shopping: Consumers' risk perception and regulatory focus. *CyberPsychology & Behavior*, 10(5), 731-733.

## PEER REVIEWED BOOK CHAPTERS

- van Berlo, Z. M., van Reijmersdal, E. A., & **van Noort, G.** (2019). *Branded App Engagement: Comparing Apps from Goods and Service Brands*. In Bigne E., Rosengren S. (eds) *Advances in Advertising Research X* (pp. 3-13). European Advertising Academy. Springer Gabler, Wiesbaden
- Strycharz J., **van Noort G.,** Smit E., Helberger N. (2019) *Consumer View on Personalized Advertising: Overview of Self-Reported Benefits and Concerns*. In: Bigne E., Rosengren S. (eds) *Advances in Advertising Research X*. European Advertising Academy. Springer Gabler, Wiesbaden
- Eelen, J., Rauwers, F., Wottrich, V. M., Voorveld, H.A.M., & **van Noort, G.** (2016). *Consumer responses to creative media advertising: A literature review*. In P. De Pelsmacker (Ed.) *Advertising in new formats and media: Current research and implications for marketers*. Emerald Publishing. Pp. 19-46
- Rauwers, F. & **van Noort, G.** (2015). *The underlying process of Creative Media Advertising*. In P. Verlegh & H.A.M. Voorveld (Eds). *Advances in Advertising Research (Vol. VI, pp. 309-323)* Wiesbaden: Springer Fachmedien.
- van Noort, G.,** Willemsen, L. M., Kerkhof, P., Verhoeven, J.W.M. (2015). *Webcare as an integrative tool for customer care, reputation management, and online marketing: A literature review*. In Philip J. Kitchen and Ebru Uzunoglu (Eds), *Integrated Communications in the Post-Modern Era* (pp. 77-99). Palgrave Macmillan. DOI 10.1057/9781137388551\_
- Kruikemeier, S., **van Noort, G.,** Vliegthart, R., & De Vreese, C.H. (2014). *Nieuwe Media, een politieke belofte? Politiek internetgebruik tijdens de verkiezingscampagne*. In P. Van Praag & K.L.L Brants (Eds.), *Media, macht en politiek. De verkiezingscampagne van 2012*.
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- Willemsen, L. M., **van Noort, G.,** & Bronner, F. C. (2012). *Een menselijk geluid: Het effect van reactieve en proactieve webcare op merkevaluaties*. In A. E. Bronner et al., (Eds.), *Jaarboek ontwikkelingen in het marktonderzoek: Jaarboek 2012* MarktOnderzoekAssociatie. Haarlem: Spaar en Hout.
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## REPORTS & PROFESSIONAL PUBLICATIONS

- Zarouali, B., Voorveld, H. A. M., Strycharz, J., Smink, A. R., Boerman, S. C. & **van Noort, G.** (2021). Algorithmic Advertising. In *Marketingfacts Jaarboek* (pp. 168-183) Marketingfacts B.V.
- Nanne, A. & **van Noort, G.** (2020). Merk-in-zicht met Machine Vision. In *Clou*, 97 (April 2020). Retrieved from [https://moa04.artoo.nl/clou-moaweb-images/images/bestanden/pdf/Clou\\_magazine/Clou97.pdf](https://moa04.artoo.nl/clou-moaweb-images/images/bestanden/pdf/Clou_magazine/Clou97.pdf)
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- Willemsen, L.M. & **van Noort, G.** (2015). Webcare: Van experimenteren naar professionaliseren. SWOCC publication 69.
- van Noort, G.**, & Kruikemeier, S. (2015). Research report on Diplomacy 2.0 for the Ministry of Foreign Affairs and the Netherlands Embassy in Riyadh.
- van Noort, G.** & Antheunis, M.L. (2010). Research reports on Social Media Marketing Campaigns for Hyves and large consumer brands.

## CONFERENCE PAPERS

More than 100 conference papers presented since 2004. Selection of recent conference papers are:

2023

- Eisend, M., Niewiadomska, D., **van Noort, G.** (2023). Personalization in Marketing Communication: A Meta-analysis. Paper presented at ICORIA, Bordeaux, France
- Fakkert, M.S., Strycharz, J., Araujo, T., & **Van Noort, G.** (2023). Consumers' coping with persuasive attempts in brand-related user posts on visual social media: a qualitative approach. Paper presented at ICORIA, Bordeaux, France
- Yaman Akyar, B., **van Noort, G.**, Uzunoglu, E., Strycharz, J., & Turkel, S. (2023). Anticipating Consumers' responses to hyper-personalized advertising in Metaverse context. Paper presented at ICORIA, Bordeaux, France.

