

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 experience¹

Lecturer in communication science | Aug. 2016 – present (75 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 43 tutorial groups across 9 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 [5 groups]; Marketing communication [1 groups].

¹ total fte teaching is 4.2 (16 m. * .56 fte + 26.5 m. * .6 fte + 7 m. * .7 fte + 4 m. * .75 fte + 22.5 m. * .8 fte)

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 (research master)

- *Highlight:* Supervising 70 theses
 - 59 bachelor theses; 11 master theses; 3 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)

Honours programme coordinator communication science | 2020 - present

Communication science (honours)

Exam development and quality control | 2017 – present

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].

Publications²

in press | **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.


2022 | **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, [Advance online publication.](#)

² ORCID: [0000-0002-1008-8654](https://orcid.org/0000-0002-1008-8654)

Publications [continued]

- 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](#).
- 2020 | **Adolescents and handheld advertising: The roles of brand familiarity and smartphone attachment in the processing of mobile advergames**
 *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 advergames op tieners**
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Esther Rozendaal
Tijdschrift voor Communicatiewetenschap, [45\(3\), 216-236](#).

Unpublished work

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 Hartmann

Manuscript under review

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

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

Manuscript under review

Experiencing branded apps: Direct and indirect effects of engagement experiences on continued branded app use

[Zeph M. C. van Berlo](#), Eva A. van Reijmersdal, Guda van Noort

Manuscript under review

The medium is the (advertising) message: A meta-analysis of creative media advertising effects

[Zeph M. C. van Berlo](#), Marijn Meijers, Jiska Eelen, Hilde A. M. Voorveld, Martin Eisend

Manuscript under review

A serial mediation of deceptive discount advertising effects in online retailing

[Zeph M. C. van Berlo](#), Hannah Bock

Manuscript under review

Conferences

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

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

Etmaal 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

Etmaal van de Communicatiewetenschap, Amsterdam, the Netherlands

Conferences [continued]

- 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 advergimes: Persuasiveness of branded immersive virtual reality games**
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Edith G. Smit, Nynke van der Laan
Etmaal van de Communicatiewetenschap, Nijmegen, the Netherlands
- 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 advergimes**
Zeph M. C. van Berlo, Eva A. van Reijmersdal, Esther Rozendaal
Etmaal van de Communicatiewetenschap, Ghent, Belgium

Conferences [continued]

- 2017 | **A new kid on the block: The role of brand familiarity in advergames**
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 advergames: 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

- Digicomlab Thesis Grant** | € 500 [funding granted]
Xinmiao Lan, Zeph M. C. van Berlo
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 [project selected as flagship project for launch]
Hande Sungur, Zeph M. C. van Berlo
FMG filantropiefonds [to be launched late 2022]
- 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)

Grants [continued]

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

Sponsorship research master's thesis | € 500 [funding granted]

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

Graduate School of Communication

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 [18]: *International Journal of Advertising* [4]; *Journal of Interactive Advertising* [2]; *European Journal of Management and Business Economics* [1]; *Cyberpsychology* [2]; *Cyberpsychology, Behavior, and Social Networking* [1]; *Current Psychology* [1]; *Journal of Business Research* [1]; *Journal of Current Issues & Research in Advertising* [1]; *Journal of Environmental Communication* [2]; *Psychology & Marketing* [1]; *Journal of Advertising* [2]

Conferences papers reviewed [27]: *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]; *International Augmented and Virtual Reality Conference* 2019 [3], 2020 [3], 2022 [1]; *ICA Conference* 2022 [1]

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

- European Advertising Academy (EAA) | 2017 – present
- American Advertising Academy (AAA) | 2021 – present

Academic citizenship [continued]

Editorial Review Board

- Journal of Advertising | 2023

Speaker invitations (selection)

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 | **The dating game: On why our generation loves (& hates) to Tinder**

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

Amsterdam, the Netherlands [FMG Congress: It's Our Turn!]

2019 | **Virtual reality games**

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

Ghent, Belgium [Hands on Digital Day]

2017 | **Neuromarketing in advertising**

Bart Massa, [Zeph M. C. van Berlo](#)

Amsterdam, the Netherlands [Communication Science on the Spot]

Popular scientific writing

2018 | **Staying on track: Finding motivation at the intersection of autonomy, competence, and relatedness**

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

[Communicating Communication](#)

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

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

[Communicating Communication](#)

2017 | **Big dating: Research opportunities in a computation social sciences era**

[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

Digicomlab Advisory Board

Member | 2022

Alumni Circle Communication Science

Chair | 2019 – 2022

Treasurer | 2018 – 2021

Jong UvA

Treasurer | 2017 – 2018

Amsterdam Research Initiative (ari)

Interim-president | 2017

Treasurer | 2015 – 2017

Founding member | 2015