

# dr. Zeph M. C. van Berlo

*Assistant professor in persuasive communication*

## Contact information

dr. Zeph M. C. van Berlo

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## Education

**PhD candidate (PhD)** | 2016 – 2020

*University of Amsterdam*

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

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

*University of Amsterdam*

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

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

**Lecturer in communication science** | Aug. 2016 – present (86 months)

*University of Amsterdam*

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

**BKO course** | 2022

*LEARN! Academy*

## Teaching and supervision

**Tutorial teaching** | 2016 - present

*Communication science (bachelor & master)*

- *Highlight:* Teaching 46 tutorial groups across 10 communication science courses
  - Methods in communication science & statistics [7 groups]; Persuasive communication [8 groups]; Research workshop: Survey [6 groups]; The media landscape [5 groups]; Philosophy of science and methodology [3 groups]; Research workshop: Content analysis [4 groups]; Pressure cooker: Communication science [4 groups]; Brand communication [9 groups]; Marketing communication [1 groups]; Extending reality Design and applications of immersive media [2 group].

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<sup>1</sup> total fte teaching is 4.84

## Teaching and supervision [continued]

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

*Communication science (bachelor & premaster)*

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

**Thesis supervision** | 2019 - present

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

- *Highlight:* Supervising 86 theses
  - 59 bachelor theses; 18 master theses; 9 research master thesis.

**Internship supervision** | 2018 - present

*Communication science (bachelor)*

- *Highlight:* Supervising 21 internships

## Development, design, and coordination

**Honours programme coordinator communication science** | 2020 - present

*Communication science (honours)*

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

*Communication science (bachelor & master)*

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

## Publications<sup>2</sup>

2024 | **Enhancing cardiopulmonary resuscitation training with mixed reality: Improving cardiopulmonary resuscitation performance and enjoyment**

Hande Sungur, [Zeph M. C. van Berlo](#), Lisa Marie Lüwa

*Cyberpsychology, Behavior, and Social Networking*. [Advance online publication](#).

2023 | **Can non-humanlike avatars induce the proteus effect? The roles of avatar identification and embodiment in influencing social participation**

Xinmiao Lan, [Zeph M. C. van Berlo](#)

*Computers in Human Behavior: Artificial Humans*, [1\(2\), Article 100020](#).

2023 | **Is that my heartbeat? Measuring and understanding modality-dependent cardiac interoception in screen-based and virtual reality environments**

Abdallah El Ali, Rayna Ney, [Zeph M. C. van Berlo](#), Pablo Santiago Cesar Garcia

*IEEE Transactions on Visualization and Computer Graphics*. [29\(11\), 4805-4814](#).

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<sup>2</sup> ORCID: [0000-0002-1008-8654](#)

## Publications [continued]

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

## Publications [continued]

2020 | **Adolescents and handheld advertising: The roles of brand familiarity and smartphone attachment in the processing of mobile advergimes**



*Awarded: Wiley - Top cited article 2020-2021*

Zeph M. C. van Berlo, Eva A. van Reijmersdal, Esther Rozendaal  
*Journal of Consumer Behaviour*, [19\(5\), 438-449](#).

2020 | **Effects of disclosing influencer marketing in videos: An eye tracking study among children in early adolescence**

Eva A. van Reijmersdal, Esther Rozendaal, Liselot Hudders, Ini Vanwesenbeeck, Verolien Cauberghe, Zeph M. C. van Berlo

*Journal of Interactive Marketing*, [49, 94-106](#).

2020 | **Inside advertising: The role of presence in the processing of branded VR content**

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

*Augmented reality and virtual reality: Changing realities in a dynamic world* ([pp. 11-22](#)).

2019 | **Branded app engagement: Comparing apps from goods and service brands**

Zeph M. C. van Berlo, Eva A. van Reijmersdal, Guda van Noort

*Advances in advertising research X* ([pp. 3-13](#)).

2018 | **Big dating: A computational approach to examine gendered self-presentation on Tinder**

Zeph M. C. van Berlo, Giulia Ranzini

*Proceedings of the 9th international conference on social media & society* ([pp. 390-394](#)).

2017 | **Weet wat er speelt: De rol van merkbekendheid in effecten van mobiele advergimes op tieners**

Zeph M. C. van Berlo, Eva A. van Reijmersdal, Esther Rozendaal

*Tijdschrift voor Communicatiewetenschap*, [45\(3\), 216-236](#).

