dr. Zeph M. C. van Berlo

Assistant Professor of Persuasive Communication



Contact information

dr. Zeph M. C. van Berlo

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Academic positions

Assistant Professor of Persuasive Communication (UD1) | 2022 – current

University of Amsterdam

Lecturer (D3) | 2020 – 2022

University of Amsterdam

Junior lecturer (D4) | 2016 – 2020

University of Amsterdam

Education

PhD candidate (PhD) | 2016 – 2020

University of Amsterdam

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

University of Amsterdam

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

Publications[1] (total: 36)

2025 | **From tangibility to proximity: How virtual reality encourages climate-friendly food choices among adolescents**

Zeph van Berlo, Robert Belleman, Joey van der Kaaij, Birthe Lehmann, Annabelle Gielen, Marijn Meijers

Environmental Communication. Advance online publication.

2025 | **Human nature in a virtual world: The attribution of mind perception to avatars**

Komala Mazerant, Zeph van Berlo, Alexander Schouten, Lotte Willemsen

Computers in Human Behavior: Artificial Humans, 6, 100222.

[1] ORCiD: 0000-0002-1008-8654

2025 | **Evolving parasocial relationships with body-positive and fitspirational influencers: A longitudinal study of their impact on body satisfaction**

Priska Breves, Sophie Boerman, Jan-Philipp Stein, Carolin Ischen, Zeph van Berlo

Human Communication Research. Advance online publication.

2025 | **Disclosing the virtual nature of virtual influencers: The effect disclosure prominence and the role of product digitality**

Zeph van Berlo, Priska Breves

Computers in Human Behavior Reports, 19, 100742.

2025 | **Making and breaking parasocial relationships with human and virtual influencers: An experience sampling study**

Priska Breves, Zeph van Berlo

Media Psychology. Advance online publication.

2025 | **Designing effective VR experiences for pro-environmental outcomes: Enhancing self-efficacy through mastering solutions**

Hande Sungur, Zeph van Berlo, Hana Hegyiova, Tilo Hartman

Computers in Human Behavior Reports, 19, 100783.

2025 | **The next media-fueled moral technology panic? News media's and audience's views on ChatGPT**

Roeland Dubèl, Lara Wolfers, Jeroen Jonkman, Zeph van Berlo, Rachid Azrout

AI & Society. 40, 6761–6781.

2025 | **Learning in virtual reality: The relationship between cognitive load, interactivity, and learning outcomes**

Zeph van Berlo, Hande Sungur, Fanni Gyarmati

Journal of Media Psychology, 37(2), 77–88.

2025 | **Mind perception of avatars: A focus group study**

Komala Mazerant, Alexander Schouten, Sanne Smit, Zeph van Berlo, Lotte Willemsen

Immersive Learning Research Network (pp. 123-137).

2025 | **Video games for good: Active perspective-taking fosters empathy and reduces implicit bias towards gendered violence victims**

Sweeney Li, Zeph van Berlo

Entertainment Computing, 100928.

2025 | **Happier and healthier? Investigating the longitudinal impact of body-positive and fitspirational influencers on weight satisfaction, healthy eating, and physical activity**

Priska Breves, Zeph van Berlo, Lauranna Teunissen, Lars König, Brigitte Naderer

Health Communication, 40(12), 2522-2534.

2025 | **Beyond likes: The persuasive potential of romantic parasocial relationships with influencers.**

Priska Breves, Nicole Liebers, Marijn Meijers, Zeph van Berlo

International Journal of Advertising. 44(4), 651-673.

2024 | **Business sustainability performance through augmented reality: A literature review on applications, benefits and challenges**

Amitav Swapnil, Inna Sosunova, Sherah Kurnia, Zeph van Berlo, Manuel Garcia, Ari Happonen

Proceedings of the IEEE 16th International conference on humanoid, nanotechnology, information technology, communication and control, environment, and management (pp. 1-7).

