

## Curriculum Vitae Hilde Voorveld

### PERSONAL INFORMATION

Name: Hilde A.M. Voorveld  
Work address: Department of Communication Science  
Nieuwe Achtergracht 166  
1018 WV Amsterdam, the Netherlands  
Phone: + 0031 20 525 3159  
E-mail: [h.a.m.voorveld@uva.nl](mailto:h.a.m.voorveld@uva.nl)  
Website: <http://home.medewerker.uva.nl/h.a.m.voorveld/>  
Date of Birth: 18-03-1984

### EMPLOYMENT

- Dec 2015 - present Associate Professor in Persuasion & New Media Technologies, Amsterdam School of Communication Research ASCoR, Department of Communication, University of Amsterdam. ASCoR received a top ranking (1st place worldwide) in the 2018 QS World University Rankings, thus belonging to the top Communication Science institutions of the world.
- Feb 2010 - Nov 2015 Assistant Professor in Persuasive Communication. Amsterdam School of Communication Research ASCoR, Department of Communication, University of Amsterdam.
- 2007 - 2010 PhD Candidate (15% teaching obligations) from 01-01-2007 to 31-01-2010. ASCoR, University of Amsterdam.
- 2006 Internship at strategy department of advertising agency FHV BBDO.

### EDUCATION

- June 2010 Ph.D., Cum Laude (With Honors).  
Faculty of Social and Behavioural Sciences, University of Amsterdam.  
Dissertation title: "*Websites in Brand Communication: Interactivity and Cross-Media Effects*".  
Promotor: Peter C. Neijens, co-promotor: Edith G. Smit.
- 2005 - 2006 Master of Science, Cum Laude (With Honors).  
Communication Science, track Marketing Communication, University of Twente.  
Master thesis title: "*Creativity in Advertising. Examining the Role of Need for Closure, Cognitive Load and Brand Personality on Persuasiveness of Creative Ads*".  
Supervisors: Bob M. Fennis and Thomas J. L. van Rompay
- 2002 - 2005 Bachelor Toegepaste Communicatie Wetenschap, University of Twente. Best student of the cohort and therefore received a grant to

visit the Annual Conference of the International Communication Association in 2006.

1996 - 2002            Secondary School Athenaeum C.S.G. Reggesteyn, Nijverdal.

## **HONORS AND AWARDS**

Top paper award nomination (top 5) ICORIA 2019, Krems, Austria

AMMA runner-up for best media research. The most important media awards handed out by MWG (media work group). Project conducted with Dentsu Aegis (digital media agency). Nomination for the paper: Voorveld, H. A. M., Araujo, T. B. Bernritter, S. F., Rietberg, E. & Vliegenthart, R. (2018). How Advertising in Offline Media Drives Reach of and Engagement with Brands on Facebook. *International Journal of Advertising*, 37(5), 785–805.

Runner up Outstanding article award *Journal of Advertising* (2018). for the paper: Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38-54.

Runner-up Insights Scientist of the Year award (theme: digital advertising). 2018. MOA (Expertise Center for Marketing-insights, Research & Analytics).

ASCoR Baschwitz Young Researcher Award for the paper: Segijn, C. M., Voorveld, H. A. M., & Smit, E. G. (2017). An eye-tracking study into multiscreening: Viewing behavior, reporting, and effects. *Human Communication Research*, 3 (2), 295-314.

Finalist *Journal of Advertising Best Article Award 2017*. Segijn, C.M., Voorveld, H. A. M., & Smit, E. G. (2017). How related multiscreening could positively affect advertising outcomes. *Journal of Advertising*. 46:4, 455-472

ASCoR Baschwitz Young Researcher Award for the paper: Segijn, C. M., Voorveld, H. A. M., & Smit, E. G. (2016). The underlying mechanisms of multiscreening effects. *Journal of Advertising*, 45(4), 391-402.

Top paper nomination (top 5). International Conference on Research in Advertising, Ghent, 2017. Cross media Effects on Consumer Engagement on Facebook: The Differential Effects of Advertising Spend. Hilde Voorveld, Theo Araujo, Stefan Bernritter and Rens Vliegenthart.

Top paper nomination (top 5). International Conference on Research in Advertising, Ghent, 2017. Multiscreening In Real-Life. Claire Segijn, Theo Araujo, Hilde Voorveld and Edith Smit.

Top student paper nomination (top 5). International Conference on Research in Advertising, Ghent, 2017. Digital Magazine Advertising: Investigating The Persuasive Impact And Underlying Mechanisms Of Ad Interactivity In A Real-Life Setting. Rauwers, F., Voorveld, H. A.M. & Neijens, P.C.

The paper “The relation between actual and perceived interactivity. What makes the websites of top global brands truly interactive?” was ranked as one of the ten most important papers on online advertising published between 2007 and 2013 in the Journal of Advertising and therefore included in the first virtual special issue of the journal (2014).

Jonge Haan 2014. Young talent award from the Genootschap voor Reclame (Society for Advertising) for a person (< 30 years) who brings innovative ideas to the advertising and marketing communication industry.

Finalist (top 5) for best article of the year award, Journal of Advertising, 2012. “The relation between actual and perceived interactivity. What makes the websites of top global brands truly interactive?”

Top paper nomination (top 5). International Conference on Research in Advertising, 2011, European Advertising academy. Building brands with interactive websites? The influence of perceived interactivity and prior brand experience on brand relationship and brand image. Voorveld, H. A. M., Van Noort, G. & Duijn, M.

Outstanding Paper Award, 2010. Best article of the year published in Internet Research, “Consumers’ responses to brand websites: An interdisciplinary review”.

Top paper award. International Conference on Research in Advertising, 2009, European Advertising Academy. Exploring the relationship between actual and perceived interactivity. Voorveld, H. A. M., Neijens, P. C., & Smit, E. G.

## GRANTS

Research grant of Interdisciplinary Research priority Area Human(e) AI. PI, together with Tom Lentz (Institute for Logic, Language and Computation) and Evangelos Kanoulas (Informatics Institute) “Humanizing speaking chatbots? How prosody in chatbots influences communication effects.” The project aims to answer the question whether proper use of prosody, such as intonation, tone, and rhythm, makes speaking chatbots more human-like, and how this subsequently influences users’ cognitive, affective and behavioral responses towards the messages communicated via the bot. €50.000

Research Fellowship Award. American Academy of Advertising. Grant for data collection in a project on synced advertising effects. with Claire Segijn. 2019. \$2000.