## Unpublished work (selection)

**Designing effective virtual reality experiences for promoting sustainable behaviours: The role of learning prompts and environmental self-efficacy**

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

*Manuscript under review*

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

Marijn H. C. Meijers, Zeph M. C. van Berlo, Hande Sungur, Daan Rubens, Priska Breves

*Manuscript under review*

**Going beyond short-term influence: The impact of parasocial relationships with social media influencers on cognitive processing and prolonged persuasive effects**

Priska L. Breves, Nicole Liebers, Zeph M. C. van Berlo

*Manuscript under review*

## Unpublished work (selection) [continued]

### **Has the AI revolution started yet? A status report on the use of and the attitudes toward ChatGPT in Dutch society**

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

Lara Wolfers, and Susanne Baumgartner

*Manuscript under review*

## Conferences

2024 | **ChatGPT, can you create my stimulus material? Best practices for generating experimental stimuli with generative AI**

[Zeph M. C. van Berlo](#), Colin Campbell, Hilde Voorveld

*Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands*

2024 | **In thy recommendation we trust: The role of message framing and consumption motivation in building consumer trust in the recommender system output**

Yilan Wang, [Zeph M. C. van Berlo](#), Ivana Bušljeta Banks

*Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands*

2023 | **Generating experimental stimuli with generative AI: Developing best practices and comparing AI tools**

[Zeph M. C. van Berlo](#), Colin Campbell, Hilde Voorveld

*Computational Advertising Research Thought Leadership Forum, Minneapolis, USA*

2023 | **Is that my heartbeat? Measuring and understanding modality-dependent cardiac interoception in virtual reality**

Abdallah El Ali, Rayna Ney, [Zeph M. C. van Berlo](#), Pablo Cesar

*International Symposium on Mixed and Augmented Reality (ISMAR), Sydney, Australia*

2023 | **More than friends? The persuasiveness of amicable and romantic parasocial relationships in green advertising**

[Zeph M. C. van Berlo](#), Priska L. Breves, Nicole T. Liebers

*International Conference on Research in Advertising (ICORIA), Bordeaux, France*

2023 | **Billions of blue blistering barnacles! What we can learn from comics about the visualization of complex ideas**

Elles A. L. Raaijmakers, [Zeph M. C. van Berlo](#)

*European Association for Education in Electrical and Information Engineering (EAEEIE), Eindhoven, the Netherlands*

2023 | **Can virtual reality decrease the psychological distance to climate change?**

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

*Etmaal van de Communicatiewetenschap, Enschede, the Netherlands*

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

[Zeph M. C. van Berlo](#), Dimitrios Stikos

*International XR conference, Lisbon, Portugal*

## Conferences [continued]

- 2022 | **When the medium is the (advertising) message: A meta-analysis of creative media advertising effects**  
Zeph M. C. van Berlo, Marijn H. C. Meijers, Jiska Eelen, Hilde A. M. Voorveld, Martin Eisend  
*International Conference on Research in Advertising (ICORIA), Prague, Czechia*
- 2022 | **Virtual reality — a window to the future: Using VR to reduce psychological distance toward the consequences of plastic consumption**  
 *Awarded: Best conference paper - Research*  
Zeph M. C. van Berlo, Hande Sungur, Tilo Hartmann  
*International XR conference, Lisbon, Portugal*  
*Etnaal van de Communicatiewetenschap, Brussels, Belgium*
- 2021 | **Augmented reality-based remote family visits in nursing homes**  
Eva A. M. Abels, Alexander Toet, Hans Stokking, Tessa Klunder, Zeph M. C. van Berlo, Bram Smeets, Omar Niamut  
*ACM international conference on interactive media experiences, online*
- 2020 | **Spelen of bespeeld worden? Een meta-analyse van advergaming effecten**  
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Martin Eisend  
*Etnaal van de Communicatiewetenschap, Amsterdam, the Netherlands*
- 2019 | **Let's talk about our emojis**  
Zeph M. C. van Berlo  
*International Conference on Computational Social Science, Amsterdam, the Netherlands*
- 2019 | **'I can't believe it's not chocolate!': Meaningful consumer-product interactions in branded virtual reality experiences**  
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Edith G. Smit, Nynke van der Laan  
*International Conference on Research in Advertising (ICORIA), Krems, Austria*
- 2019 | **Inside advertising: The role of presence in the processing and consolidation of branded VR content.**  
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Edith G. Smit, Nynke van der Laan  
*International Augmented and Virtual Reality Conference, Munich, Germany*
- 2019 | **Development and evaluation of a virtual reality puzzle game to decrease food intake**  
Nynke van der Laan, Siegfried Dewitte, Zeph M. C. van Berlo  
*Supporting Health by Technology (IX), Groningen, the Netherlands*
- 2019 | **Immersive advergaming: Persuasiveness of branded immersive virtual reality games**  
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Edith G. Smit, Nynke van der Laan  
*Etnaal van de Communicatiewetenschap, Nijmegen, the Netherlands*

