

CURRICULUM VITAE

Dr. GUDA VAN NOORT

Personal Information

Name Guda van Noort
Address Department of Communication,
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Date of birth 23 May 1977
Place of birth Groningen, The Netherlands
Nationality Dutch

Current Employment

2007- Assistant Professor in Persuasive Communication, University of Amsterdam, Amsterdam School of Communication Research *ASCoR*,

My research focuses on the new and unique characteristics of so-called new media. I examine the role of new media characteristics, such as interactivity personalization and targeting, in the persuasion process of (marketing) communications. In recent projects, I investigated effective webcare strategies to counter online complaints, consumer responses to online behavioral advertising, and advertising campaigns in social network sites. Currently I'm the PI in a project on social media strategies in governmental institutions. Other studies focused on interactivity effects in brand websites, political websites, and online games.

Previous and Current Academic Work Experience

RESEARCH

2003 - 2007 VU University, Department of Communication Science
Ph.D. candidate. Dissertation project: Bricks versus Clicks: A self-regulation perspective on consumer responses in online and conventional shopping environments

TEACHING

University of Amsterdam

2007-.. I taught a great number of courses at the undergraduate and graduate level. Persuasive Strategies (English and Dutch), Media & Consumer behavior, and Media & Advertising. I also supervise Master and Research Master theses, also for the International School of Humanities and Social Sciences, and BA internships; and I developed several courses such as Persuasion & Resistance and Webcare .

2008 Summerschool 'From the Netherlands: Cutting edge research on marketing and corporate communications' (MA students Corporate Communication, Aarhus School of Business).

VU University Amsterdam

2005 - 2007 Supervision of master theses in the field of online consumer behavior, BA research project in Communication Science, BA seminar Introduction to Communication Science

Supervision PhD Candidates

Co-Supervision PhD Candidate Sanne Kruikemeier (2010-2014), University of Amsterdam
 Member of Doctoral Committee Freya De Keyzer (2014 – present) , University of Antwerp

Education

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)
2008	Ph.D. in Social Sciences, VU University Amsterdam
2003 - 2007	Ph.D. program of The Netherlands School of Communications Research (NeSCoR)
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	Course on Meta-analyses, VU University
	Ph.D. course on Structural Equation Modeling, NeSCoR
	Ph.D. course on Fundamentals in Persuasive Communication, NeSCoR
	Ph.D. course on Fundamentals in ICT and Communication, NeSCoR
2004	Methodological seminars, Kurt Lewin Institute
	Course on Motivation and Achievement, Kurt Lewin Institute
	Course on Experimental Design, IOPS
	Ph.D. course English Academic Writing, NeSCoR
2003	Ph.D. course on Statistics, NeSCoR
1999-2002	Master of Arts Communication and Organization Studies, Vrije Universiteit Amsterdam
1995 - 1999	Bachelor in Management, Economics, and Law (MER), HES School of Economics and Business, Amsterdam
1989 - 1995	Atheneum, Fioretticollege, Lisse
	<i>VWO Exam, Electives:</i> Biology, Economics, History, Mathematics A, Mathematics B.

Academic Activities

2014 - ...	Member of Committee 'Thesis Quality Maintenance', Graduate School of Communication Science
2014	Member of Examinations Board, College and Graduate School of Communication Science
2014	Organizational Board of the 13th ICORIA Conference
2013 - ...	Blogger for SWOCC
2011 - ..	Board Member NeFCA – Division Persuasive Communication
	Organizer of PhD Colloquium in Antwerp, September 2012
2010- ..	Review Board SWOCC Thesis Award Committee
2010 - ...	Review Board SWOCC Working paper Series
2007- ..	Affiliated to International Communication Association (ICA), Association of Researchers in Social Psychology (ASPO), Netherlands School of Communications Research (NeSCoR), European Advertising Academy, ECREA
2007 - ...	Reviewer for amongst others: Computers in Human Behavior, Journal of Interactive Marketing, Journal of Marketing Communications, Human Communication Research, European Journal of Marketing, Journal of Interactive Advertising, Tijdschrift voor de Communicatiewetenschap

2008 -2009	Organizational Board of the 7 th and 8 th ICORIA Conference
2006 - 2007	NeSCoR Dissertation Award Committee

Grants, Honors & Awards

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 Prize, 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 th ICORIA Conference
2007	ICA 2007 conference travel grant, Centre of Comparative Social Studies (CCSS, € 750) Best Paper Award, 57 th 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 th 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)

Honors & Awards PhD students and Master students whom I supervised

2014	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
2013	Sanne Kruikemeier, Top Student Paper Award, Political Communication Division of the International Communication Association

Invited Lectures

Van Noort, G. (2014, April 3) Discussant at the MOA 'Voorjaarsbijeenkomst' about a paper on Online advertising channels.

