

CURRICULUM VITAE

Prof. Dr. GUDA VAN NOORT

Personal Information

Address Department of Communication
Amsterdam School of Communication Research ASCoR
University of Amsterdam
PO Box 15791, NL-1001 NG Amsterdam
Visiting address: Nieuwe Achtergracht 166, 1018 WV Amsterdam

Telephone +31 (0) 6 54943752

Email G.vanNoort@uva.nl

Online Profiles: [UvA Profile](#); [LinkedIn Profile](#); [Scholar Google Profile](#); [Research Gate Profile](#)
[@GudavanNoort](#)

Date of birth 23 May 1977

Place of birth Groningen, The Netherlands

Nationality Dutch

Current Academic Work Experience

2015- Director of [SWOCC](#), the Foundation for Scientific Research in Commercial Communication in The Netherlands (0.4 fte). I'm seconded to the foundation, which aims to promote the development and valorization of scientific knowledge for professionals. In this role I'm raising funds with benefactors (approx. € 300.000 a year), award around 4 research grants (about € 18.000 each) per year, and raised funds (approx. € 120.000) within university institutions to co-finance a 3-year PhD project. As a director I'm responsible for developing the organization's strategy, setting the research agenda, guiding and supervising research projects, managing a team of 3 employees and a PhD student, organizing events and developing communication tools to effectively valorize knowledge, interacting and collaborating with the Board and Advisory Board, and representing the foundation in external forums. As an ambassador I represent the foundation in award (e.g., AMMA and SAN) and advice (e.g., DDMA Privacy Waarborg Autoriteit) committees, at events and conferences (e.g., Emerge Engage), and in professional outlets (e.g., Marketingfacts.nl).

2019 - Professor in Persuasive Communication, University of Amsterdam, Amsterdam School of Communication Research ASCoR (0.6fte: 0.3fte research; 0.3fte teaching)

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, branded apps, native advertising, and advertising campaigns in Social Network Sites. As a PI I was responsible for a project on social media strategies in governmental institutions and currently I'm the PI of a webcare project. Other studies focused on interactivity effects on brand websites, political websites, and online games. My work was awarded several times and I publish widely in national and international journals. In 2016 I wrote two PhD research proposals on visual communication, adopting the latest methods in machine vision, to stimulate interdisciplinary research in this domain. These positions were funded from 2017, by ASCoR and TiCC (Tilburg University).

My vision on teaching is that it should involve research-based learning and active learning methods. Course contents should be kept up to date with developments in society and the professional field. Currently this means that skills related to big data (e.g., data analytics and data handling methods such as (un)supervised machine learning and machine vision) should be integrated in Communication Science courses. This is the reason when talking to the industry, for example in my position as the director of SWOCC, I always try to uncover how education can be improved. I developed courses such as Webcare (for the bachelor program) and Brand and Organisations in Social Media (elective in the master program) that match the current profession of communication professionals. Also, in my role as educational planner for the Program Group Persuasive Communication, I have a good overview of what is needed to provide high quality education, both in terms of the required professional

skills of staff members and in terms of course development.

I have taught a great number of courses at the undergraduate and graduate level in the area of Persuasive Strategies (English and Dutch), Media & Consumer behavior, and Media & Advertising, lectures for up to 350 students as well as smaller groups of 15-25 students; I provide courses in the Research Master program, additionally I supervise Master and Research Master theses and BA internships, recent topics include blogs, blog advertising, content marketing, webcare, and branded apps; I also developed several courses at the bachelor and master level such as Persuasion & Resistance, Webcare, and Brands and Organizations in Social Media and co-developed the central course Marketing Communication. Moreover, I coordinate several courses in the Bachelor and Master program.

Regarding service to the department, the academic community, and the public at large, I am an active contributor. Some of my tasks overlap with curriculum development areas crucial to our Master programs. I am a solid mentor for students and colleagues, and an engaged and supportive faculty member. As an example, I organized monthly research meetings for the program group Persuasive Communication (PersCom), I was responsible for the educational planning for PersCom (“onderwijsplanning”) a mandated task from a full professor for many years, coordinate several courses in the Bachelor and Master program, mentor PhD and Research Master students, and I take part in several committees such as the Curriculum committee for the development of a new interdisciplinary bachelor program on new technology. Also, I frequently participate in selection committees for vacancies. Moreover, I am an active contributor to the research community at large. I contribute to important conferences in the field such as Etmaal van de Communicatiewetenschap and ICORIA and organize events for NeFCA (e.g., pre-conferences and phd colloquium).