PhD position Persuasive consequences of conversational agents, funded by Research Priority Area (RPA) Communication/ The Digital Communication Methods Lab, with Araujo, Van Noort and Smit. €250.000. 2018

SWOCC Research Grant. Grant awarded to do research on media orchestration. Goal is to give insight into which medium types best fit certain communication goals and give an overview on the appropriate online and offline KPI’s for these goals and media. A social media experience study is part of the project.

Main applicant, PI, Six months 0.4 FTE (September 2015-Februari 2016), monetary equivalent research time: €18.000 + data collection € 15.669,50. Total: €30.669,50. Paper published in Journal of Advertising

SWOCC Research Grant. Grant awarded to do research on the uses and effects of creative media advertising. A content analysis and meta analyses are part of the project. Meijers, Eelen & Voorveld. Co-applicant. Monetary equivalent research time: €18.000 (February 2016-July 2016).

Data grant of DAN DNA (Dentsu Aegis network). This considers a rich data set, containing information on social media campaigns and interactions between brands and consumers on social media. 2016 Guda van Noort, Theo Araujo, Peter Neijens, Hilde Voorveld, Stefan Bernritter . Paper published in International Journal of Advertising

PhD position ‘Persuasion while Media Multitasking’, funded by ASCoR, with E.G. Smit. Phd candidate Claire Segijn. €231.353. 2014

Competitive ASCoR research grant (0.1 fte for 1year) 2014. Awarded by ASCoR to a limited number of high potential members to prepare H2020 projects.

Contract research for Sanoma International (€5.000). Contact: Harri-Pekka Kaukonen, CEO. Summarizing the current state of knowledge on cross-media advertising in the academic literature and formulating key learnings that Sanoma could potentially use, 2014.

PhD position ‘Understanding Selective and Interactive Use and Effects of Digital Newspapers and Magazines’, funded by ASCoR, with P.C. Neijens. PhD candidate Fabienne Rauwers. €236.719. 2014

Research Fellowship Award. American Academy of Advertising. Grant for data collection in a project on media multitasking and advertising effects, 2013.

The Council for Research Excellence (an independent research group funded by Nielsen) granted me and my co-author Vijay Viswanathan (Medill School of Journalism, Media, Integrated Marketing Communications, Northwestern University) access to their data from the Video Consumer Mapping study. This is the largest and most extensive media use observational study ever conducted. Paper published in Media Psychology

SPOT (the Dutch knowledge centre on TV advertising) granted me and my co-author Margot van der Goot access to the data collected in their time use survey. The data consisted of 3,048 diaries. Paper published in Journal of Broadcasting & Electronic Media

NWO Research Talent proposal to fund PhD position evaluated as “good”. In spite of high ranking, no grant was awarded due to limited financial resources, 2013.

NWO Veni proposal evaluated as “very good” in the final phase. In spite of high ranking, no grant was awarded due to limited financial resources, 2012.

NWO Veni proposal evaluated as eligible for funding (subsidiabel) in the final phase (domain phase Alpha/Gamma). In spite of high ranking, no grant was awarded due to limited financial resources, 2011.

ASCoR Buijzen Research Visit Grant, 2011. €1800

Research Grant Marketing Science Institute, Cambridge, MA. \$10,500 for data collection in the project “A 360° View of Multimedia and Multichannel Consumer Behavior” Main applicant, Principal investigator., 2010. Paper published in International Journal on Media Management.

Several internal research grants from the Amsterdam School of Communications Research for several research projects, 2010-2018

## **TEACHING**

Development of new track in the Research Master. The Research Master’s (Professional track) in Communication Science is a two-year MSc degree programme for students who would like to be at the forefront of the newest developments in understanding the role of communication and media in an applied context.

Coordinator and lecturer of the master elective Media Strategies (2015 - 2018) A Masters’ elective seminar in which I closely collaborate with several media and communication agencies (e.g., MediaCom, Havas Media, Publicis). In small groups, students receive a briefing to develop a media plan for a real client (e.g., H&M, Heineken, Samsung). Students pitch their plans to the agencies. Students (approximately 75 per year) and agencies (approximately 10 per year) are very enthusiastic about this collaboration.

Coordinator and lecturer of the master seminar Marketing Communication (2015 - 2018) Masters’ seminar in which students learn how advertisers and consumers communicate and how this influences their attitudes and behaviour (approximately 150 per year)

Development of specialisation seminar Marketing Communication. (2015)

Development of elective Media Strategies (2015)

Convener PhD club (2013 - 2015)

Coordinator and lecturer of thesis preparation groups (2013 - 2016)

Workshop on writing research proposals for prospective PhD students in NWO graduate program (2012 & 2013)

Coordinator and lecturer of the master specialisation seminar Media Strategies in Persuasive Communication (2010 - 2014)

Supervision of 65+ (Research) Master theses (2007- present, Dutch & English)

Development of the Master seminar Media Strategies in Persuasive Communication (2010)

Bachelor seminar Media Planning (2010)

Bachelor seminar Internal and External Communication (2008 & 2009)

Supervision of internships (2007- 2011)

## **SUPERVISION OF PHD CANDIDATES**

Co-promotor Carolin Ischen, Research Priority Area Communication, ASCoR, University of Amsterdam, Project: Persuasive consequences of conversational agents. Starting date 1 September 2018

Co-Supervisor René Haldborg Jørgensen. Media's role in advertising reception processes. Consumption, Culture and Commerce group at the Department of Marketing & Management. University of Southern Denmark, Odense.

Member of Doctoral Supervision Committee. Emma Beuckels. Advertising effectiveness within a media multitasking context. University of Ghent. January 2016- December 2020.

Co-promotor Claire Segijn. Everyday multiscreening. How the simultaneous usage of multiple screens affects information processing and advertising effectiveness. (June 16, 2017). Claire now holds a tenure track position at the School of Journalism and Mass Communication (SJMC) in the College of Liberal Arts at the University of Minnesota.

Honors and awards:

- The Annie Lang Dissertation Award 2018 from the Information Systems Division of the International Communication Association.
- The Biennial Best Dissertation Award 2019 for the Mobile Communication Interest Group.
- ASCoR Baschwitz Young Researcher Award 2017 for the paper: An eye-tracking study into multiscreening: Viewing behavior, reporting, and effects, published in Human Communication Research.
- ASCoR Baschwitz Young Researcher Award 2016 for the paper: The underlying mechanisms of multiscreening effects, published in Journal of Advertising
- Best student paper award at the Annual Conference of the American Academy of Advertising 2016, Seattle. Paper title: Consumers' Multiscreening Viewing Behavior, Reporting, and Effects: An Eye-Tracking Study.
- Best Student Paper at the Annual Conference of the American Academy of Advertising 2015, Chicago. Paper title: Multitasking with second screen media. The persuasive effects and underlying mechanisms of multiscreening.
- Travel grant to attend the 2015 Annual Conference of the American Academy of Advertising in Chicago.
- Several other top paper nominations at international conferences.