2024 | **The MADE framework: Best practices for creating effective experimental stimuli using generative AI**



Awarded: Journal of Advertising Best Article of the Year Award

Zeph van Berlo, Colin Campbell, Hilde Voorveld

Journal of Advertising, 53(5), 732–753.

2024 | **Advergames and consumer brand engagement: Experiential satisfaction as a mediator of gamified advertising effects**

Zeph van Berlo, Xulan Chen

Journal of Interactive Advertising, 24(3), 238–246.

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

Hande Sungur, Zeph van Berlo, Lisa Marie Lüwa

Cyberpsychology, Behavior, and Social Networking, 27(6), 357-433.

2024 | **When the medium is the message: A meta-analysis of creative media advertising effects**



Nominated: Journal of Advertising Best Article of the Year Award

Zeph van Berlo, Marijn Meijers, Jiska Eelen, Hilde Voorveld, Martin Eisend

Journal of Advertising, 53(2), 278–295.

2024 | **Has the AI revolution started yet? A status report on the use of and the attitudes towards ChatGPT in Dutch society**

Rachid Azrout, Zeph van Berlo, Roeland Dubèl, Jeroen Jonkman,

Lara Wolfers, Susanne Baumgartner

Tijdschrift voor Communicatiewetenschap, 53(3), 267-287.

2024 | **Followers' cognitive elaboration of sponsored influencer content: The significance of argument quality**

Priska Breves, Nicole Liebers, Zeph van Berlo

Journal of Interactive Advertising, 24(3), 203–214.

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

Xinmiao Lan, Zeph 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 van Berlo, Pablo Santiago, Cesar Garcia

IEEE Transactions on Visualization and Computer Graphics, 29(11), 4805-4814.

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

Elles Raaijmakers, Zeph 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 van Berlo, Hannah Bock

Cyberpsychology, Behavior, and Social Networking, 26(6), 440 – 446.

2023 | **Augmented reality brand storytelling: The role of flow in attitude formation and associative learning**

Zeph 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 van Berlo, Eva van Reijmersdal, Guda 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 van Berlo, Eva van Reijmersdal, Martin 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 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**



Nominated: Journal of Advertising Best Article of the Year Award

Zeph van Berlo, Eva van Reijmersdal, Martin Eisend

Journal of Advertising, 50(2), 179-196.

2021 | **Augmented reality-based remote family visits in nursing homes**

Eva Abels, Alexander Toet, Hans Stokking, Tessa Klunder, Zeph 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 van Berlo, Eva van Reijmersdal, Edith 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 van Berlo, Eva 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 van Reijmersdal, Esther Rozendaal, Liselot Hudders, Ini Vanwesenbeeck, Verolien Cauberghe, Zeph van Berlo

Journal of Interactive Marketing, 49, 94-106.

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

Zeph van Berlo, Eva van Reijmersdal, Edith Smit, 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 van Berlo, Eva 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 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 van Berlo, Eva van Reijmersdal, Esther Rozendaal

Tijdschrift voor Communicatiewetenschap, 45(3), 216-236.

Books (total: 1)

2024 | **Virtual influencers**

Priska Breves, Zeph van Berlo

SWOCC

Unpublished work (selection)

Guidance over guidelines? Unpacking the uses and concerns of GenAI in Communication Science

Justin Chun-ting Ho, Hannes Cools, Joanna Strycharz, A. Marthe Möller, Zeph M. C. van Berlo, Sjoerd Stolwijk, Damian Trilling, Theo Araujo

Manuscript under review

Does AI-generated advertising hurt brands? The relationship between perceived authenticity, brand trust, and expected quality

Zeph van Berlo, Demy Vos, Priska Breves

Manuscript under review

Unpublished work (selection)

#virtualinfluencer: A content analysis of virtual influencer disclosures

Lotte Willemsen, Amber Kouwen, Zeph van Berlo

Manuscript under review

Grossvertisements: The effects of disgust appeals in advertising

René H. Jørgensen, Zeph van Berlo

Manuscript under review

Rooting the self: The lasting impacts of nature-embodiment on nature connectedness and pro-environmental behavior