## Conferences [continued]

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

## Grants | Funded total ± €750.000

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Jeroen S. Lemmens, Sindy R. Sumter, Susanne, E. Baumgartner, L. Nynke van der Laan, [Zeph M. C. van Berlo](#)  
*RPA Communication: Digital Communication Methods Lab*

## Awards

### Awarded:

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

### Honorary mention(s):

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

## Academic citizenship

### Peer reviews

Journal articles reviewed [43]: *Journal of Advertising* [15]; *International Journal of Advertising* [7]; *Journal of Interactive Advertising* [5]; *Journal of Current Issues & Research in Advertising* [4]; *Cyberpsychology* [2]; *Cyberpsychology, Behavior, and Social Networking* [2]; *Journal of Environmental Communication* [2]; *Psychology & Marketing* [2]; *Journal of Business Research* [1]; *European Journal of Management and Business Economics* [1]; *Current Psychology* [1]; *Scientific Reports* [1]; *Presence: Virtual and Augmented Reality* [1]

Conferences papers reviewed [33]: *Etmaal van de Communicatiewetenschap* 2017 [2], 2019 [3], 2020 [5]; *International Conference on Research in Advertising (ICORIA)* 2017 [3], 2018 [3], 2019 [1], 2022 [2], 2023 [2]; *International Augmented and Virtual Reality Conference* 2019 [3], 2020 [3], 2022 [1]; *ICA Conference* 2022 [1]; *Conversations* 2023 [2]; *American Academy of Advertising annual conference* 2023 [2]

### Conferences

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

### Memberships

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

### Editorial Review Board

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

## Academic citizenship [continued]

### Speaker invitations [selection]

- 2023 | **Samen naar een duurzamere toekomst? (panel)**  
Willemijn van Dolen, [Zeph M. C. van Berlo](#), Florentine Gillis  
*University of Amsterdam, the Netherlands [Universiteitsdag]*
- 2023 | **Branding and advertising — in XR**  
[Zeph M. C. van Berlo](#)  
*University of Antwerp, Antwerp, Belgium [guest lecture]*
- 2022 | **Speel mee! – Gamificatie in reclame**  
[Zeph M. C. van Berlo](#)  
*SWOCC symposium 2022 [guest speaker]*
- 2022 | **Duurzaamheid + Virtual reality (VR)**  
[Zeph M. C. van Berlo](#)  
*University of Amsterdam, Amsterdam, the Netherlands [guest lecture]*
- 2022 | **Gamification: To play or to be played**  
[Zeph M. C. van Berlo](#)  
*Radboud University, Nijmegen, the Netherlands [guest lecture]*
- 2019 | **Virtual reality games**  
[Zeph M. C. van Berlo](#)  
*Ghent, Belgium [Hands on Digital Day]*

### Popular scientific writing (selection)

- 2023 | **Black Friday komt er weer aan—En deze fout wil je als adverteerder dit jaar niet maken**  
[Zeph M. C. van Berlo](#)  
[SWOCC](#)
- 2023 | **Ook merken willen bevriend zijn met Barbie – en dat zien we overal**  
[Zeph M. C. van Berlo](#)  
[SWOCC](#)
- 2023 | **Opgaan in het merkverhaal: AR als sleutel tot overtuigende brand storytelling**  
[Zeph M. C. van Berlo](#)  
[SWOCC](#)
- 2018 | **Staying on track: Finding motivation at the intersection of autonomy, competence, and relatedness**  
[Zeph M. C. van Berlo](#)  
[Communicating Communication](#)

## Popular scientific writing (selection) [continued]

2017 | **Three tips for successfully sampling adolescents at schools**

[Zeph M. C. van Berlo](#)

[Communicating Communication](#)

## Media exposure

2022 | **Impact education: The pressure cooker challenge** [[interview](#)]

[Zeph M. C. van Berlo](#)

*Roeters Eiland Campus / Impact.*

2020 | **Kan VR ervoor zorgen dat we minder plastic gaan gebruiken?** [[radio interview](#)]

[Zeph M. C. van Berlo](#)

*Lara Rense, Nieuws en Co. (NPO Radio 1)*

2019 | **Aldus – Woordgebruik** [[interview](#)]

[Zeph M. C. van Berlo](#)

*Andre Nientied, Het Parool*

## Leadership and community

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

Secretary | 2024 - current

**Digicomlab Advisory Board**

Member | 2022 - current

**Alumni Circle Communication Science**

Chair | 2019 – 2022

Treasurer | 2018 – 2021

**Jong UvA**

Treasurer | 2017 – 2018