Co-promotor Fabiënne Rauwers. Read. Click. Comment. Understanding the uses and effects of interactive features in digital magazines (May 9, 2019). Fabiënne now works as a post-doctoral research at the University of Leiden

- Several top paper nominations at international conferences.

### Membership of Doctoral (PhD) committees

Gauze (Pitipon) Kitirattarkarn. The Role of Culture in Consumer-Generated Content Engagement. University of Amsterdam. 10 September 2019

Wisnu Wiradhany. Multimedia minded. Media Multitasking, Cognition, and Behavior. University of Groningen, department of Cognitive Psychology. April, 18 2019

Snezhanka Kazakova, The fragmented mind: Exploring the measurement and consequences of media multitasking behavior, Ghent University. February 2015

## **PROFESSIONAL ACTIVITIES**

Chair of the programme committee (opleidingscommissie, OC) (2016 - present).

Program group delegate ethical review of employee research Communication Science, Persuasive Communication (May - October 2014; September 2017- present).

Board member of the European Advertising Academy [www.icoria.org](http://www.icoria.org) (2014-present).

Editorial board member of Journal of Advertising, Journal of Broadcasting & Electronic Media, and Journal of Interactive Advertising.

Ad hoc member of the Thesis Quality Bachelor Committee(TQB), College of Communication (2018).

Organization of knowledge sharing meeting for programme committees within the faculty of Social and Behavioral Sciences (FMG), February 2018.

Member of Werkgroep inrichting medezeggenschap FMG (2017)

Member of the programme committee (opleidingscommissie, OC) (2015- 2016).

Together with Eline Smit, Theo Araujo and Sanne Kruikemeijer, I developed a database in which colleagues can share their experiences with the review process in different peer-reviewed journals. January - October 2015.

Ad hoc member of Thesis Quality Maintenance (TQM) committee, Graduate School of Communication (2014)

Organization of International Conference on Research in Advertising ICORIA, Amsterdam, The Netherlands, June 26-28, 2014, 180 participants. Together with: Smit, E. G., Verlegh, P., Neijens, P. C, Van Reijmersdal, E. A., & Van Noort, G.

Organization of PhD colloquium of European Advertising Academy, Amsterdam, the Netherlands, June 26 2014, 36 participants. Voorveld, H. A. M., & Van Reijmersdal, E. A.

Member of the Genootschap voor Reclame (Society for Advertising), (2014-present).

Member of the organizing committee, responsible for paper review of the International Conference on Research in Advertising (ICORIA), European Advertising Academy. 2009 Klagenfurt, 2011 Berlin, 2012 Stockholm & 2013 Zagreb.

Reviewer for International Journal of Advertising, Media Psychology, Journal of Communication, Journal of Interactive Marketing, Journal of Promotion Management,

Internet Research, New Media & Society, Journal of Marketing Communications, Journal of Business Research,

Reviewer for the conferences of the International Communication Association (ICA) and the European Advertising Academy (ICORIA).

Reviewer for FWO (Research Foundation Flanders), National Science Centre, Poland.

## PUBLICATIONS

### Journal Publications

34 journal publications, 20 first-authored

1. Segijn, C. M., Araujo, T. B. **Voorveld, H. A. M.**, & Smit, E. G. (in press). Related Multiscreening as a Strategy to Retain Audiences and Increase Persuasion during a Commercial Break. *Journal of Broadcasting & Electronic Media*
2. Rauwers, F., **Voorveld, H. A. M.**, & Neijens, P. C. (in press) Explaining Perceived Interactivity Effects on Attitudinal Responses: A Field Experiment on The Impact of External and Internal Communication Features in Digital Magazines" *Journal of Media Psychology*
3. **Voorveld, H. A. M.**, (2019) Brand Communication in Social Media: A Research Agenda. *Journal of Advertising*, 48 (1), 14-26.
4. **Voorveld, H. A. M.**, Araujo, T. B. Bernritter, S. F., Rietberg, E. & Vliegthart, R. Brands on Facebook. *International Journal of Advertising*, 37(5), 785–805. <https://doi.org/10.1080/02650487.2018.1454703>
5. **Voorveld, H. A. M.**, van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38-54.
6. Rauwers, F., **Voorveld, H. A. M.**, & Neijens, P. C (2018). Investigating the persuasive impact and underlying processes of interactive magazine ads in a real-life setting, *International Journal of Advertising*, 37(5), 806-827. DOI: 10.1080/02650487.2018.1470918.
7. **Voorveld, H. A. M.** (2018). Opportunities and challenges of personalized advertising. Editorial, virtual special issue *Journal of Interactive Advertising*. <http://explore.tandfonline.com/content/bes/jiad-vsi-on-personalized-advertising>
8. **Voorveld, H. A. M.** & Neijens, P. C. (equal contribution) (2018). Digital replica editions versus printed newspapers: Different reading styles? Different recall? *New Media & Society*, 20(2), 760-776 doi: 10.1177/1461444816670326
9. Segijn, C.M., **Voorveld, H. A. M.**, & Smit, E. G. ( 2017). How related multiscreening could positively affect advertising outcomes. *Journal of Advertising*. 46:4, 455-472, DOI: 10.1080/00913367.2017.1372233
10. Segijn, C.M., **Voorveld, H. A. M.**, Vandeberg, L. & Smit, E. G. (2017). The Battle of the Screens: Unraveling Attention Allocation and Memory Effects When Multiscreening. *Human Communication Research*, 3 (2), 295-314.
11. Segijn, C. M., **Voorveld, H. A. M.**, Vandeberg, L., Pennekamp, S. F., & Smit, E. G. (2017). *Insight into Everyday Media Use with Multiple Screens*. *International Journal of Advertising*. *International Journal of Advertising*, 36(5): 779-797, DOI: 10.1080/02650487.2017.1348042
12. **Voorveld, H. A. M.**, Fakkert, M.S., & Van Reijmersdal, E. A. (2017). Materialistic Girls Watching a Materialistic World: Fashion TV Series and Women’s Copy-Cat