Awarded: Caryl Rusbult award

Isabel Franke, Zeph van Berlo, Catherine Molho, Hande Sungur, Priska Breves, Marijn Meijers

Manuscript under review

Using the persuasive power of social media influencers for eating disorder prevention messages: The role of parasocial relationships and direct addressing

Monique Alblas, Nicole Liebers, Zeph van Berlo, Priska Breves, Michelle Heilig, Franziska Ballbach

Manuscript under review

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

Marijn Meijers, Zeph van Berlo, Hande Sungur, Daan Rubens, Sweeney Li, Lal Barış, Priska Breves

Manuscript under review

Grants | funded (total ± €970.000)

IC Tycoon | ± € 136.000 [funding granted]

Elles Raaijmakers, Anne-Johan Annema, Zeph van Berlo, Thomas Hoen, Georgi Radulov, Tim van der Grinten

NWA Wetenschapscommunicatie 2025

Immersive method for mitigating unhealthy nutritional environments (IMMUNE) | € 50.000 [funding granted]

Zeph van Berlo, Marijn Meijers, Edith Smit, Yuyao Lu, Rob Belleman, Joey van der Kaaij, Joline Beulens

Seed grant, University of Amsterdam

Digital diversity: The impact of ai and human influencers on bias, social equality, and political engagement | € 15.000 [funding granted]

Priska Breves, Zeph van Berlo, Joanna Strycharz

AI in Politics, University of Amsterdam

Grants | funded (total ± €970.000)

Beyond domains: Interdisciplinary XR networking event for young academics | € 8.000 (€4.000 by NWO + € 4.000 WUR) [funding granted]

Nina Rosa, Alexander Klippel, Yan Feng, Zeph van Berlo, Priska Breves, Ifigeneia Mavridou

Scientific Meetings and Consultations 2024, NWO

Science in and with Society: reducing emissions of TExtile Microplastics in the Netherlands (SISTEM-NL) | € 410.000 (€400.000 by UvA + € 10.000 IMPETUS Sustaining Grant) [funding granted]

Lies Jacobs, Antonia Jacobs, Cameron Brick, Zeph 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 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 van Berlo

Starter Grant, University of Amsterdam

Development and validation of the augmented reality experience scale (ARES) | € 5,000 [funding granted]

Zeph van Berlo, Priska Breves, Jan-Philipp Stein

MSI Research Grant, Marketing Science Institute

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

Xinmiao Lan, Zeph van Berlo

Digicomlab Thesis Grant, Digicomlab

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

Hande Sungur, Zeph 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 van Berlo

FMG fonds

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 van Berlo

NWO (KIEM)

Grants | funded (total ± €970.000)

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 van Berlo

RPA Communication: Digital Communication Methods Lab

Awards and honors

Career awards:

- *Mary Alice Shaver Promising Professor Award [2025]* | American Academy of Advertising.

Research awards:

- *Journal of Advertising Best Article of the Year Award [2024]* | American Academy of Advertising.
- *Best conference paper – Research [2022]* | International Association of Immersive Technology Innovation.
- *Wiley - Top cited article 2020-2021 [2021]* | Wiley.
- *ICORIA Grant [2019]* | High-quality advertising research. European Advertising Academy.

Honorary mentions:

- *SWOCC Thesis Prize [2017]* | Best master's thesis in brand communication. SWOCC.

Nominations:

- *Journal of Advertising Best Article of the Year Award [2024]* | American Academy of Advertising.
- *Journal of Advertising Best Article of the Year Award [2021]* | American Academy of Advertising.
- *Best student paper [2018]* | European Advertising Academy.

Teaching awards:

- *Communication Tiger [2018]* | Best Communication Science seminar teacher. Mercurius.
- *Communication Tiger [2017]* | Best Communication Science seminar teacher. Mercurius.