2022

- Nanne, A., Antheunis, M.L., & **van Noort, G.** (2022). Consumer motivations to create and post brand-related user generated content. Abstract for EMAC Annual conference, Budapest, Hungary.
- Fakkert, M.S., Araujo, T., & **Van Noort, G.** (2022). Persuasive strategies in brand-related posts from brands versus users on visual social media and their impact on engagement. 72th Annual ICA Conference, Paris, France
- Antsipava, D., Araujo, T. & **van Noort, G.** (2022). Humour vs. the consumer: The risks and benefits of using humour as a webcare strategy in response to customer complaints on Facebook. Abstract for Etmaal van de Communicatiewetenschap, Brussel, Belgium
- Fakkert, M.S., van Noort, G., & Araujo, T. (2022). Persuasive strategies in brand-related posts from brands versus users on visual social media and their impact on engagement. Abstract for Etmaal van de Communicatiewetenschap, Brussel, Belgium
- Mazerant, K., Willmensen, L., Neijens, P. & **van Noort, G.** (2022). Comparing ad creativity assessments of practitioner coders and crowd coders. Abstract for Etmaal van de Communicatiewetenschap, Brussel, Belgium
- Nanne, A., Antheunis, M.L., & van Noort, G. (2022). Using a photo-eliciting procedure to examine consumers' motivations to create branded selfies on Instagram. Abstract for Etmaal van de Communicatiewetenschap, Brussel, Belgium

2021

- Huh, J., & **van Noort, G.** (2021). Special topics session: Advancing computational advertising research. In American Academy of Advertising. Conference. Proceedings (Online) (pp. 21-23). American Academy of Advertising.
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- Ischen, C., Araujo, T., Voorveld, H.A.M., **van Noort, G.**, & Smit, E.G. (2021). The persuasiveness of voice in virtual assistant interactions. Paper presented at Etmaal van de Communicatiewetenschap.
- Mazerant, K., Willemsen, L., Neijens, P. C., & **van Noort, G.** (2021). Topical advertising in enduring events: The role of timing and creativity in engagement with social media brand messages during COVID-19. Paper presented at ICORIA 2021.
- van Noort, G.**, & Meppelink, C. S. (2021). How people cope with persuasion in the era of AI: A revised Persuasion Knowledge Model. Paper presented at ICORIA 2021.

2020

- Nanne, A., Antheunis, M.L., & **van Noort, G.** (2020). The role of tie strength in the persuasive effects of visual brand-related user-generated content. 70<sup>th</sup> Annual ICA conference, Gold Coast, Australia
- Mazerant, K., Willemsen L. M., & **van Noort, G.** (2020) Crafting social media content: examining the effects of creativity biases on consumer responses. Abstract for Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- Van Noort, G.**, (2020). Verbinding tussen communicatiewetenschap en het communicatievak: De SWOCC case. Abstract voor Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- Ischen, C., Araujo, T., Voorveld, H.A.M., **van Noort G.**, & Smit, E. (2020). The role of anthropomorphism and privacy concerns in chatbot interactions. Abstract for Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- Ischen, C., Araujo, T., Voorveld, H., **van Noort, G.** & Smit, E. (2020). *Chatbot Research and Design: Third International Workshop, CONVERSATIONS 2019, Amsterdam, The Netherlands, November 19–20, 2019 : revised selected papers*. Følstad, A., Araujo, T., Papadopoulos, S., Law, EL-C., Granmo, O-C., Luger, E. & Brandtzaeg, P. B. (eds.). Cham: Springer, p. 34-48 (Lecture Notes in Computer Science; vol. 11970).
- Nanne, A., Antheunis, M.L., & **van Noort, G.** (2020). Examining effects of tie strength, presence of the sender, and facial expression on brand responses to visual brand-related user-generated content. Abstract for Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- Strycharz, J., **van Noort, G.**, Helberger, N., & Smit, E. (2020). Empowerment through technical and legal knowledge to reject tracking cookies. Abstract for Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.
- Smink, A., **van Noort, G.**, & van Reijmersdal, E.A. (2020). Antecedents of consumers' use of augmented reality apps: prevalence, user characteristics and gratifications. Abstract for Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.

2019

- Mazerant, K., Willemsen, L.M., Neijens, P., & **van Noort, G.** (2019). Instant success? The differential impact of the creative crafting of real-time marketing messages on Instagram. Paper presented at ICORIA, Krems, Austria.
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