2015 - ...

Honorary Research Associate at TiCC (Tilburg center for Cognition and Communication), Department of Communication and Information Sciences, Tilburg University

In this role I stimulate the collaboration between universities and in 2016, after an internal competition round, TiCC awarded me a PhD student for a project that I developed (i.e., Picture This!).

Previous Academic Work Experience

2015 – 2018	Associate Professor in Persuasive Communication, University of Amsterdam, Amsterdam School of Communication Research ASCoR
2007- 2015	Assistant Professor in Persuasive Communication, University of Amsterdam, Amsterdam School of Communication Research ASCoR
2003 - 2007	VU University, Department of Communication Science <i>Ph.D. candidate.</i> Dissertation project: Bricks versus Clicks: A self-regulation perspective on consumer responses in online and conventional shopping environments 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-promotor:

PhD Candidate Annemarie Nanne (from 2017, June), TiCC, Tilburg University, Project: Picture This! An interdisciplinary approach in examining visual consumer-generated content.

PhD Candidate Ilse Pit (from 2017, October), ASCoR, University of Amsterdam, Project: Snap it, Edit, Share it: The persuasive impact of consumers' visual brand posts

PhD Candidate Joanna Strycharz (2017 – present), ASCoR, University of Amsterdam, co-funded by SWOCC and Research Priority Area Personalised Communication, Project: Personalized Marketing Communication

PhD Candidate Anne Roos Smink (2016 – present), ASCoR, University of Amsterdam, Project: Augmented Reality in Persuasive Communication

PhD Candidate Sanne Kruike-meier (2010-2014), ASCoR, University of Amsterdam;
Project: Interactive en personalized online political communication

Member of Doctoral Supervision Committee:

PhD Candidate Vacancy (starting date September 2018), ASCoR, University of Amsterdam, Project: Persuasive Consequences of conversational agents

PhD Candidate Freya De Keyzer (2014 – present), Marketing Department, University of Antwerp; Project: Personalization in advertising and Social Media

PhD Candidate Marijke De Veirman (2015 – present), Department of Communication Sciences, Ghent University; Project: Social media advertising

Membership of Doctoral Committee

Chedia Dhaoui. "Consumer and brand engagement on Facebook brand pages",
Macquarie University Sydney, tba

Hanelore Crijns. "The active role of stakeholders in corporate communication: a multi-vocal approach of communication in turbulent times"
Ghent University, Ghent 2 July 2018

Verena M. Wottrich. "Privacy exposed: consumer responses to data collection and usage practices of mobile apps"
University of Amsterdam, Amsterdam 13 June 2018.

Corne Dijkmans. "From monologues to dialogues: Interactivity in company social media use"
VU University Amsterdam, Amsterdam 16 May 2018

John Karsberg. "Reception, reception, reception. The effects of receiver context on advertising effectiveness."
Stockholm School of Economics, Stockholm 8 December 2016

Iris van Ooijen. "Packaging design as communicator of product attributes. Effects on consumers' attribute interferences."
University of Amsterdam, Amsterdam 16 November 2016

Stefan F. Bernritter. "Examining consumers' brand endorsements on social media."
University of Amsterdam, Amsterdam 18 February 2016

Theo B. Trostli de Araujo Costa. "Brand content diffusion on Social Network Sites: Exploring the triadic relationship between the brand, the individual, and the community."
University of Amsterdam, Amsterdam 18 November 2015

Education

2018	ML series – applied Python tutorials (Digital Communication Methods Lab)
2017	SEO training
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
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
2004	Methodological seminars, Kurt Lewin Institute
	Course on Motivation and Achievement, Kurt Lewin Institute
	Course on Experimental Design, IOPS
2003 - 2007	Ph.D. program of The Netherlands School of Communications Research (NeSCoR). Courses included Structural Equation Modeling, Statistics, Fundamentals in Persuasive Communication, Fundamentals in ICT and Communication, English Academic Writing.
1999 - 2002	Master of Arts Communication and Organization Studies, VU University Amsterdam
1995 - 1999	Bachelor in Management, Economics, and Law (MER), HES School of Economics and Business, Amsterdam
1989 - 1995	Atheneum, Fioretticollege, Lisse VWO Exam, Electives: Biology, Economics, History, Mathematics A, Mathematics B.