Van Noort, G. (2014, March. 27) Workshop at Communicatiepodium for practitioners in communication departments of the UvA and HvA; 'Doe het zelf: Ontwerp je eigen onderzoek' [Do it yourself: Design your own research]

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 at Tilburg University, Tilburg, The Netherlands

Van Noort, G. (2012, April 18). *Marketing in Social Network Sites*. Guest lecture given at Tilburg University, Tilburg, The Netherlands.

van Noort, G. (2011, September 23). *Organisaties & Social Media*. Master class given at European Institute for Brand management EURIB, Rotterdam, The Netherlands

van Noort, G. (2011, September 13). *Het succes van Social Media marketing campagnes*. Presentation given at SWOCC, Amsterdam, The Netherlands

van Noort, G. (2011, October 7). *Social Media & Marketing*. Guest lecture given at VU University, Amsterdam, The Netherlands

van Noort, G. (2011, April 14). *SNS Marketing: Wat maakt het zo succesvol?* Guest lecture given at Tilburg University, Tilburg, The Netherlands

van Noort, G. & (2010,). Sociale media en Politieke communicatie. Alumni network, Communication Science, University of Amsterdam.

PUBLICATIONS

DISSERTATION

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

PEER-REVIEWED JOURNAL ARTICLES *

*Median impact score in the domain Communication = 0.857

Kruikemeier, S., **van Noort, G.**, Vliegenthart, R. & De Vreese, C. (forthcoming). Nederlandse politici op Twitter: wie, waarover, wanneer en met welk effect? *Tijdschrift voor Communicatiewetenschap*.

Kruikemeier, S., **van Noort, G.**, Vliegenthart, R., & De Vreese, C. (2014). Unraveling the effects of active and passive forms of political Internet use: Does it affect citizens' political involvement? *New Media & Society*, 16(6), 903-920.

Van Noort, G., Antheunis, M.L., & Verlegh, P. (2014). Enhancing the effects of SNS marketing campaigns: If you want consumers to like you, ask them about themselves. *International Journal of Advertising*, 33(2), 235-252.

Smit, E.G., **van Noort, G.**, Voorveld, H.A.M. (2014). Understanding online behavioral advertising: User Knowledge, privacy concerns and online coping behaviour in Europe. *Computers in Human Behavior*, 32, 15-22

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.

Kruikemeier, S., **Van Noort, G.**, Vliegenthart, R., & de Vreese, C.H. (2013). Getting closer: The effects of personalized and interactive online political communication. *European Journal of Communication*, 28(1), 53-66.

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

Van Noort, G., Voorveld, H.A.M., & van Reijmersdal, E.A. (2012). Interactivity in brand websites: Cognitive, affective, and behavioral responses explained by consumers' online flow experience. *Journal of Interactive Marketing*, 26(4), 223-234.

van Noort, G., Antheunis, M. L., & van Reijmersdal, E. A. (2012). Social connections and the persuasiveness of viral campaigns in social network sites: Persuasive intent as the underlying mechanism. *Journal of Marketing Communications*, 18(1), 39- 53.

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.

van Noort, G., Antheunis, M.L., & van Reijmersdal, E.A. (2011). Online vrienden bepalen overtuigingskracht van SNS-campagnes. *Tijdschrift voor Communicatiewetenschap*, 39(4), 90-103.