- Intentions. *Communications. The European Journal of Communication Research*, 42(2), 239-252.
13. **Voorveld, H. A. M.**, Smit, E. G., Neijens, P. C., & Bronner, A. E. (2016). Consumers' cross-channel use in online and offline purchases. *Journal of Advertising Research*, 56(4). doi: 10.2501/JAR-2016-000
  14. Segijn, C.M. **Voorveld, H. A. M.**, & Smit, E. G. (2016). Multitasking with second screen media. The persuasive effects and underlying mechanisms of multiscreening. *Journal of Advertising*, 45 (4), 391-402. doi: <http://dx.doi.org/10.1080/00913367.2016.1172386>
  15. Rauwers, F., **Voorveld, H. A. M.**, & Neijens, P. C. (2016). The effects of the integration of external and internal communication features in digital magazines on consumers' magazine attitude. *Computers in Human Behavior*, 61, 454-462.
  16. Neijens, P. C. & **Voorveld, H. A. M.** (2015). Cross-platform advertising: Current practices and issues for the future. *Journal of Advertising Research*, 55 (3), 362-367. doi: 10.2501/JAR-2015-016
  17. **Voorveld, H. A.M.**, & Viswanathan, V. (2015). An observational study on how situational factors influence media multitasking with TV: The role of genres, dayparts, and social viewing. *Media Psychology*, 18(4), 499-526. doi:10.1080/15213269.2013.872038
  18. Vandeberg, L., Murre, J. M. J., **Voorveld, H. A. M.** , & Smit, E. G. (2015). Dissociating explicit and implicit effects of cross-media advertising. *International Journal of Advertising* 34(5), 744-764. doi:10.1080/02650487.2015.1011023.
  19. Limpf, N. & **Voorveld, H. A. M.** (2015). Mobile Location-Based Advertising: Information Privacy Concerns and the Acceptance of Mobile Location-Based Advertising. *Journal of Interactive Advertising*, 15(2), 111-123. doi: 10.1080/15252019.2015.1064795
  20. **Voorveld, H. A. M.** & Valkenburg, S. M. (2015) The fit factor: The role of fit between ads in understanding cross-media synergy. *Journal of Advertising*, 44 (3) 185-195. doi:10.1080/00913367.2014.977472
  21. **Voorveld, H. A. M.** & Van Noort, G. (2014). Social media in advertising campaigns: Examining the effects on perceived persuasive intent, campaign and brand responses. *Journal of Creative Communications*, 9(3), 253- 268. doi:10.1177/0973258614545155
  22. **Voorveld, H. A. M.**, Segijn, C. M., Ketelaar, P. & Smit, E. G. (2014). The prevalence and predictors of media multitasking across countries. *International Journal of Communication*, 8, 2755-277. Available at: <<http://ijoc.org/index.php/ijoc/article/view/2556>
  23. Smit, E. G. Van Noort, G., & **Voorveld, H. A. M.** (2014). Coping with cookies: A study into online behavioural advertising amongst privacy concerned groups. *Computers in Human Behavior*, 32, 15-22, doi:10.1016/j.chb.2013.11.008
  24. **Voorveld, H. A. M.**, Van der Goot, M. (2013). Media multitasking across age groups: A diary study. *Journal of Broadcasting & Electronic Media*. 57(3), 392- 408. doi:10.1080/08838151.2013.816709
  25. **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(7), 608-622. doi:10.1057/bm.2013.3
  26. **Voorveld, H. A. M.**, Neijens, P. C., Smit, E. G. Bronner, A. E. (2013). Developing an instrument to measure consumers' multimedia usage in the purchase process. *International Journal on Media Management*, 15 (1) 43-65. doi:10.1080/14241277.2012.756815

27. Van Noort, G., & **Voorveld, H. A. M.**, & Van Reijmersdal E. A. (2012). Interactivity in brand websites: Affective and cognitive effects explained by consumers' online flow experience. *Journal of Interactive Marketing*, 26, 223-234. doi:10.1016/j.intmar.2011.11.002
28. **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2012). The interacting role of media sequence and product involvement in cross-media campaigns. *Journal of Marketing Communications*, 18 (3), 203-216. doi:10.1080/13527266.2011.567457
29. **Voorveld, H. A. M.** (2011). Media multitasking and the effectiveness of combining online and radio advertising. *Computers in Human Behavior*, 27(November), 2200-2206. doi:10.1016/j.chb.2011.06.016
30. \***Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2011). The relation between actual and perceived interactivity. What makes the websites of top global brands truly interactive? *Journal of Advertising*, 40(2), 77-92. doi:10.2753/JOA0091-3367400206. \* Ranked as among the ten most important papers on online advertising published in the journal.
31. **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2011). Opening the black box: Understanding cross-media effects. *Journal of Marketing Communications*, 17(2), 69-85. doi:10.1080/13527260903160460
32. **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2011). De relatie tussen objectieve en gepercipieerde interactiviteit van websites. [The relation between actual and perceived interactivity of websites]. *Tijdschrift voor Communicatiewetenschap*, 39(1), 4-20.
33. **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2010). The interactive authority of brand web sites: A new tool provides new insights. *Journal of Advertising Research*, 50(3), 292-304.
34. \***Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2009). Consumers' responses to brand websites: An interdisciplinary review. *Internet Research*, 19(5), 335-365. Outstanding Paper Award 2010. \* Best article of the year published in Internet Research

### Book Chapters

22 chapters, 13 first-authored

1. Ischen, C., Araujo, T. B., **Voorveld, H. A. M.**, van Noort, G., & Smit, E. G. (2019). *Privacy Concerns in a chatbot context*. Post-workshop proceedings as part of Springer LNCS
2. **Voorveld, H. A. M.**, van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Beleving van social media en reclame op social media. In: Van Everdingen & Toepoel, V. (eds.) *Digital advertising*. Amsterdam: Markt Onderzoek Associatie MOA [Center for Information Based Decision Making & Marketing Research]
3. Smit, E.G., Segijn, C.M., Van de Giessen, W., Wottrich, V. M. Vandenberg, L., & **Voorveld, H. A. M.** (2017). Media Multitasking and the Role of Task Relevance in Background Advertising Processing. p. 197-212. In: Zabkar V., Eisend M. (eds) *Advances in Advertising Research VIII*. European Advertising Academy. Springer Gabler, Wiesbaden.
4. Eelen, J. Rauwers, F. Wottrich, V. M. **Voorveld, H. A. M.** & Van Noort, G. (2016). *Consumer responses to creative advertising: A literature review* In P. De Pelsmacker (ed.) *Advertising in New Formats and Media: Current Research and Implications for Marketers*. Emerald Publishing