Services

2018	Chair AMMA Hans du Chatinier award committee member for innovative research contributing to theoretical insights to the field of media and communication
2017	AMMA Hans du Chatinier award committee member for innovative research contributing to theoretical insights to the field of media and communication.
2017	Organizer of the EAA (European Advertising Academy) Doctoral Colloquium
2016 - ..	DDMA Privacy Waarborg Autoriteit (Privacy Authority), this authority has a monitoring and enforcement function and assess security of data privacy.
2016 - ..	Advisory Board Monalyse, providing strategic advice on communication automation
2016 - ..	NWO: Reviewer Vidi
2015 - ..	Editorial Review Board Member, International Journal of Advertising
2015 -...	Chair of the SAN Jury ,New Kids on the Block' for the best agency in the area of digital, design, marketing, advertising and PR.
2015	Jury member for the GfK ,Insurance Communication Award' and ,Banking Communication Award' for the best communicating insurance company and bank.
2014 - ...	Member of Committee ,Thesis Quality Maintenance', Graduate School of Communication Science
2014 - ...	Reviewer for FWO (Research Foundation Flanders)
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 - 2015 Review Board SWOCC Thesis Award Committee
- 2010 - 2015 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 7th and 8th ICORIA Conference
- 2006 - 2007 NeSCoR Dissertation Award Committee

Grants, Honors & Awards

<i>Submitted</i>	FWO: Research project proposal for a PhD position at the host institution KU Leuven, Project description: Alternative methods to reduce testing of developmental and reproductive toxicity (DART) on higher animals and consumer acceptance of testing on distantly related animals. PI Van Noort, V.
2018	NWO: Flagship Creative Industry Talpa Network. Project title: Data inspired creativity: Using big data in cross-media creative innovation processes. Role: WP leader, supervision of Post-doc. € 629,694K
2018	PhD position Persuasive consequences of conversational agents, funded by RPA, with Araujo, Voorveld and Smit.
2015 -	In my role as the director of SWOCC , the Foundation for Scientific Research in Commercial Communication in The Netherlands (seconded for 0.4 fte) which aims to develop and valorize scientific knowledge for professionals, I'm raising funds with benefactors (approx. € 300.000 per year) and award around 4 research grants (about € 18.000 each) per year. Moreover I raised funds (approx. € 120.000) within university institutions to co-finance a 3-year PhD project
2016	TiCC, Tilburg University, 4-year PhD position for interdisciplinary research on visual communication
2016	PhD position co-funded by SWOCC and Research Priority Area Personalised Communication, Graduate School of Communication, ASCoR and College of Communication of the University of Amsterdam
2016	Data grant of DAN DNA (Dantsu Aegis network). This considers a rich data set, containing information on social media campaigns and interactions between brands and consumers on social media.
2015	Grant for a project for the Dutch Embassy in Riyadh.
2014	MSI Research Grant for the project 'Predicting Firestorms: Using protest frames to understand negative electronic word of mouth'; Lotte M. Willemsen, Guda van Noort and Peeter Verlegh; Marketing Science Institute
2014	SWOCC Research grant for a project on Webcare; Lotte M. Willemsen and Guda van Noort; SWOCC November 2014
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

2018	Anne Roos Smink UvA Lustrum Beurs
2018	Anne Roos Smink and Joanna Strycharz: AAA (American Academy of Advertising) PhD Student Travel Grant
2017	Anne Roos Smink: ICA (International Communication Association) PhD Student Travel Grant AAA (American Academy of Advertising) Doctoral Dissertation Grant
2016	Nadine Strauss: ASCoR Baschwitz Article of the Year Award for Young Researchers
2016	Sanne Kruikemeier, GVR (Genootschap voor Reclame) De Jonge Haan award for a young professional who excels and is committed to the field of communication.
2015	Sanne Kruikemeier: ICA's Herbert S Dordick Dissertation Award of Communication and Technology
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. (2018, 22-23 November). *Language in Webcare*. Keynote speaker at Symposium Language in Webcare – Interdisciplinary Perspectives, Ghent University, Ghent, Belgium.

Van Noort, G., (2018, 21 June). *How to chair a session*. Invited speaker at the Doctoral Colloquium, ICORIA, Valencia, Spain.