- van Weert, J. C. M., **van Noort, G.**, Bol, N., van Dijk, L., Tate, K., & Jansen, J. (2011). Tailored information for cancer patients on the internet: Effects of visual cues and language complexity on information recall and satisfaction. *Patient Education and Counseling*, 84, 368-378.
- 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 (impact score = 1.677)
- 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.
- Kerkhof, P., & **van Noort, G.** (2010). Third party Internet seals: Reviewing the effects on online consumer trust. *Encyclopedia of E-Business Development and Management in the Global Economy*, 2, 701-708.
- van Noort, G.**, Kerkhof, P., & Fennis, B. M. (2008). The persuasiveness of online safety cues: The impact of prevention focus compatibility of web content on consumers' risk perceptions and attitudes and intentions. *Journal of Interactive Marketing*, 22, 58-72.
- 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 Noort, G.**, Willemsen, L. M., Kerkhof, P., Verhoeven, J.W.M. (forthcoming). 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*
- Van Noort, G.**, Smit, E.G., & Voorveld, H.A.M. (2013). *The online behavioral advertising icon: Two user studies*. In S. Rosengren, M. Dahlen & S. Okazaki (Eds.), *Advances in Advertising Research* (Vol. IV, pp. 365- 378). Wiesbaden: Gabler-Verlag
- Voorveld, H.A.M., & **van Noort, G.** (2012). *Moderating influences of interactivity effects*. In M. Eisend, R. Terlutter & S. Okazaki (Eds.), *Advances in Advertising Research: Current Insights and Future Trends* (Vol. III, pp. 163-175). Wiesbaden: Gabler –Verlag
- 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.
- Kerkhof, P., **van Noort, G.**, & Antheunis, M.L. (2011). *Waarom bedrijven social media gebruiken*. In D. van Osch, & R. van Zijl (Eds.), *Basisboek social media* (pp. 91-120). Den Haag: Boom Lemma Uitgevers.
- van Noort, G.** (2010). Making money on eBay by relieving risk. In R. Terlutter, S. Diehl & S. Okazaki (Eds.), *Advances in Advertising Research: Cutting Edge International Research* (Vol. 1, pp. 249 -266). Wiesbaden: Gabler-Verlag
- van Noort, G.**, Kerkhof, P., & Fennis, B. M. (2009). Reducing risks in the online sphere: The role of warranties. In P. de Pelsmacker & N. Dens (Eds.), *Advertising Research: Message, medium, and context* (pp. 175 -182). Antwerpen-Appeldoorn: Garant.
- van Noort, G.**, Kerkhof, P., & Fennis, B. M. (2005). *Online winkelen en regulatieve focus*. In E. H. Gordijn, R. Holland, A. Meijnders & J. Ouwerkerk (Eds.), *Jaarboek Sociale Psychologie 2004* (pp. 297-304). Groningen: ASPO Pers.
- van Noort, G.**, Fennis, B. M., Kerkhof, P., & Kleinnijenhuis, J. (2004). *Focus op Online shoppen*. In C. Hamelink, I. van Veen & J. Willems (Eds.), *Interactieve wetenschapscommunicatie* (pp. 93-106). Bussum: Coutinho.

CONFERENCE PAPERS (until 2013)

2013

Kruikemeier, S., **van Noort, G.**, & Vliegenthart, R. (2013). The relationship between campaigning on Twitter and electoral support, present or absent. ICA Annual Conference, London, UK.

van Noort, G., Kruikemeier, S., Aparaschivei, A.P., Boomgaarden, H., & Vliegenthart, R. (2013 June). Online politics, A cross-national explanatory analysis of political websites. ICA Annual Conference, London, UK.

van Noort, G., Smit, E.G. & Voorveld, H.A.M. (2013, February). Disclosing online behavioral advertising: effects of the cookie-icon. Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.

van Noort, G., Verlegh, P. & Antheunis, M.L. (2013, June). Consumer self-disclosure in advertising campaigns on social network sites: Effects on brand, product, and advertising responses. AAA Global Conference, Honolulu, Hawaii.

van Noort, G., Willemsen, L. & Antheunis, M. (2013, June). Effective webcare strategies in response to negative word of mouth on social network sites. AAA Global Conference, Honolulu, Hawaii

van Reijmersdal, E.A., Rozendaal, E., Smink, N., **van Noort, G.**, & Buijzen, M.A. (2013, June). Explaining the effects of targeted online advertising on children's cognitive, affective, and behavioral brand responses. ICA Annual Conference, London, UK.

van Reijmersdal, E.A., Rozendaal, E., Smink, N., **van Noort, G.** & Buijzen, M. (2013, February). Effects of profile targeting on children's responses to online advertising. Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.

Smit, E.G., Voorveld, H.A.M., & **van Noort, G.** (2013, June). Online behavioral advertising: How privacy concerned groups cope with online behavioral advertising. AAA Global Conference, Honolulu, Hawaii

Smit, E.G., Voorveld, H.A.M. & **van Noort, G.** (2013, February). Online behavioral advertising: do we know how to cope? Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.

Walrave, M., Poels, K., Antheunis, M.L. & **van Noort, G.** (2013, March). Getting too personal? Adolescents' responses to personalized social network site advertising. Youth2.0: Connecting, sharing and empowering? Antwerp, Belgium.

Walrave, M., Poels, K., Antheunis, M.L., **van Noort, G.**, & van den Broeck, E. (2013, February). Getting too personal? Adolescents' responses to personalized social network site advertising. Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.

