

Presentations, last 5 years (2010-2014)

- Diviani, N., Giani, S., **van den Putte, B.**, & van Weert, J. C. M. (2014, Nov.). *Assessing the credibility of health information on the web: Does health literacy play a role?* Paper presented at the Medicine 2.0: world congress on social media, mobile apps, and internet/web 2.0 in health, medicine and biomedical research, Maui, Hawaii, USA.
- Diviani, N. Giani, S., **van den Putte, B.** & van Weert, J. (2014, Sept.– Oct.). *Informal interpreting in general practice: Perspective of Turkish migrant patients.* Paper presented at the 12th EACH International Conference on Communication in Healthcare, Amsterdam, the Netherlands.
- Schinkel, S., Schouten, B., van Weert, J., Kerpicklik, F., & **van den Putte, B.** (2014, Sept.– Oct.). *Patient participation in general practice: What do Turkish-Dutch patients want, feel and do?* Paper presented at the 12th EACH International Conference on Communication in Healthcare, Amsterdam, the Netherlands.
- Zendedel, R., Schouten, B., van Weert, J., & **van den Putte, B.** (2014, Sept. – Oct.). *Informal interpreting in general practice: Perspective of Turkish migrant patients.* Paper presented at the 12th EACH International Conference on Communication in Healthcare, Amsterdam, the Netherlands.
- De Graaf, A. M., **van den Putte, B.**, Neijens, P. C., & Zebregs, S. (2014, Sept.). *Begrijpelijke voorlichting over alcohol en roken aan laagopgeleide tieners.* Invited lecture, Programmadag Begrijpelijke taal, NWO, Zomp, and ABN-AMRO, Amsterdam.
- Van den Putte, B.** (2014, Sept.). *Social influences on health behavior.* Invited lecture, Werkplaats Publiekscommunicatie Landelijk Overleg Thema-instituten Gezondheidsbevordering, Utrecht.
- Diviani, N., Giani, S., **van den Putte, B.**, & van Weert, J. C. M. (2014, Aug.). *The role of health literacy in the judgment of online health information: A systematic review.* Paper presented at the 28th conference of the European Health Psychology Society, Innsbruck, Austria.
- Hendriks, H., **van den Putte, B.**, & de Bruijn, G.-J. (2014, July). *Influencing health discussions: The influence of emotions on conversational valence and binge drinking.* Paper presented at the 17th conference of the European Association of Social Psychology, Wageningen, the Netherlands.
- De Graaf, A. M., **van den Putte, B.**, Neijens, P. C., & Zebregs, S. (2014, June). *Using narratives in school-based substance use prevention for low-educated adolescents.* Paper presented at the StoryNet Workshop, Budapest.
- Van Leeuwen, L., **van den Putte, B.**, Renes, R. J., & Leeuwis (2014, June). *Understanding the effects of entertainment-education narratives: The role of narrative engagement and audience members' narrative related thoughts?* Paper presented at the StoryNet Workshop, Budapest.
- Schinkel, S., Schouten, B., van Weert, J., Kerpicklik, F., & **van den Putte, B.** (2014, June). *Cultural differences in information-seeking motives: How do Native-Dutch and Turkish-Dutch patients' prepare for their consultation with the GP and why?* Paper presented at the conference on Communication, Medicine, and Ethics, Lugano, Switzerland.
- Zendedel, R., Schouten, B., van Weert, J., & **van den Putte, B.** (2014, June). *"Professional or informal interpreters?": Preferences and perspectives of Turkish migrant patients in the Netherlands.* Paper presented at the conference on Communication, Medicine, and Ethics, Lugano, Switzerland.
- Welten, S., & **van den Putte, B.** (2014, June). *Self-conscious emotional advertising: Beyond fear appeals.* Paper presented at the 13th International Conference on Research in Advertising, Amsterdam, the Netherlands.
- Van den Putte, B.** (2014, May). *Developing campaigns that employ the power of interpersonal communication.* Paper presented at the ICA, Seattle, USA.

- Zebregs, S., **van den Putte, B.**, Neijens, P. C., & de Graaf, A. M. (2014, May). *Health education about alcohol for low educated adolescents: The influence of textual markers on persuasion*. Paper presented at the ICA, Seattle, USA.
- Hummel, K., Hoving, C., Nagelhout, G. E., de Vries, H., **van den Putte, B.**, Fong, G. T., & Willemsen, M. C. (2014, March). *Prevalence and reasons for use of electronic cigarettes among smokers: Findings from the ITC Netherlands Survey*. Paper presented at the Sixth European Conference on Tobacco or Health, Istanbul, Turkey.