Teaching qualifications [2]

Lecturer in communication science | Aug. 2016 – present (111 months)

University of Amsterdam

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

University teaching qualification | 2022

LEARN! Academy

Teaching and supervision

Tutorial teaching | 2016 - present

Communication science (bachelor & master)

- *Highlight:* Teaching *60+* tutorial groups across 10 communication science courses
  - *Master-level:* Brand communication [13 groups]; Marketing communication [5 groups]; Extending reality Design and applications of immersive media [3 group].
  - *Honours*-level: Pressure cooker: Communication science [7 groups]
  - *Bachelor-level*: Persuasive communication [8 groups]; Methods in communication science & statistics [7 groups]; Research workshop: Survey [6 groups]; The media landscape [5 groups]; Philosophy of science and methodology [3 groups]; Research workshop: Content analysis [4 groups].

(Guest) lecturing | 2017 - present

Communication science (bachelor & premaster)

- *Highlight:* Organizing weekly lectures for ±600 (international and Dutch) students

PhD supervision | 2024 - present

Communication science

Postdoc supervision | 2023 - present

Communication science

Thesis supervision | 2019 - present

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

- *Highlight:* Supervising ± 100 theses

Internship supervision | 2018 - present

Communication science (bachelor)

- *Highlight:* Supervising 21 internships

Development, design, and coordination

Course development and design

Communication science (master)

- Extending reality: Design and applications of immersive media

[2] total fte teaching is 5.62

Development, design, and coordination

Coordination

Communication science (honours & master)

- Research Master Mentor programme
- Brand communication | 2022 - present
- Honours programme communication science | 2020 – present
- Pressure cooker communication science | 2020 - present
- Extending reality: Design and applications of immersive media | 2022 – present

Research activities (selection)

2025 | **Creatief met media: Hoe je met adverteren via fysieke objecten impact kan maken**
Zeph van Berlo
SWOCC Symposium 2025, Amsterdam, the Netherlands [invited speaker]

2024 | **Immersive interventions: Can virtual reality help us envision a sustainable future?**
Zeph van Berlo
Innovation Through Research symposium, Heerlen, the Netherlands [keynote]

2024 | **Will virtual influencers become the future of influencer marketing?**
Priska Breves, Zeph van Berlo
SWOCC presenteert: Virtuele influencers, Amsterdam, the Netherlands [keynote]

2024 | **Virtual reality – Possibilities and limitations of for sustainability communication**
Zeph van Berlo, Marijn Meijers
Environmental Communication Event '24, Amsterdam, the Netherlands [Workshop]

2023 | **Samen naar een duurzamere toekomst?**
Willemijn van Dolen, Zeph van Berlo, Florentine Gillis
Universiteitsdag, University of Amsterdam, the Netherlands [Panel]

2023 | **Branding and advertising — in XR**
Zeph van Berlo
University of Antwerp, Antwerp, Belgium [guest lecture]

2022 | **Speel mee! – Gamificatie in reclame**
Zeph van Berlo
SWOCC symposium 2022 [invited speaker]

2022 | **Gamification: To play or to be played**
Zeph van Berlo
Radboud University, Nijmegen, the Netherlands [guest lecture]

Academic citizenship

Peer reviews

Journal articles reviewed [66]: *Journal of Advertising [28]; International Journal of Advertising [10]; Journal of Interactive Advertising [6]; Journal of Current Issues & Research in Advertising [4]; Psychology & Marketing [3]; Journal of Interactive Marketing [3]; Cyberpsychology [2]; Cyberpsychology, Behavior, and Social Networking [2]; Journal of Environmental Communication [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]; Journal of Advertising Research [2]*

Conferences papers reviewed [45]: *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], 2024 [2] , 2025 [2]; International Augmented and Virtual Reality Conference 2019 [3], 2020 [3], 2022 [1], 2025 [1]; ICA Conference 2022 [1], 2026 [5]; Conversations 2023 [2]; American Academy of Advertising annual conference 2023 [2], 2026 [2]*