5. Wottrich, V. M. & **Voorveld, H. A. M.** (2016). Creative vs. traditional media choice: Effects on word-of-mouth and purchase intention. In P. W. J. Verlegh, H. A. M. Voorveld, & M. Eisend (Eds.), *Advances in Advertising Research (Vol. VI). The Digital, the Classic, the Subtle and the Alternative* (pp. 325-335). Wiesbaden: Springer.
6. Viswanathan, V. & **Voorveld, H. A. M.** (2015). Media multitasking with television news: The interaction of content and audience factors. In I. B. Banks, P. De Pelsmacker, & S. Okazaki (Eds.), *EAA Advances in Advertising Research (Vol. V): Extending the Boundaries of Advertising* (pp. 129-141). Wiesbaden: Springer.
7. Fakkert, M.S., **Voorveld, H. A. M.**, & Van Reijmersdal, E. A. (2015). Brand placements in fashion TV series. In I. B. Banks, P. De Pelsmacker, & S. Okazaki (Eds.), *EAA Advances in Advertising Research (Vol. V): Extending the Boundaries of Advertising* (pp. 217- 228). Wiesbaden: Springer.
8. **Voorveld, H. A. M.**, Smit, E. G., Neijens, P. C., Segijn, C. & Bronner, A. E. (2014). Are online buyers driven by offline search? The role of online & offline media in the purchase process of different types of products (Abstract). In J. Huh, (Ed.), *The Proceedings of the 2014 Conference of the American Academy of Advertising* (pp. 68). ISBN 978-0-931030-48-2,
9. Smit, E. G., Van de Giessen, W., Vandenberg, L., & **Voorveld, H. A. M.** (2014). Advertising Effects in a media multitasking environment (Abstract). In J. Huh, (Ed.), *The Proceedings of the 2014 Conference of the American Academy of Advertising*. ISBN 978-0-931030-48-2,
10. Vandenberg, L., Murre, J. M. J., **Voorveld, H. A. M.** , & Smit, E. G (2014). Cross-Media Advertising Affects Explicit But Not Implicit Consumer Memory. *Advances in Consumer Research*, Vol. 42, 815
11. **Voorveld, H. A. M.**, Valkenburg, S. M. (2013) Cross-media synergy: Exploring the role of the integration of ads in cross-media campaigns. In S. Rosengren & M. Dahlen (Eds.), *EAA Advances in Advertising Research (Vol. IV The Changing Roles of Advertising): Cutting Edge International Research* (pp. 197-200). Wiesbaden: Springer Gabler.
12. **Voorveld, H. A. M.**, Smit, E. G, & Neijens, P. C. (2013). Brand promotion in an age of convergence: Cross media advertising. In S. Diehl & M. Karmasin (Eds.), *Media and Convergence Management* (pp. 117-133). Berlin Heidelberg: Springer
13. Van Noort, G. Smit, E. G. & **Voorveld, H. A. M.** (2013). The Online Behavioural Advertising Icon: Two User Studies. In S. Rosengren & M. Dahlen (Eds.), *EAA Advances in Advertising Research (Vol. IV The Changing Roles of Advertising): Cutting Edge International Research*. (pp 365-378). Wiesbaden: Springer Gabler.
14. **Voorveld, H. A. M.** (2013). Cross Tools and Cross Media Effects. In P. Moy (Ed.), *Oxford Bibliographies in Communication*. New York: Oxford University Press. doi: 10.1093/OBO/9780199756841-0125
15. Smit, E. G., Van Noort, G., & **Voorveld, H. A. M.** (2013). How privacy concerned groups cope with online behavioral advertising (Extended Abstract). In S-C Chu (Ed.), *The Proceedings of the 2013 Global Conference of the American Academy of Advertising*, ISBN 978-0-931030-46-8
16. **Voorveld, H. A. M.**, Van Noort, G., & Duijn, M. (2012). Moderating influences on interactivity effects. In: T. Langner & M. Eisend (Eds.), *EAA Advances in Advertising Research (Vol. 3): Cutting Edge International Research* (pp.163- 176). Wiesbaden: Gabler Verlag.
17. **Voorveld, H. A. M.** , Smit, E. G., Neijens, P. C., & Bronner, A. E. (2012). Media guiding consumers across different stages of the purchase process (Extended abstract).

- In M. Morrison (Ed.), *The Proceedings of the 2012 Conference of the American Academy of Advertising* (pp. 30-31). ISBN: 978-0-931030-43-7.
18. **Voorveld, H. A. M.**, Smit, E. G., Neijens, P. C., & Bronner, A. E. (2012). Media guiding consumers across different stages of the purchase process (Abstract). In L. Robinson (Ed.), *Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (p 90). ISBN 0-939783-39-8. doi: 10.1007/978-3-319-10912-1\_25
  19. **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2011). De effectiviteit van crossmediacampagnes [The effectiveness of cross-media campaigns]. In A. E. Bronner, P. Dekker, E. De Leeuw, L. J. Paas, K. De Ruyter, A. Smidts & J. W. Wieringa (Eds.), *Ontwikkelingen in het Marktonderzoek* (pp 63-79). Haarlem: Markt Onderzoek Associatie, Spaar en Hout.
  20. **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2010). The perceived interactivity of top global brand websites and its determinants. In: R. Terlutter, S. Diehl, & S. Okazaki (Eds.), *EAA Advances in Advertising Research (Vol. 1): Cutting Edge International Research* (pp 217-233). Wiesbaden: Gabler Verlag.
  21. **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2009). Brand website studies: An integrated literature review. In: P. de Pelsmacker, & N. Dens (Eds.), *Research in Advertising: Message, Medium, and Context* (pp. 201-211). Antwerpen: Garant.
  22. **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2010). Development of a coding instrument to measure interactivity of websites. *Advances in Consumer Research*, Vol. 37, 696.

#### Work in progress (under review or R&R)

**Voorveld, H. A. M.** & Araujo, T. B. (R&R) How social cues in virtual assistants influence concerns and persuasion: the role of voice and human name.

Segijn, C.M. & **Hilde Voorveld** (R&R) A First Step in Unravelling Synced Advertising Effectiveness.

Segijn, C.M., **Voorveld, H.A.M.** Vakeel, K (submitted) An eye-tracking study into synced advertising: the importance of ad sequence.

Ischen, C., Araujo, T. B., van Noort, G., **Voorveld, H. A. M.**, & Smit, E.G. (under review). Making conversation? The role of entity, interactivity, and experiential perceptions in conversational agent persuasion

#### Dissertation

**Voorveld, H. A. M.** (2010). *Websites in Brand Communication: Interactivity and Cross-Media Effects*. Doctoral dissertation. University of Amsterdam, Amsterdam.

#### (Edited) Book

Verlegh, P. W. J., **Voorveld, H. A. M.**, & Eisend, M. (Eds.). (2016). *Advances in Advertising Research (Vol. VI). The Digital, the Classic, the Subtle and the Alternative*.