2012

Antheunis, M. L., & **van Noort, G.** (2012, October). Personalization and privacy concern in SNS advertising: Are there boundaries? Amsterdam Privacy Conference, Amsterdam, The Netherlands.

Antheunis, M. L., & **van Noort, G.** (2012, June). Personalized advertising campaigns in social network sites: Are there potential hazards? ICORIA Conference, Stockholm, Sweden.

Kruikemeier, S., **van Noort, G.**, Vliegenthart, R., & De Vreese, C. (2012, May). New digital communication strategies: The effects of personalized and interactive political communication. ICA, Phoenix, USA.

Kruikemeier, S., **van Noort, G.**, Vliegenthart, R., & De Vreese, C. (2012, May). Politics online: The effect of political internet use on citizens' political involvement. ICA, Phoenix, USA.

Kruikemeier, S., **van Noort, G.**, Vliegenthart, R., & De Vreese (2012, October). The case of political websites: The effects of personalisation and online interactivity on political involvement. ECREA, Istanbul, Turkey

van Noort, G., & Antheunis, M. L., (2012, May). SNS campaigns: Generating favourable consumer responses by asking them who they are. EMAC Conference, Lisbon, Portugal.

van Noort, G., & Antheunis, M. L., (2012, October). Personalized advertising campaigns in social network sites. ECREA, Istanbul, Turkey.

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. Amsterdam Privacy Conference, Amsterdam, The Netherlands.

Smit, E.G., Voorveld, H.A.M., Roosendaal, A., & **van Noort, G.** (2012, October). Online behavioural advertising: Do we know how to cope? Amsterdam Privacy Conference, Amsterdam, The Netherlands.

2011

Kruikemeier, S., **Van Noort, G.,** & Vliegenthart, R. (2011). Personalization of political websites in the 2010 dutch local elections. Etmaal Van De Communicatiewetenschap, Enschede, The Netherlands.

Kruikemeier, S., **Van Noort, G.,** & Vliegenthart, R. (2011). Politics on the internet and its effects on citizen engagement: Do online election campaigns matter? WAPOR 64th Annual Conference, Amsterdam, the Netherlands.

Kruikemeier, S., **van Noort, G.,** Vliegenthart, R., & de Vreese, C. (2011). The power of online campaigning. WAPOR, Docotoral Workshop, Amsterdam, The Netherlands.

Kruikemeier, S., Vliegenthart, R., **van Noort, G.,** & de Vreese, C. (2011). Citizens and online election campaigns: Does the internet stimulate political engagement? ICA, Boston, USA.

Van Noort, G., & Voorveld, H. A. M. (2011). Social media in multimedia campaigns: Examining the effect on perceived persuasive intent, brand, and campaign responses. ICORIA, Berlin, Germany.

van Noort, G., Antheunis, M. L., & Van Reijmersdal, E. A. (2011). Campaigning via social network sites: The importance of social ties and perceived persuasive intent. Etmaal Van De Communicatiewetenschap, Enschede, The Netherlands.

van Noort, G., Antheunis, M. L., & Van Reijmersdal, E. A. (2011). Marketing campaigns in social network sites. EMAC, Ljubljana, Slovenia.

van Noort, G., Antheunis, M. L., & van Reijmersdal, E. A. (2011). Viral campaigns in social network sites: Importance of social ties and perceived persuasive intent. ICA, Boston, USA.

Van Noort, G., & Willemsen, L. M. (2011). Humanizing online brand communications in response to negative word of mouth: The effects of proactive and reactive webcare. ICORIA, Berlin, Germany.

Van Weert, J. C. M., **Van Noort, G.,** Bol, N., Van Dijk, L., Bates, K., & Jansen, J. (2011). Differences between older and younger adults in satisfaction and recall of information after exposure to websites with variation in visual cues and language complexity. 25th Annual Conference of the European Health Psychology Society, Hersonissos, Crete, Greece.

Voorveld, H. A. M., **Van Noort, G.,** & Duijn, M. (2011). Building brands with interactive websites? the influence of perceived interactivity and prior brand experience on brand relationship and brand image. ICORIA, Berlin, Germany.

Willemsen, L. M., **Van Noort, G.,** & Jansen, L. M. (2011). Caring for webcare: Effects of proactive versus reactive corporate interventions in online consumer interactions on weblogs. Etmaal Van De Communicatiewetenschap, Enschede, The Netherlands.

2010

Van Noort, G. & Vliegenthart, R. (2010). Online campaigning during local elections – everybody's doing it? ECREA, Hamburg, Germany.