- Naghelout, G. E., **van den Putte, B.**, Hummel, K., de Vries, H., Kunst, A., Fong, G. T., SiahPush, M., McNeill, A., & Willemsen, M. C. (2014, March). *Results of the ITC study on smoking cessation*. Paper presented at the Sixth European Conference on Tobacco or Health, Istanbul, Turkey.
- Naghelout, G. E., Wiebing, M. A., **van den Putte, B.**, de Vries, H., Crone, M., & Willemsen, M. C. (2014, March). *Reach and effectiveness of an entertainment-education television show about smoking cessation among low, moderate, and high educated smokers. Findings from the International Tobacco Control (ITC) Netherlands Survey*. Paper presented at the Sixth European Conference on Tobacco or Health, Istanbul, Turkey.
- Van den Putte, B.**, de Bruijn, G.-J., Nagelhout, G., Willemsen, M., de Vries, H., Crone, M., & Fong, G. (2014, Feb.). *The effect of identity shift on smoking cessations: Findings from the ITC Netherlands project*. Paper presented at the third annual conference of the Association for Researchers in Psychology and Health, Groningen, the Netherlands.
- Naghelout, G., Kunst, A. E., Crone, M., **van den Putte, B.**, Fong, G., de Vries, H., & Willemsen, M., (2014, Feb.). *Socioeconomic differences in smoking in the Netherlands: Trends and policy impact*. Paper presented at the third annual conference of the Association for Researchers in Psychology and Health, Groningen, the Netherlands.
- De Graaf, A. M., **van den Putte, B.**, Neijens, P. C., & Zebregs, S. (2014, Feb.). *Begrijpelijke en overtuigende gezondheidsvoorlichting voor lager opgeleiden: De rol van modaliteit*. Paper presented at the Etmaal van de Communicatiewetenschap, Wageningen, the Netherlands.
- Hendriks, H., **van den Putte, B.**, & de Bruijn, G.-J. (2014, Feb.). *Subjective Reality: The Influence of Perceived and Objective Conversational Valence on Binge Drinking Determinants*. Paper presented at the Etmaal van de Communicatiewetenschap, Wageningen, the Netherlands.
- Mollen, S., Engelen, S., Kessels, L., & **van den Putte, B.** (2014, Feb.). *The role of valence and time-frame of health outcomes related to smoking in the effectiveness of health warning labels on cigarette packages*. Paper presented at the Etmaal van de Communicatiewetenschap, Wageningen, the Netherlands.
- Zebregs, S., **van den Putte, B.**, Neijens, P. C., & de Graaf, A. M. (2014, Feb.). *Alcoholvoorlichting voor laag opgeleide adolescenten: De invloed van verbindingswoorden in voorlichtingsteksten op het effect op attitude en intentie*. Paper presented at the Etmaal van de Communicatiewetenschap, Wageningen, the Netherlands.
- Hummel, K., Hoving, C., Nagelhout, G. E., de Vries, H., **van den Putte, B.**, Fong, G. T., & Willemsen, M. C. (2013, November). *Prevalence and reasons for use of electronic cigarettes among smokers: Findings from the International Tobacco Control (ITC) Netherlands Survey*. Paper presented at the 1st conference of the Dutch Network for Tobacco Research, Utrecht, the Netherlands.
- Van den Putte, B.** (2013, October). *Health campaigns and the power of social influence*. Paper presented at the Fifth World Health Summit, Berlin, Germany.
- De Bruijn, G.-J., **van den Putte, B.**, & van 't Riet (2013, July). *Changes in implicit attitudes following a message-framing intervention: A study regarding dental flossing*. Paper presented at the EHPS, Bordeaux, France.

- Van den Putte, B.,** & de Bruijn, G.-J. (2013, June). *The effects of frequency, valence, partner, and topic of interpersonal communication on smoking cessation*. Paper presented at the ICA, London, UK.
- De Bruijn, G.-J., **van den Putte, B.,** Latimer, A., Gardner, B., & van 't Riet, J. (2013, June). *Message framing and student alcohol habit strength*. Paper presented at the ICA, London, UK.
- Hendriks, H., de Bruijn, G.-J., & **van den Putte, B.** (2013, June). *Influencing health discussions: The effects of emotions on conversational valence and binge drinking*. Paper presented at the ICA, London, UK.
- Maslowska, E., Smit, E., & **van den Putte, B.** (2013, June). *Comparing the effectiveness of personalization and tailoring for charitable fundraising campaigns*. Paper presented at the ICA, London, UK.