Associate Editor

- Journal of Interactive Advertising | 2025

Editorial Review Board

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

Memberships

- The Netherlands - Flanders Communication Association (NeFCA) | 2016 – present
- European Advertising Academy (EAA) | 2017 – present
- American Academy of Advertising (AAA) | 2021 – present
- Het Genootschap voor Reclame (GvR) | 2025 – presen

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

Conferences & symposiums: organized (total: 2)

2025 | **Beyond Domains – XR Research of the Future**

Nina Rosa-de Jong, Alexander Klippel, Yan Feng, Zeph van Berlo, Priska Breves, Ifigeneia Mavridou

Akoesticum, Ede, the Netherlands

2024 | **Annual conference of the DGPuK's advertising communication division**

Priska Breves, Eva van Reijmersdal, Ivana Bušljeta Banks, Alexander Pfeuffer, Alain Starke, Zeph van Berlo

University of Amsterdam, Amsterdam, the Netherlands

Conferences & symposiums: presented (total: 39)

2025 | **The development and effects of parasocial relationships with virtual vs. human influencers: An experience sampling study**

Priska Breves, Quyang Zhao, Zeph van Berlo

International conference on research in advertising, Rotterdam, Netherlands

2025 | **Mind the language: Swearing as a persuasive strategy**

René Heiberg Jørgensen, Zeph van Berlo, Priska Breves

International conference on research in advertising, Rotterdam, Netherlands

2025 | **Does AI-generated advertising hurt brand trust and expected quality?**

Zeph van Berlo, Demy Vos, Priska Breves

International XR-metaverse conference, Maastricht, Netherlands

2025 | **Less is more: Facilitating sustainable food choices through diminished reality**

Yuyao Lu, Zeph van Berlo, Marijn Meijers, Edith Smit

International XR-metaverse conference, Maastricht, Netherlands

2025 | **Evolving parasocial relationships with body-positive and fitspirational influencers: A longitudinal study of their impact on body satisfaction**

Priska Breves, Sophie Boerman, Jan-Phillip Stein, Carolin Ischen, Zeph van Berlo

Annual Conference of the International Communication Association (ICA), Denver, United States

2025 | **Presence in augmented reality: A systematic review of definitions, conceptualizations, and measures**

Daniela An, Priska Breves, Zeph van Berlo

Etmaal van de Communicatiewetenschap, Bruges, Belgium

2025 | **A qualitative exploration of mind perception and avatars**

Komala Mazerant, Alexander Schouten, Sanne Snoeij-Smit, Zeph van Berlo, Lotte Willemsen

Etmaal van de Communicatiewetenschap, Bruges, Belgium

Conferences & symposiums: presented (total: 39)

2025 | **The effectiveness of health belief model in predicting intentions for environmentally sustainable behavior: A meta-analysis**

Sixu Cai, Hao Nguyen, Zeph van Berlo

Etmaal van de Communicatiewetenschap, Bruges, Belgium

2024 | **The development and effects of parasocial relationships with virtual vs. human influencers: An experience sampling study**

Priska Breves, Zeph van Berlo

Annual conference of the DGPuK's advertising communication division, Amsterdam, the Netherlands

2024 | **Business sustainability performance through augmented reality: A literature review on applications, benefits and challenges**

Amitav Swapnil, Inna Sosunova, Sherah Kurnia, Zeph van Berlo, Manuel Garcia, Ari Happonen

IEEE International conference on humanoid, nanotechnology, information technology, communication and control, environment, and management, Baguio City, Philippines

2024 | **Can virtual reality decrease the psychological distance to climate change?**

Sweeney Li, Marijn Meijers, Zeph van Berlo, Hande Sungur, Daan Rubens, Lal Barış, Priska Breves