Wiesbaden: Springer Gabler. doi: 10.1007/978-3-658-10558-7

Meijers, M. Eelen, J. & **Voorveld, H. A. M.** (2016). *Creative Media Advertising*. Amsterdam: SWOCC

**Voorveld, H. A. M.** (2016). *Mediaorkestratie*. Amsterdam: SWOCC

Professional/ Popular Press

- Voorveld, H. A. M.** (2018). Beleving van sociale media. *Communicatie Intelligence*
- Voorveld, H. A. M.** (2018). Hoe zorg je voor meer engagement met jouw socialmediacontent? *Adformatie*. 21 August 2018
- Voorveld, H. A. M.** (2018). Hoe zorg je voor meer engagement met jouw social media content? *SWOCC*. 14 August 2018.
- Voorveld, H. A. M.** (2018). Offline media stimuleren engagement van Facebook-merkpagina's. *Emerce*. 5 June 2018
- Meijers, M. Eelen, J. & **Voorveld, H. A. M.** (2016). Creative Media Advertising. Amsterdam: SWOCC
- Voorveld, H. A. M.** (2016). Win meer dan een award met Creative Media Advertising. *Frankwatching* <https://www.frankwatching.com/archive/2016/11/23/win-meer-dan-een-award-met-creative-media-advertising-onderzoek/>
- Voorveld, H. A. M.** (2016). Mediaorkestratie. Amsterdam: SWOCC
- Voorveld, H. A. M.** (2016). Socialmediabelevingsonderzoek. Amsterdam: SWOCC
- Voorveld, H. A. M.** (2016). Merckommunicatie voor de consumer journey. *Clou magazine for marketing research & digital analytics*, May p. 36
- Voorveld, H. A. M.** (2016). Merken op social media: niet alleen bereik, maar ook beleving van belang. *Marketingfacts* 31 maart 2016
- Voorveld, H. A. M.** (2016). Geen eenheidsworst in de sociale arena. *Marketing rendement* 6-2016, p 4-5.
- Voorveld, H. A. M.** (2016). Mediaorkestratie: Elke reclameboodschap op het best passende mediaplatform. *Tekstblad*, 5/6, 26-29.
- Voorveld, H. A. M.** (2014). *Cross-media advertising. Key learnings* (Report for Sanoma). Amsterdam: ASCoR.
- Voorveld, H. A. M.** (2009). Motivaties voor het bezoeken van brand websites (Six reports for: TNT post, Grolsch, RWE, WE, Eneco, & Innocent). Amsterdam: ASCoR.

Invited Lectures

- Voorveld, H. A. M.** 2019 The hidden influence of algorithmic persuasion. Invited lecture for Consumption, Culture and Commerce group at the Department of Marketing & Management, University of Southern Denmark, Odense.
- Voorveld, H. A. M.** 2019 The hidden influence of algorithmic persuasion. Invited lecture for Marketing Communication Masters Course at the Department of Marketing & Management, University of Southern Denmark, Odense.
- Voorveld, H. A. M.** (2019, June). *Managing your supervisors*. Presentation at PhD colloquium of the European Advertising Academy, Krems, Austria.
- Voorveld, H. A. M.** (2018, April 26<sup>th</sup>) Engagement with social media and social media advertising: The differentiating role of platform type Symposium Digital Advertising. Center for Information Based Decision Making & Marketing Research
- Voorveld, H. A. M.** (2017, November, 2018 April, 2019 May). Mediaorkestratie. Masterclass Digital Marketing & Communicatie. Amsterdam Advanced Graduate School
- Voorveld, H. A. M.** (2017, June). *Managing your supervisors*. Presentation at PhD colloquium of the European Advertising Academy, Ghent.
- Voorveld, H. A. M.** (2017, May). Mediaorkestratie. Event voor Cultuurmarketing
- Voorveld, H. A. M.** (2016). Mediaorkestratie. Boekpresentatie SWOCC
- Voorveld, H. A. M.** (2016). Socialmediabelevingsonderzoek. Presentatie voor SWOCC

- Voorveld, H. A. M.** (2014, January). De Toekomst van het Marketing Communicatie vakgebied. Invited talk at Jonge Haan verkiezing,
- Voorveld, H. A. M.** (2012, January). Crossmedia synergie. Invited lecture held at Post-HBO customer media.
- Voorveld, H. A. M.** (2011, September). Media multitasking en de effectiviteit van cross-media campagnes. Invited talk at a symposium of SWOCC (Foundation for fundamental research on commercial communication).
- Voorveld, H. A. M.** (2010, February). *Websites in brand communication: Interactivity and cross-media effects*. Invited talk at UX University, a group of practitioners working in the field of internet and marketing.

### Presentations at Academic Conferences

60+ conference presentations:

- Ischen, C., Araujo, T. B., **Voorveld, H. A. M.**, van Noort, G., & Smit, E. G. (2019). *Privacy Concerns in a chatbot context*. Pre-print of full paper presented at CONVERSATIONS 2019 - an international workshop on chatbot research, November 19-20, Amsterdam, the Netherlands. The final version of the paper will be published in the post-workshop proceedings as part of Springer LNCS
- Ischen, C., & Araujo, T. B., Van Noort, G. **Voorveld, H.A.M.** & Smit, E.G. (2019). *How important is agency? The persuasive consequences of interacting with a chatbot as a new entity*. Paper presented at Human-Machine Communication Pre-Conference of the International Communication Association (ICA), Washington, D.C., United States. **S**
- Voorveld, H. A. M.**, & Araujo, T. B. (2019) "Persuasion via Virtual Assistants: The Influence of Voice and Human Name on Concerns and Persuasive Outcomes" Paper presented at Human-Machine Communication Pre-Conference of the International Communication Association (ICA), Washington, D.C., United States.
- Segijn, C. M., **Voorveld, H. A. M.**, & Vakeel, K. A (2019, June). *An eye-tracking study into synced advertising: the importance of ad sequence*. Paper presented at the International Conference on Research in Advertising, Krems, Austria. [Nominated for best paper award]
- Voorveld, H. A. M.**, Araujo, T. B. (2018, June). *Persuasion via virtual assistants: The influence of modality and human name on persuasion knowledge, concerns and persuasive outcomes*. International Conference on Research in Advertising, Valencia.
- Voorveld, H. A. M.**, Araujo, T. B. Bernritter, S. F., Rietberg, E. & Vliegthart, R. (2018, March). *Offline Advertising as a Driver of Consumers' Online Brand Engagement on Social Media*. Paper presented at the Conference of the American Academy of Advertising, New York.
- Segijn, C. M., Araujo, T. B. **Voorveld, H. A. M.** & Smit, E. G. (2018, March). *The Positive Effect of Related Tweeting During a Live Television Show on Advertising Effectiveness*. Paper presented at the Conference of the American Academy of Advertising, New York.
- Rauwers, F., **Voorveld, H. A. M.**, & Neijens, P. C. (2017, June). *Digital Magazine Advertising: Investigating The Persuasive Impact And Underlying Mechanisms Of Ad Interactivity In A Real-Life Setting*. International Conference on Research in Advertising, Ghent.
- Segijn, C.M. Araujo, T. B., Voorveld, H. A. M., & Smit, E. G. (2017, June). *Multiscreening In Real-Life*. International Conference on Research in Advertising, Ghent.