- Van den Putte, B.** (2013, April). *Leerstoel Gezondheidscommunicatie*. Invited lecture, Studiemiddag Tabakspreventie en Jeugd. Trimbos-Instituut, Utrecht.
- van den Putte, B.,** de Graaf, A. M., Neijens, P. C., & Zebregs, S. (2013, April). *Gezondheidsvoorlichting voor jongeren met leerproblemen*. Invited lecture, Begrijpelijke taal startbijeenkomst, NWO, Zoom, Utrecht.
- Nagelhout, G. E., Crone, M. R., **van den Putte, B.,** Willemsen, M. C., Fong, G. T., & de Vries, H. (2013, April). *Effect van tabaksbeleid in 2008 op rokers: Resultaten van het International Tobacco Control (ITC) project*. Paper presented at the Nederlands Congres Volksgezondheid 2013, Ede.
- Van Leeuwen, L., **van den Putte, B.,** Renes, R. J., & Leeuwis (2013, April). *Wat maakt entertainment-education programma's effectief?* Paper presented at the Nederlands Congres Volksgezondheid 2013, Ede, the Netherlands.
- Van Leeuwen, L., **van den Putte, B.,** Renes, R.J., & Leeuwis, C.. (2013, March). *Entertainment education narratives to discourage binge drinking in youngsters: Effects, narrative engagement and cognitive responses*. Paper presented at the Lost in Story Worlds Symposium, Utrecht, the Netherlands.
- Nagelhout, G. E., **van den Putte, B.,** Allwright, S., Mons, U., McNeill, A., Guignard, R., Siahpush, M., Joossens, L., Fong, G. T., de Vries, H., & Willemsen, M. C. (2013, March). *Socioeconomic and country variations in cross-border cigarette purchasing as tobacco tax avoidance strategy: Findings from the International Tobacco Control (ITC) Europe Surveys*. Paper presented at the conference of the Society for Research on Nicotine and Tobacco, Boston, USA.
- Van den Putte, B.** (2013, February). *Afschrikwekkende plaatjes op sigarettenverpakkingen*. Invited lecture, Discussiemiddag Tabaksontmoediging, hoe benutten we de pakjes?. Trimbos-Instituut, Utrecht.
- De Bruijn, G.-J., **van den Putte, B.,** & van 't Riet, J. (2013, February). *Flossing, implicit attitudes and message framing effectiveness*. Paper presented at the Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.
- Hendriks, H., **van den Putte, B.,** & de Bruijn, G.-J. (2013, February). *Influencing the conversation: Emotions, conversational valence, and binge drinking*. Paper presented at the Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.
- Van Leeuwen, L., **van den Putte, B.,** Renes, R.J., & Leeuwis, C.. (2013, February). *Engaging entertainment education: How engagement in entertainment-education programs relates to counterarguing and effects*. Paper presented at the Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.
- Maslowska, E., Smit, E., & **van den Putte, B.** (2013, February). *"You can make a difference!" Applying customization to fundraising messages*. Paper presented at the Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.

- Zebregs, S., **van den Putte, B.**, & Moorman, M. (2013, February). *Sponsoring good causes: Does the level of brand/cause fit matter?* Paper presented at the Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.
- Renes, R. J., **van den Putte, B.**, & Loef, J. (2012, October). *Public campaigns and behaviour change: Introduction of a strategic communication development model.* Paper presented at the Fourth meeting of the European Communication Research and Education Association, Istanbul, Turkey.
- Keer, M., Conner, M., **van den Putte, B.**, & Neijens, P. (2012, August). *The temporal stability and predictive validity of affect-based and cognition-based intentions.* Paper presented at the 26th conference of the European Health Psychology Society, Prague, Czech Republic.
- Keer, M., **van den Putte, B.**, de Wit, J., & Neijens, P. (2012, August). *The effects of integrating instrumental and affective arguments in rhetorical and testimonial health messages.* Paper presented at the 26th conference of the European Health Psychology Society, Prague, Czech Republic.
- Maslowska, E., Smit, E., & **van den Putte, B.** (2012, June). *Do all consumers appreciate tailored advertisements.* Paper presented at the 11th International Conference on Research in Advertising, Stockholm, Sweden.
- Keer, M., **van den Putte, B.**, de Wit, J., & Neijens, P. (2012, June). *The effects of integrating instrumental and affective arguments in rhetorical and testimonial health messages.* Paper presented at the StoryNet Workshop, Amsterdam.