Peters, O., Van Reijmersdal, E.A., & **Van Noort, G.** (2010). The effects of brand placement in an online game for girls. ECREA, Hamburg, Germany.

van Noort, G., Voorveld, H., & Van Reijmersdal, E.A. (2010). Website interactivity effects explained by consumers' online flow experience. Conference of the International Communication Association, Singapore, Singapore.

van Noort, G., & Grass, G. (2010). Validating online risk-reducing strategies. Conference of the International Communication Association, Singapore, Singapore.

van Noort, G., Voorveld, H., & Van Reijmersdal, E.A. (2010). Understanding website interactivity effects. EMAC, Copenhagen, Denmark.

Vliegenthart, R., & **Van Noort, G.** (2010). Is it worth the effort? The effectiveness of online campaigning during the 2010 Dutch local elections. PoliticologenEtmaal, Leuven, Belgium.

van Reijmersdal, E.A., Jansz, J., Peters, O., & **Van Noort, G.** (2010). Girls just wanna have fun: Effects of interactive in-game advertisement targeted towards girls. Etmaal van de Communicatiewetenschap, Gent, Belgium.

van Noort, G., & Voorveld, H. (2010) An online flow perspective on consumer responses to website interactivity. Etmaal van de Communicatiewetenschap, Gent, Belgium.

2009

van Noort G., (2009) Validating the persuasiveness of online safety cues: The effect of multiple cues on online spending. 8th ICORIA Conference, Klagenfurt, Austria.

van Noort G., & Anastacia, B. (2009) *Persuasiveness of warranty logos in the various stages of the online shopping process*. Etmaal van de Communicatiewetenschap, Nijmegen, The Netherlands.

2008

van Noort, G., Kerkhof, P., & Fennis, B.M. (2008). *Bricks-and-Mortar versus Clicks-and-Mortar: Influences on Consumers' Affective Responses and Impulses to Buy*. ECREA, Barcelona, Spain.

van Noort, G., Kerkhof, P., & Fennis, B. M. (2008). *Bricks vs. Clicks: Affective Responses and Impulse Buying Intent*. Conference of the International Communication Association, Montreal, Canada.

van Noort, G., Kerkhof, P., & Fennis, B. M. (2008). *Effects of Online Safety Cues on Consumer Responses*. 7th ICORIA Conference, Antwerp, Belgium.

van Noort, G., Kerkhof, P., & Fennis, B. M. (2008). *Bricks versus Bytes: Affective Responses and Impulse Buying Intent*. Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.

2007

van Noort, G., Kerkhof, P., & Fennis, B. M. (2007). *Safety cues in the online shopping environment: Effects of prevention focus and web content compatibility on online consumer behavior*. Etmaal van de Communicatiewetenschap, Antwerp, Belgium.

van Noort, G., Kerkhof, P., & Fennis, B. M. (2007). *The persuasiveness of online safety cues: Effects of prevention focus compatibility of web content on consumers' risk perceptions and attitudes*. Conference of the International Communication Association, San Francisco, USA.

2006

van Noort, G., Kerkhof, P., & Fennis, B. M. (2006). *Online shopping: A cold experience*. IR7.0, Conference of the Association of Internet Researchers, Brisbane, Australia.

van Noort, G., Kerkhof, P., & Fennis, B. M. (2006). *Safety first: The effects of regulatory fit between consumers' focus and web content on online consumer behavior*. The small group meeting in Consumer Psychology: Unconscious and Controlled Processes, Enschede, The Netherlands.

2005

van Noort, G., Kerkhof, P., & Fennis, B.M. (2005) *E-shopping: A cold experience*. Etmaal van de Communicatiewetenschap, Amsterdam, The Netherlands.

van Noort, G., Kerkhof, P., & Fennis, B. M. (2005). *Self-regulation and online shopping: Are we eager or cautious customers in the online atmosphere?* Conference of the International Communication Association, New York, USA.

2004

van Noort, G., Kerkhof, P., & Fennis, B. M. (2004). *Online winkelen en regulatieve focus*. ASPO conference, Amsterdam, The Netherlands.

van Noort, G., Kerkhof, P., & Fennis, B. M. (2004). *Internet en regulatieve focus: Het effect van online winkelen op preventieve zelfregulatie*. Etmaal van de Communicatiewetenschap, Enschede, The Netherlands.

OTHER ARTICLES

Van Noort, G. (2008). De online slag om onze zinnen. *Tekstblad 14* (4), pp. 17-19.

LANGUAGE CAPABILITIES

Dutch	Native
English	Spoken and written fluent
German	Basic