European Communication Research and Education Association (ECREA) annual conference, Ljubljana, Slovenia

2024 | **Counterfeit chronicles: Describing and explicating counterfeit advertising in the Netherlands**

Alexander Pfeuffer, Edith Smit, Eva van Reijmersdal, Zeph van Berlo, Xiaohua He, Dasha Antsipava

International Conference on Research in Advertising (ICORIA), Thessaloniki, Greece

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

Zeph van Berlo, Colin Campbell, Hilde Voorveld

International Conference on Research in Advertising (ICORIA), Thessaloniki, Greece

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 van Berlo, Ivana Bušljeta Banks

European Marketing Academy (EMAC) annual conference, Bucharest, Romania

Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands

2024 | **Mind perception of avatars: A focus group study**

Komala Mazerant, Alexander Schouten, Sanne Smit, Zeph van Berlo, Lotte Willemsen

Immersive Learning Network, Glasgow, Scotland

Conferences & symposiums: presented (total: 39)

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

Zeph 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 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 van Berlo, Priska Breves, Nicole 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 Raaijmakers, Zeph 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 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 van Berlo, Dimitrios Stikos

International XR conference, Lisbon, Portugal

2022 | **When the medium is the (advertising) message: A meta-analysis of creative media advertising effects**

Zeph van Berlo, Marijn 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 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 van Berlo, Bram Smeets, Omar Niamut

ACM international conference on interactive media experiences, online

Conferences & symposiums: presented (total: 39)

2020 | **Spelen of bespeeld worden? Een meta-analyse van advergame effecten**
Zeph van Berlo, Eva A. van Reijmersdal, Martin Eisend
Etmaal van de Communicatiewetenschap, Amsterdam, the Netherlands

2019 | **Let's talk about our emojis**
Zeph 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 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 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 van Berlo
Supporting Health by Technology (IX), Groningen, the Netherlands

2019 | **Immersive advergames: Persuasiveness of branded immersive virtual reality games**
Zeph 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 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 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 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 van Berlo
Annual Conference of the American Academy of Advertising, New York, United States

Conferences & symposiums: presented (total: 39)

2018 | **Persuasion knowledge in the pocket: The role of smartphone attachment in persuasion knowledge activation by mobile advergames**
Zeph 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 advergames**
Zeph 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 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 van Berlo
Etmaal van de Communicatiewetenschap, Tilburg, the Netherlands

2016 | **Are they even looking? Why disclosing product placement triggers resistance**
Zeph van Berlo, Marieke L. Fransen, Sophie C. Boerman, Eva A. van Reijmersdal, Loes Janssen
Etmaal van de Communicatiewetenschap, Amsterdam, the Netherlands

Popular scientific writing (selection)

2025 | **Hoe een klein speentje in een grote doos je merk kan schaden**
Zeph van Berlo
SWOCC

2024 | **Vijf redenen waarom jouw merk virtuele influencers zou moeten omarmen**
Zeph van Berlo, Priska Breves
SWOCC

2023 | **Black Friday komt er weer aan—En deze fout wil je als adverteerder dit jaar niet maken**
Zeph van Berlo
SWOCC

2023 | **Ook merken willen bevriend zijn met Barbie – en dat zien we overal**
Zeph van Berlo
SWOCC

2023 | **Opgaan in het merkverhaal: AR als sleutel tot overtuigende brand storytelling**
Zeph van Berlo
SWOCC

Popular scientific writing (selection)

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

Zeph van Berlo

Communicating Communication

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

Zeph van Berlo

Communicating Communication

Media exposure (selection)

2025 | **Virtuele influencers [interview]**

Zeph van Berlo, Priska Breves

Vakblad C#7, Logeion.

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

Zeph van Berlo

Roeters Eiland Campus / Impact.

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

Zeph van Berlo

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

2019 | **Aldus – Woordgebruik [interview]**

Zeph van Berlo

Andre Nientied, Het Parool