- Van Leeuwen, L., Renes, R.J., **van den Putte, B.**, & Leeuwis, C. (2012, June). *She's really a bad actress. And I don't believe that alcohol can be so damaging.* Paper presented at the StoryNet Workshop, Amsterdam.
- Van den Putte, B.** (2012, June). *The role of conversation in advertising.* Panel respondent at the ECREA Symposium on Advertising in Communication and Media Research, Tübingen, Deutschland.
- Hendriks, H., **van den Putte, B.**, & de Bruijn, G.-J. (2012, May). *Predicting Health: The Interplay Between Interpersonal Communication and Health Campaigns.* Paper presented at the ICA, Phoenix.
- Nagelhout, G. E., Willemsen, M. C., Fong, G. T., **van den Putte, B.**, Crone, M. R., & de Vries, H., (2012, March). *It has been done elsewhere, it can be done everywhere: Smoking cessation and resistance after the implementation of smoke-free legislation in Dutch bars.* Paper presented at the 15th World Conference on Tobacco or Health (WCTOH), Singapore.
- De Bruijn, G.-J., Hendriks, H., Schwinghammer, S., Werkman, A., & **van den Putte, B.** (2012, February). *Antecedents and consequences of interpersonal communication regarding healthy dietary behaviours.* Paper presented at the Etmaal van de Communicatiewetenschap, Leuven: België.
- Hendriks, H., **van den Putte, B.**, de Bruijn, G.-J., & de Vreese, C. H. (2012, February). *Praten over alcoholconsumptie: De relaties tussen gezondheidsboodschappen, gesprekstoon en alcohol consumptie intenties.* Paper presented at the Etmaal van de Communicatiewetenschap, Leuven: België.
- Keer, M., **van den Putte, B.**, de Wit, J., & Neijens, P. (2012, February). *The effects of integrating instrumental and affective arguments in objective and narrative health messages.* Paper presented at the Etmaal van de Communicatiewetenschap, Leuven: België.
- Renes, R. J., **van den Putte, B.**, & Loef, J. (2012, February). *Het vergroten van gedragsbeïnvloeding via publiekscampagnes: Introductie van een communicatieontwikkelingsmodel.* Paper presented at the Etmaal van de Communicatiewetenschap, Leuven: België.

- Van Leeuwen, L., Renes, R. J., **van den Putte, B.**, & Leeuwis, C. (2012, February). *A theoretical exploration of the role of counterarguing in narrative persuasion*. Paper presented at the Etmaal van de Communicatiewetenschap, Leuven: België.
- De Bruijn, G.-J., Verkooijen, K., & **van den Putte, B.** (2011, September). *Antecedents of an exercise identity: A theory of planned behavior perspective*. Paper presented at the 25th conference of the European Health Psychology Society, Hersonissos, Greece.
- Hendriks, H., **Van den Putte, B.**, de Bruijn, G.-J., & de Vreese, C. (2011, September). *Talk about alcohol use: The role of interpersonal communication within health campaign effects*. Paper presented at the 25th conference of the European Health Psychology Society, Hersonissos, Greece.
- Van den Putte, B.**, de Bruijn, G.-J., & Monshouwer, K. (2011, September). *Effects of interpersonal communication and campaign exposure on cannabis use, TPB variables, and social norms*. Paper presented at the 25th conference of the European Health Psychology Society, Hersonissos, Greece.
- Van den Putte, B.**, de Bruijn, G.-J., Nagelhout, G., Willemsen, M., de Vries, H., Crone, M., & Fong, G. (2011, September). *Antismoking campaign exposure, identity shift, and smoking cessation: Findings from the ITC Netherlands project*. Paper presented at the 25th conference of the European Health Psychology Society, Hersonissos, Greece.
- Keer, M., **van den Putte, B.**, & Neijens, P. (2011, July). *Do actual and subjective attitude bases moderate the efficacy of affective and cognitive arguments?* Paper presented at the 16th conference of the European Association of Social Psychology, Stockholm, Sweden.
- Maslowska, E., Smit, E., & **van den Putte, B.** (2011, June). *Examining the (in)effectiveness of personalized communication*. Paper presented at the Tenth International Conference on Research in Advertising, Berlin, Germany.
- Maslowska, E., **van den Putte, B.**, & Smit, E. (2011, June). *Is Personalized communication superior? The Effectiveness of personalization and the role of consumers' characteristics*. Paper presented at the Asia-Pacific Conference of the Association for Consumer Research, Beijing, China.
- Van den Putte, B.**, & Meijs, M. (2011, May). *The effects of interpersonal communication and health campaign exposure on condom use*. Paper presented at the ICA, Boston.