Van Noort, G. (2018, February 11). *Visie op Communicatievak en –onderzoek*. [Vision on the future of communication practice and research], Masterclass at Hogeschool InHolland, Amsterdam, The Netherlands.

Van Noort, G. (2016, May 20). *Online Branding: Een wetenschappelijke perspectief* [Online branding: A scientific perspective], invited speaker at Brand Los, Symposium Tekst & Communicatie, University of Amsterdam, Amsterdam, The Netherlands.

Van Noort, G., (2015, December 8). *De wetenschap achter personalisatie* [Science behind personalisation], invited speaker at Emerce Engage, Amsterdam.

Van Noort, G. (2015, November 17) *New Media & Marketingcommunication*. Guest lecture at Center for Persuasive Communication at Ghent University, Gent, Belgium. <http://www.cepec.ugent.be/activiteiten/guda-van-noort/>

Van Noort, G. (2015, juni 1). *Webcare: Experimenteren wordt Professionaliseren*, Guest lecture at Nyenrode University, Breukelen, The Netherlands.

Van Noort, G. (2014, november 7). *New Media in Communication Research & Management*, Guest lecture at Center for Persuasive Communication at Ghent University, Gent, Belgium. <http://www.cepec.ugent.be/activiteiten/guda-van-noort/>

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

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

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 Tilburg University, Tilburg, The Netherlands

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

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

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

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

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

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

Van Noort, G. (2008). Lecture at the Summerschool 'From the Netherlands: Cutting edge research on marketing and corporate communications' for Master students Corporate Communication, Aarhus School of Business.

Media Appearances

- 2018 - Interview for news website Nu.nl on how advertising works, published in multiple videos see <https://www.nu.nl/228658/video/waarom-werken-zowel-irritante-als-gevoelige-reclames.html>
<https://www.nu.nl/229191/video/ho-beinvloedt-reclame-jouw-gedrag.html>
<https://www.nu.nl/229716/video/door-deze-trucs-trappen-wij-in-reclame.html>
<https://www.nu.nl/230299/video/kan-je-weerstand-bieden-aan-reclames.html>
- 2015 - .. Multiple mentions and quotes in various professional outlets such as Adformatie, Marketingfacts, Emerce.nl, and Fonk
- 2016 Contribution: 'Deze 12 artikelen moet u volgens 4 wetenschappers lezen' Marketingonline.nl, see <http://www.marketingonline.nl/achtergrond/deze-12-artikelen-moet-u-volgens-4-wetenschapperslezen>
- 2015 Column: Privacy: Wie durft? See <http://www.swocc.nl/nieuws-item/privacy-wie-durft/>
Interview in Tijdschrift voor Marketing Januari 2015 (01/02), see <http://www.marketingonline.nl/artikel/guda-van-noort-swocc-privacy-eeen-kosten-baten-concept>
- 2014 Blog: Social media marketing als teamsport, see <http://www.swocc.nl/kennisbank-item/social-media-marketing-als-teamsport/>
- 2013 Blog: 'Social media marketing als contactsport', see <http://www.swocc.nl/kennisbank-item/social-media-marketing-is-eeen-contactsport/>
Blog: 'Hoe Chris Aalberts onzin produceert over onderzoek naar sociale media en politiek', see <http://stukroodvlees.nl/uncategorized/ho-chris-aalberts-onzin-produceert-over-onderzoek-naar-sociale-media-en-politiek/>
- 2011 Kennislink: 'Viral van een goede vriend', see <http://www.kennislink.nl/slideshows/etmaal-van-de-communicatiewetenschap-hoogtepunten/pagina/7>
- 2009 TV: VARA's 'Weet wat je Koopt', explaining the Scarcity Principle with a field experiment in a supermarket, see http://www.npo.nl/weet-wat-je-koopt/14-12-2009/VARA_101220390
- 2008 Article: De online slag om onze zinnen. *Tekstblad 14* (4), pp. 17-19.

PUBLICATION LIST

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

Vermeer, S. A., Araujo, T., Bernritter, S. F., & **van Noort, G.** (in press). Seeing the wood for the trees: How machine learning can help firms in identifying relevant electronic word-of-mouth in social media. *International Journal of Research in Marketing*.