- Voorveld, H. A. M.**, Araujo, T. B. Bernritter, S. F., Rietberg, E. & Vliegthart, R. (2017, June). *Cross media Effects on Consumer Engagement on Facebook: The Differential Effects of Advertising Spend*. International Conference on Research in Advertising, Ghent, 2017.
- Voorveld, H. A. M.**, van Noort, G. Muntinga, D. G. & Bronner, F. (2016) *Social media experiences and appreciation for brand communication. The differentiating role of type of platform*. Paper presented at the International Conference of Research in Advertising. Ljubljana, Slovenia.
- Segijn, C. M., **Voorveld, H. A. M.** , & Smit, E. G. (2015, July). *The Persuasive Effects and Underlying Mechanisms of Multitasking with Second Screen Media*. Paper presented at the International Conference of Research in Advertising. London, UK.
- Van Noort, G. , **Voorveld, H. A. M.** Wottrich, V. & Smit, E. G. (2015, July). *Online behavioral advertising and cookie practices: Do educational programs empower consumers?* Paper presented at the International Conference of Research in Advertising. London, UK.
- Segijn, C. M., **Voorveld, H. A. M.** , & Smit, E. G. (2015, May). *The Persuasive Effects and Underlying Mechanisms of Multitasking With Second Screen Media*. Paper presented at the Annual Conference of the International Communication Association, Puerto Rico
- Segijn, C. M., **Voorveld, H. A. M.** & Smit, E. G. (2015). *Multitasking with second screen media. The persuasive effects and underlying mechanisms of multiscreening*. In M.R. Nelson (Ed.), *The Proceedings of the 2015 Conference of the American Academy of Advertising* (pp. 114). Chicago, USA.
- Voorveld, H. A. M.** & Neijens, P. C. (2015, February). *Do readers learn more or less from digital newspapers on tablets? A comparison of paper and digital newspaper reading and its effects* Paper presented at the annual convention of the Netherlands School of Communication Research, Antwerp.
- Segijn, C. M. **Voorveld, H. A. M.**, & Smit, E. G. (2015, February). *The Persuasive Effects and Underlying Mechanisms of Multitasking with Second Screen Media*. Paper presented at the annual convention of the Netherlands School of Communication Research, Antwerp.
- Wottrich, V. M., Van Noort, G. **Voorveld, H. A. M.** , & Smit, E. G. (2015, February). *"I agree"; The effect of consumer educational programs on knowledge and privacy concerns with respect to advertising targeting and cookie regulations*. Paper presented at the annual convention of the Netherlands School of Communication Research, Antwerp.
- Wottrich, V. M., van Noort, G., **Voorveld, H. A. M.** & Smit, E. G. (2015). *"I agree": The effect of consumer educational programs on consumer perceptions of online behavioral advertising and cookies*. Paper presented at the Amsterdam Privacy Conference, Amsterdam, The Netherlands.
- Vandeberg, L., Murre, J. M. J., **Voorveld, H. A. M.** ,& Smit, E. G. (2014, October). *Cross-media advertising affects explicit but not implicit consumer memory*. Paper presented at the North American Conference of the Association for Consumer Research, Baltimore, MD.
- Voorveld, H. A. M.** (2014, June). *Managing your supervisors*. Presentation at PhD colloquium of the European Advertising Academy, Amsterdam.
- Wottrich, V. M. & **Voorveld, H. A. M.** (2014, June). *Advertisers go creative! The effect of creative media choice on consumers' word-of-mouth and purchase intention*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Amsterdam.

- Voorveld, H. A. M.**, Segijn, C. M., Ketelaar, P. & Smit, E. G. (2014, May). *Media Multitasking Across Countries*. Paper presented at Paper presented at the Annual Conference of the International Communication Association, Seattle.
- Voorveld, H. A. M.**, Smit, E. G., Neijens, P. C., Segijn, C. & Bronner, A. E. (2014, March), *Are online buyers driven by offline search? The role of online & offline media in the purchase process of different types of products*. Paper presented at the Conference of the American Academy of Advertising, Atlanta.
- Smit, E. G., Van de Giessen, W., Vandenberg, L., & **Voorveld, H. A. M.** (2014, March), *Advertising Effects in a media multitasking environment*. Paper presented at the Conference of the American Academy of Advertising, Atlanta,
- Vandenberg, L. Murre, J. **Voorveld, H. A. M.**, & Smit, E. G. (2014, February). *Effects of cross-media advertising: Explicit versus implicit measures*. Paper presented at the annual convention of the Netherlands School of Communication Research, Wageningen.
- Voorveld, H. A. M.**, Segijn, C. M., Ketelaar, P. & Smit, E. G. (2014, February). *Investigating the prevalence and predictors of media multitasking across countries*. Paper presented at the annual convention of the Netherlands School of Communication Research, Wageningen.
- Vandenberg, L. Murre, J. **Voorveld, H. A. M.**, & Smit, E. G. (2013, December). *Explicit and implicit brand memory and evaluation in cross-media advertising*. Paper presented at Winter conference of Dutch Psychonomic Society, Egmond aan Zee.
- Voorveld, H. A. M., & Viswanathan, V. (2013, June). *Observing how people multitask when watching different television genres*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Zagreb.
- Vandenberg, L. Murre, J. Voorveld, H. A. M., & Smit, E. G. (2013, June). *The effects of cross-media advertising on conscious and unconscious memory and brand choice*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Zagreb.
- Voorveld, H. A. M., Fakkert, M-S., & Van Reijmersdal E. A. (2013, June). *How materialistic women's copy-cat behavior is influenced by viewing fashion TV series*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Zagreb.
- Smit, E. G., Van Noort, G., & **Voorveld, H. A. M.** (2013, May). *How privacy concerned groups cope with online behavioral advertising*. Paper presented at the Global Conference of the American Academy of Advertising, Honolulu.
- Van de Giessen, W., Smit, E. G., & **Voorveld, H. A. M.** (2013, February). *"Background Noise". A study on the processing of radio advertising while media multitasking*. Paper presented at the annual convention of the Netherlands School of Communication Research, Rotterdam.
- Van Noort, G. , Smit, E. G., & **Voorveld, H. A. M.** (2013, February). *Disclosing online behavioral advertising: effects of the cookie-icon*. Paper presented at the annual convention of the Netherlands School of Communication Research, Rotterdam.
- Smit, E. G. & **Voorveld, H. A. M.** Van Noort, G., (2013, February). *Online behavioural advertising: do we know how to cope?* Paper presented at the annual convention of the Netherlands School of Communication Research, Rotterdam.
- Smit, E. G. & **Voorveld, H. A. M.** Van Noort, G., & Roosendaal, A. (2012, October) *Online Behavioural Advertising: Do We Know How to Cope?* Paper presented at Amsterdam Privacy Conference, Amsterdam
- Van Noort, G., Smit, E. G., Van Doodewaard, J. Van Tijn, S. & **Voorveld, H. A. M.** (2012, October). *Fortune Cookies? The Effectiveness of the 'Cookie-Icon' as a Warning for*