- Van den Putte, B.**, Yzer, M. C., de Bruijn, G.-J. (2011, May). *Predicting Smoking Cessation: The influence of sociocognitive and social influence variables, health campaign exposure, and interpersonal communication*. Paper presented at the ICA, Boston.
- Nagelhout, G. E., **van den Putte, B.**, de Vries, H., Crone, M. R., Fong, G. T., & Willemsen, M. (2011, May). *The influence of newspaper coverage and a media campaign on smokers' support for smoke-free legislation and on second-hand smoke harm awareness. Findings from the International Tobacco Control (ITC) Netherlands Survey*. Paper presented at the Caphri Research Meeting 2011, Maastricht.
- Maslowska, E., **van den Putte, B.**, & Smit, E. (2011, January). *Is Personalized Communication Superior? Reviewing the Effectiveness of Personalization*. Paper presented at the Etmaal van de Communicatiewetenschap, Enschede.
- Van den Putte, B.**, de Graaf, D., van der Werff, S., & Kessels, R. (2011, January). *Het effect van afschrikwekkende en normatieve communicatie op de motivatie om geen kleine wetsovertredingen te begaan*. Paper presented at the Etmaal van de Communicatiewetenschap, Enschede.
- De Graaf, D., & **van den Putte, B.** (2010, November). *Normen en waarschuwingen: Effect van normatieve en afschrikwekkende boodschappen*. Invited lecture at symposium Mythes in Beleid en Toezicht, organized by Centrum Criminaliteitspreventie en Veiligheid. Rotterdam

- De Bruijn, G.-J., de Groot, R., **van den Putte, B.**, & Rhodes, R. E. (2010, June). *Moderate and vigorous physical activity action control: Exploring the role of conscientiousness and extroversion*. Paper presented at the 24th conference of the International Society for Behavioral Nutrition and Physical Activity, Minneapolis, MN, USA
- De Bruijn, G.-J., & **van den Putte, B.** (2010, September). *Identifying behavioural and control beliefs as predictors of exercise behaviour, motivation, and self-identity*. Paper presented at the 24th conference of the European Health Society, Cluj-Napoca, Romania
- Keer, M., **van den Putte, B.**, & Neijens, P. (2010, September). *Affect as a mediator of social cognitive influences in health behaviour*. Paper presented at the 24th conference of the European Health Society, Cluj-Napoca, Romania
- Maslowska, E., Smit, E., & **van den Putte, B.** (2010, June-July). *“Written just for me”: The role of consumer-related factors in the persuasiveness of personalized communication*. Paper presented at the European Conference of the Association for Consumer Research, London.
- Maslowska, E., Smit, E., & **van den Putte, B.** (2010, June). *“Dear John” is not enough. Investigating the effects of personalized e-mail advertising*. Paper presented at the Ninth International Conference on Research in Advertising, Madrid, Spain.
- Van den Putte, B.**, Monshouwer, K., de Bruijn, G.-J., & Swart, B. (2010, June). *Effect of health communication and interpersonal communication on cannabis use: The role of evaluative tone*. Paper presented at the ICA, Singapore.
- Van den Putte, B.**, Yzer, M. C., de Bruijn, G.-J., & Willemsen, M. C. (2010, June). *The effect of campaign appreciation and exposure frequency on smoking cessation*. Paper presented at the ICA, Singapore.
- Van den Putte, B.** (2010, April). Jongeren, middelengebruik, en sociale beïnvloeding. Lezing op Studiemiddag voor professionals. Trimbos-Instituut en Stivoro, Amersfoort.
- De Bruijn, G.-J., & **van den Putte, B.** (2010, February). *The intention-health behaviour relationship: An action perspective on the predictive validity of habit strength and belief-based variables*. Paper presented at the Etmaal van de Communicatiewetenschap, Gent, België.
- Keer, M., **van den Putte, B.**, & Neijens, P. C. (2010, February). *Affect as a mediator of social cognitive influences on health behaviour*. Paper presented at the Etmaal van de Communicatiewetenschap, Gent, België.
- Maslowska, E., Smit, E., & **van den Putte, B.** (2010, February). *The persuasiveness of personalised communication*. Paper presented at the Etmaal van de Communicatiewetenschap, Gent, België.
- Van den Putte, B.**, Yzer, M. C., de Bruijn, G.-J., & Willemsen, M. C. (2010, February). *The effect of campaign appreciation and exposure frequency on smoking cessation*. Paper presented at the Etmaal van de Communicatiewetenschap, Gent, België.