Strycharz, J., **van Noort, G.**, Helberger, N., & Smit, E. (2019). Contrasting perspectives – practitioner's viewpoint on personalized marketing communication. *European Journal of Marketing*, <https://doi.org/10.1108/EJM-11-2017-0896>

van Noort, G., & Van Reijmersdal, E.A. (2019). Effectiveness of branded mobile phone apps. *Journal of Interactive Marketing*, *45*, 16-26. DOI: 10.1016/j.intmar.2018.05.003

Boerman, S., & **van Noort, G.**, Helberger, N. & Hoofnagle, C. (2018). Sponsored blog content: What do the regulations say? And what do bloggers say? *Journal of Intellectual Property, Information Technology and Electronic Commerce Law (JIPITEC)*, *9*, 146-159.

Rauwers, F., Remmerswaal, P., Dahlen, M., Fransen, M., & **van Noort, G.** (2018). The impact of creative media advertising on consumer responses: Two field experiments. *International Journal of Advertising*, *1-20*, DOI: 10.1080/02650487.2018.1480167

Voorveld, H.A.M., **van Noort, G.**, Muntinga, D. & Bronner F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, *47*(1), 38-54, DOI: 10.1080/00913367.2017.1405754

Van Reijmersdal, E.A., Roozendaal, E., Smink, N., **Van Noort, G.**, & Buijzen, M.(2017). Processes and effects of targeted online advertising among children. *International Journal of Advertising*, *36*(3), 369-414

Antheunis, M.L., van Kaam, J.H.H., Liebrecht, C.C., & **Van Noort, G.** (2016). Contentmarketing op sociale network sites: Een onderzoek naar gedrag en motivaties van consumenten. *Tijdschrift voor Communicatiewetenschap*, *44*(4), 337-365.

Kruikemeier, S., **van Noort, G.**, & Vliegthart, R. (2016). The effect of website interactivity on political involvement: The moderating role of political cynicism. *Journal of Media Psychology* *28*, 136-147.

van Noort, G., Vliegthart, R., & Kruikemeier, S. (2016). Return on Interactivity? The Characteristics and Effectiveness of Web sites during the 2010 Dutch Local Elections. *Journal of Information Technology & Politics*, *13*(4), 1-13.

Kruikemeier, S., **van Noort, G.**, Vliegthart, R., & De Vreese, C. (2016). The relationship between online campaigning and political involvement. *Online Information Review*, *40*(5), 673-694

van Reijmersdal, E.A., Fransen, M.L., **van Noort, G.**, Oprea, S., Vandenberg, L, Reush, S., van Lieshout, F., & Boerman, S.C. (2016) Effects of disclosing sponsored content in blogs: How the use of resistance strategies mediates effects of persuasion. *American Behavioral Scientist*, *60*(12), 1458-1474.

Walrave, M., Poels, K., Antheunis, M.L., van den Broeck, E. & **van Noort, G.** (2016). Like or dislike? Adolescents' responses to personalized social network site advertising *Journal of Marketing Communication*, 1-18

Strauß, N., Kruikemeier, S., van der Meulen, H., & **van Noort, G.** (2015). Digital diplomacy in GCC countries: Strategic communication of Western embassies on Twitter. *Government Information Quarterly*, *32*(4), 369-379.

Kruikemeier, S., Aparaschivei, A., Boomgaarden, H., **van Noort, G.**, & Vliegthart, R. (2015). Party and candidate websites: A comparative explanatory analysis. *Mass Communication and Society*, *18*(6), 821-850.

Kruikemeier, S., **van Noort, G.**, Vliegthart, R. & De Vreese, C. (2015). Nederlandse politici op Twitter: wie, waarover, wanneer en met welk effect? *Tijdschrift voor Communicatiewetenschap*, *43*(1), 4-22.