- Behavioural Advertising*. Paper presented at Amsterdam Privacy Conference, Amsterdam
- Voorveld, H. A. M.** & Valkenburg, S. M. (2012, June). *The Fit Factor: The Role of Fit between Ads in Understanding Cross-Media Synergy*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Stockholm.
- Voorveld, H. A. M.**, Bronner, A. E., Neijens, P. C. & Smit, E. G (2012, June). *A new instrument to measure crossmedia consumer behavior in the purchase process*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Stockholm.
- Van Noort, G., Smit, E. G. & **Voorveld, H. A. M.** *Effects of disclosing online behavioral advertising*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Stockholm.
- Voorveld, H. A. M.**, Bronner, A. E., Neijens, P. C. & Smit, E. G. (2012, May). *Media guiding consumers across different stages of the purchase process*. Paper presented at the Conference of the Academy of Marketing Science AMS, New Orleans.
- Voorveld, H. A. M.**, Bronner, A. E., Neijens, P. C. & Smit, E. G. (2012, March). *Media guiding consumers across different stages of the purchase process*. Paper presented at the Conference of the American Academy of Advertising, Myrtle Beach, SC.
- Voorveld, H. A. M.** & Van der Goot, M. (2012, February). *Media multitasking across age groups*. Paper presented at the annual convention of the Netherlands School of Communication Research, Leuven.
- Voorveld, H. A. M.**, Van Noort, G. & Duijn, M. (2011, June). *Building brands with interactive websites? The influence of perceived interactivity and prior brand experience on brand relationship and brand image*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Berlin
- Van Noort, G., & **Voorveld, H. A. M.**, (2011, June). *Social media in multimedia campaigns: Examining the effect on perceived persuasive intent, brand and campaign responses*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Berlin
- Voorveld, H. A. M.** (2011, May). *The effectiveness of cross-media advertising during simultaneous media exposure: Combining online and radio advertisements*. Paper presented at the 61th Annual Conference of the International Communication Association, Boston.
- Voorveld, H. A. M.** & Van Steenberghe, N. (2011, February). *The effectiveness of cross-media advertising under simultaneous media exposure*. Paper presented at the annual convention of the Netherlands School of Communication Research, Enschede.
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G (2010, June). *The role of media sequence and involvement in cross-media campaigns*. Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G (2010, June). *Exploring the link between objectively and subjectively assessed interactivity on global brand websites*. Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.
- Van Noort, G., & **Voorveld, H. A. M.**, & Van Reijmersdal E.A (2010, June). *Website interactivity effects explained by consumers' online flow experience*. Paper presented at the 60th Annual Conference of the International Communication Association, Singapore.

- Van Noort, G., & **Voorveld, H. A. M.**, & Van Reijmersdal E.A (2010, June). *Understanding website interactivity effects*. Paper presented at the EMAC Conference, Copenhagen (Denmark).
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G (2010, February). *Measuring interactivity of global brand websites*. Paper presented at the annual convention of the Netherlands School of Communication Research, Gent (Belgium).
- Van Noort, G. & **Voorveld, H. A. M.** (2010, February). *An online flow perspective on consumers responses to website interactivity*. Paper presented at the annual convention of the Netherlands School of Communication Research, Gent (Belgium).
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E.(2010, February). *Exploring the link between objectively assessed interactivity and interactivity perceptions*. Paper presented at the doctoral symposium New Media Studies. Organised by Research Group for Media & ICT, University of Gent & Interdisciplinary Institute for Broadband Technology
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G (2009, October). *Development of a coding instrument to measure interactivity of websites*. Paper presented at the North American Conference of the Association for Consumer Research, Pittsburgh, PA.
- \* **Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G (2009, June). *Exploring the relationship between actual and perceived interactivity*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Klagenfurt.  
\* Top paper award
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2009, February). *How consumers respond to brand websites. An overview of ten years of research*. Paper presented at the annual convention of the Netherlands School of Communication Research, Nijmegen.
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2008, November). *Consumers' responses to brand websites: An interdisciplinary review of ten years of research*. Paper presented at the Winter School of Media and Behavior, Behavioural Science Institute, Radboud University Nijmegen, Bergen.
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2008, June). *Modeling effects of brand websites*. Paper presented at the International Conference on Research in Advertising, European Advertising Academy, Antwerp.
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2008, May). *The interaction of websites and TV commercials in advertising campaigns*. Paper presented at the 58th Annual Conference of the International Communication Association, Montreal.
- Voorveld, H. A. M.**, Neijens, P. C. & Smit, E. G. (2008, February). *The interaction between TV commercials and websites*. Paper presented at the annual convention of the Netherlands School of Communication Research, Amsterdam.
- Voorveld, H. A. M.**, Neijens, P. C., & Smit, E. G. (2007, June). *The interaction of websites and TV commercials in campaigns*. Paper presented at the International Conference on research in Advertising (ICORIA), European Advertising Academy, Lisbon .
- Voorveld, H. A. M.** (2007, February). *The persuasiveness of creativity in advertising*. Paper presented at the annual convention of the Netherlands School of Communication Research, Antwerp (Belgium).
- Galetzka, M. & **Voorveld, H. A. M.** (2005, November). *A comparison of different methods for measuring brand image*. Paper presented at the annual convention of the Netherlands School of Communication Research, Amsterdam.