- Kruikemeier, S., **van Noort, G.**, Vliegthart, 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.**, & Voorveld, H.A.M. (2014). Social Media in advertising campaigns: Examining the effects on perceived persuasive intent, campaign and brand responses. *Journal of Creative Communication*, 9(3), 253-268
- 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.**, Vliegthart, 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., Tates, 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
- 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

- Eelen, J., Rauwers, F., Wottrich, V. M., Voorveld, H.A.M., & **van Noort, G.** (2016). *Consumer responses to creative media advertising: A literature review*. In P. De Pelsmacker (Ed.) Advertising in new formats and media: Current research and implications for marketers. Emerald Publishing. Pp. 19-46
- Rauwers, F. & **van Noort, G.** (2015). *The underlying process of Creative Media Advertising*. In P. Verlegh & H.A.M. Voorveld (Eds). Advances in Advertising Research (Vol. VI, pp. 309-323) Wiesbaden: Springer Fachmedien.
- van Noort, G.**, Willemsen, L. M., Kerkhof, P., Verhoeven, J.W.M. (2015). *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* (pp. 77-99). Palgrave Macmillan. DOI 10.1057/9781137388551_4
- Kruikemeier, S., **van Noort, G.**, Vliegthart, R., & De Vreese, C.H. (2014). *Nieuwe Media, een politieke belofte? Politiek internetgebruik tijdens de verkiezingscampagne*. In P. Van Praag & K.L.L Brants (Eds.), Media, macht en politiek. De verkiezingscampagne van 2012.
- Kruikemeier, S., **van Noort, G.**, Vliegthart, R. & De Vreese, C.H. (2014). Onderzoek uitgelicht: Dichtbij de politiek. *Res Publica*, 56(1), 133-135.
- 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. Ouwkerk (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.

REPORTS & PROFESSIONAL PUBLICATIONS

- Van Noort, G.** & Araujo, T. (2017). Brand Communication & Machine Vision. Clou, 85 (December 2017). Retrieved from http://moa04.artoo.nl/clou-moaweb-images/images/bestanden/pdf/Clou_magazine/Clou85_totaal_vs3.pdf
- Muntinga, D., & **van Noort, G.** (2015). Branding. Marketingfacts Jaarboek 2015-2016. Eds D. Oosterveer, B. Koster, Roeling S., M. de Haan
- Willemsen, L.M. & **van Noort, G.** (2015). Webcare-mythes ontkracht. Communicatie NU 2. Edited by Betteke van Ruler
- Willemsen, L.M. & **van Noort, G.** (2015). Webcare: Van experimenteren naar professionaliseren. SWOCC publication 69.

van Noort, G., & Kruikemeier, S. (2015). Research report on Diplomacy 2.0 for the Ministry of Foreign Affairs and the Netherlands Embassy in Riyadh.

van Noort, G. & Antheunis, M.L. (2010). Research reports on Social Media Marketing Campaigns for Hyves and large consumer brands.

JOURNAL ARTICLES IN PROGRESS

Under Revision / Submitted

Nanne, A., Antheunis, M.L., **van Noort, G.**, Wubben, S., & Postma, E. (R&R JIM).

Nanne, A., Antheunis, M.L., **van Noort, G.**, Wubben, S., & Postma, E. (submitted). Do You Like This? Identifying Engagement Predictors in Visual Brand-related User Generated Content

van Reijmersdal, E.A., Boerman, S. C. & **van Noort, G.** (R&R, Internet Research). How perceived relevance and persuasion knowledge mediate persuasive effects of online behavioral native advertising

Van Berlo, Z., Van Reijmersdal, E.A., & **van Noort, G.** (Submitted). Branded apps: From digital engagement experiences to app and brand responses.

Strychartz, J., **van Noort, G.**, Smit, E.G. & Helberger, N. (submitted IJA). “Do I have a reason to worry?”: Knowledge-based affective elements of attitude towards personalized marketing communication.

Smink, A.R., van Reijmersdal, E.A., **van Noort, G.**, & Neijens, P.C., (submitted). Experiencing augmented reality branded apps: Three underlying processes that explain their persuasive consequences

In Development, to be submitted in 2019

van Noort, G., Eisend, M. & Smit, E. (data collection started). Meta-analysis on personalized communication.

DeKeyser, F., **van Noort, G.** & Kruikemeier (data collected). Tipping point of personalization: Consumer responses to personalized advertising in different online contexts mediated by human perceptions of the brand.

Willemsen, L.M., **van Noort, G.**, Verlegh, P., Bernritter, S., & Malthouse, E.C. (first draft and data collection finished for third study). Frames in negative word of mouth.

CONFERENCE PAPERS

More than 100 conference papers presented since 2004. The most recent conference papers are:

2018

Smink, A., **van Noort, G.**, van Reijmersdal, E.A., & Neijens, P. (2018). Do social use characteristics of an augmented reality experience matter? The effect of Snapchat's sponsored lenses on brand connections and brand responses. Paper presented at ICORIA, Valencia, Spain

Strycharz, J., **van Noort, G.**, Helberger, N., & Smit, E. (2018). Consumer view on personalized marketing communication: Overview of benefits and concerns reported by the users. Paper presented at ICORIA, Valencia, Spain

Pit, I., **van Noort, G.**, Araujo, T., & Neijens, P. (2018). How consumers present brands on Instagram: Investigating persuasive characteristics in visual consumer-generated content. Paper presented at ICORIA, Valencia, Spain

Nanne, A., Antheunis, M.L., **van Noort, G.**, Wubben, S., & Postma, E. (2018). The use of computer vision to identify popularity predictors in visual brand-related consumer generated content. Paper presented at ICORIA, Valencia, Spain

Van Berlo, Z., van Reijmersdal, E.A., & **van Noort, G.** (2018). App engagement experience types: On the value of branded app engagement. Paper presented at ICORIA, Valencia, Spain

DeKeyser, F., **van Noort, G.** & Kruikemeier (2018). Tipping point of personalization: Consumer responses to personalized advertising in different online contexts mediated by human perceptions of the brand.

Nanne, A., Antheunis, M., Wubben, **van Noort** (2018). Examining popularity predictors in visual brand-related User Generated Content: A machine learning approach. Paper presented at Interactive Marketing Research conference, Amsterdam, The Netherlands.

Nanne, A., Antheunis, M., Wubben, **van Noort** (2018). Examining popularity predictors in visual brand-related User Generated Content: A machine learning approach. Paper presented at Etmaal van de Communicatiewetenschap.

Strycharz, J., **van Noort, G.**, Smit, E.G. & Helberger, N. (2018). "Do I have a reason to worry?": Knowledge-based affective elements of attitude towards personalized marketing communication. Paper presented at Etmaal van de Communicatiewetenschap

Smink, A.R., **van Noort, G.**, Van Reijmersdal, E.A. & Neijens, P.C. (2018). Augmenting your own face or your peers' face with virtual branded content: To what extent do social use characteristics of Augmented Reality apps affect brand responses? Paper presented at for Etmaal van de Communicatiewetenschap

2017

Araujo, T., **van Noort, G.**, & Verhoeven, P. (2017). Corporate branding and consumers: The effect of identification and corporate associations on brand attitudes and corporate brand relevance. ICORIA, Ghent, Belgium.

van Noort, G., Araujo, T., Bernitter, S., & Vermeer, S. (2017). Machine learning om negatieve word of mouth te classificeren [Machine learning to classify negative word of mouth]. Etmaal van de Communicatiewetenschap, Tilburg, The Netherlands

Smink, A.R., van Reijmersdal, E.A., **van Noort, G.**, & Neijens, P.C. (2017). When virtuality becomes reality: Three underlying processes that explain persuasive consequences of augmented reality in apps. ICORIA, Ghent, Belgium.

Smink, A.R., van Reijmersdal, E.A., **van Noort, G.**, & Neijens, P.C., (2017). When virtuality becomes reality: Three underlying processes that explain persuasive consequences of augmented reality apps. Etmaal van de Communicatiewetenschap, Tilburg, The Netherlands

Smink A.R., van Reimersdal, E.A., **van Noort, G.**, & Neijens, P.C., (2017). When virtuality becomes reality: Three underlying processes that explain persuasive consequences of augmented reality apps. ICA, San Diego, USA

Strycharz, J., **van Noort, G.**, Helberger, N., & Smit, E. (2017). An exploratory study of personalized marketing from the perspective of the marketer. ICORIA, Ghent, Belgium.

Strycharz, J., **van Noort, G.**, Smit, E., Vliegthart, R., & Helberger, N. (2017). Media effects on public opinion about online privacy. IC2S2, Cologne, Germany.

Vermeer, S., Araujo, T., **van Noort, G.**, & Bernitter, S. (2017). Getting a handle on webcare: Comparing automated content analysis techniques to detect ewom messages. ICORIA, Ghent, Belgium.

Vermeer, S., Araujo, T., **van Noort, G.** & Bernitter, S. (2017). Webcare as a well-oiled machine: A machine learning approach to identify eWOM messages that require a webcare response. Etmaal van de Communicatiewetenschap, Tilburg, The Netherlands.