

# Curriculum Vitae Dr. Frans Folkvord

## Personalialia

Dr. Frans Folkvord  
24-07-1986  
Kristiansand (Norway)

Post-doc Researcher  
Behavioural Science Institute / BSI  
Radboud University  
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Lecturer  
Communication Science  
VU Amsterdam  
Netherlands.

Assistant Professor  
Applied Social Science and Behavioural  
Economic Research, Open University of Catalonia  
Barcelona  
Spain.

## Academic and Research Appointments

- |                                   |   |
|-----------------------------------|---|
| <i>February '17 - October '17</i> | Lecturer, Communication Science, VU Amsterdam, The Netherlands.   |
| <i>June '15 - present</i>         | Post-doc researcher and lecturer, Behavioural Science Institute (BSI), Communication Science, Radboud University, Nijmegen, The Netherlands.  |
| <i>June '15 - present</i>         | Assistant Professor, Applied Social Science and Behavioural Economic Research, Open University of Catalonia, Barcelona, Spain.  |
| <i>November '14 - June '15</i>    | Research associate Applied Social Science and Behavioural Economic Research, Open University of Catalonia, Barcelona, Spain. Worked on the report for the European Commission: "Study on the impact of marketing through social media, online games and mobile applications on children's behaviour (EAHC/FWC/2013 85 08)." |
| <i>January '17 – present</i>      | Proposer for a Veni (national research grant).  |
| <i>June '16 – present</i>         | Primary proposer Horizon2020 SC1-PM- 07-2017 (Promoting mental health and well-being in the youth)  |

- June '16 – present* Primary proposer Horizon2020 SFS-39-2017 (How to tackle the childhood obesity epidemic?)
- September '11 – January '16* PhD candidate, Behavioural Science Institute (BSI), Communication Science, Radboud University, Nijmegen, The Netherlands.
- Title Project: “Individual Susceptibility to Food advertising”.
- 1<sup>st</sup> year of PhD-project conducted at Amsterdam School of Communication Research (ASCoR), Faculty of Social and Behavioural Sciences, University of Amsterdam.*
- March '15 – present* Secondary proposer COST Action Proposal OC-2015-1-19772 "European network for Young Consumer Socialisation”
- September '11 – present* Lecturer “Research and Intervention Methodology”, Radboud University Nijmegen.
- September '11 – present* Lecturer “Research and Intervention Methodology for Management & Law”, Radboud University Nijmegen.
- January '11 – October '11* Research assistant Prof. Dr. Wout Ultee, Sociology, Radboud University Nijmegen. Statistical calculations farewell speech.
- January '11 – present* Research assistant Prof. Dr. Wout Ultee, Sociology, Radboud University Nijmegen. Statistical analyses data DNO.

## Teaching

### Teaching and supervision

- July 2016 – present* Co-promoter of PhD candidate Alexandra Theben, University of Catalunya (Spain).
- May 2016 – present* Co-promoter of PhD candidate Eva Alblas, Radboud University Nijmegen
- June 2015 – present* Supervision of students writing MA-thesis, Communication Science, Psychology, and Communication and Information Studies, Radboud University Nijmegen.
- June 2015 – present* Supervision of students writing BA-thesis, Communication Science, Psychology, Radboud University Nijmegen.
- June 2015 – present* Development and teaching of *Experimental Designs*, an international undergraduate course Communication Science, Radboud University.
- June 2015 – present* Development and teaching of *Integration Seminar 3: Experiments*, an undergraduate course Communication Science, Radboud University.

*June 2015 – present* Development and teaching of *Issues in Communication Science*, an undergraduate course Communication Science, Radboud University.

*Sept. 2008 – Aug. 2015* Teaching *Research and Intervention Methodology*, undergraduate course Business Administration, Radboud University

## Education

*September '11 – January '16* PhD (*cum laude*) at Behavioural Science Institute (BSI), Communication Science, Radboud University, Nijmegen, The Netherlands.  
1<sup>st</sup> year PhD-project conducted at Amsterdam School of Communication Research (ASCoR), Faculty of Social and Behavioural Sciences, University of Amsterdam.

- Dissertation: “Children’s reactivity to embedded food cues in advergames”.
- Promoters: Prof. Dr. Moniek Buijzen and Dr. Doeschka Anschutz.

*September '09 – May '11* Research Master “Social and Cultural Science”, Radboud University, Nijmegen.

- Average Grade: 8.1
- Master’s Thesis: “Disentangling the Gordian Knot of income inequality”.

*September '08 – August '09* Additional Courses Sociology, Radboud University, Nijmegen.

*September '07 – June '08* Master “Sport Psychology” Radboud University, Nijmegen.

- Average Grade: 7.8
- Master’s Thesis: “Motivation and Enjoyment in Tennis”.

Additional courses “Psychological Factors/Mental training” at the University Amsterdam (VU)

*September '04 – August '07* Bachelor Sport Psychology, Radboud University, Nijmegen

Additional courses “Sport Psychology” University Amsterdam (VU).  
“Talent and the development of talent”, University Amsterdam (VU).

## Additional Employment

### **Sportpsychology:**

*September '14– present* Sport Psychologist “Tennisschool Regio-Zuid”, Echt.

- Activities: Presentation of workshops and personal assistant of players and trainers, mental training talented

players regarding motivational factors, coping with emotions and relaxation exercises.

*November '11 – present*

Lecturer Sport and Performance Coaching; Fontys Hogeschool, Eindhoven.

*September '11 – present*

Sport Psychologist “Trivelo”, Eindhoven.

- Activities: Presentation of workshops and personal assistant of players and trainers, mental training talented players regarding motivational factors, coping with emotions and relaxation exercises.

*September '11 – present*

Sport Psychologist Dutch Association of Icelandic Horses.

- Activities: Presentation of workshops and personal assistant of players and trainers, mental training talented players regarding motivational factors, coping with emotions and relaxation exercises.

*October '10– present*

Sport Psychologist “Performenz-Institute.

*September '10 – present*

Sports Psychologist “Tennis Academy Maximum”, Nijmegen.

- Activities: Presentation of workshops and personal assistant of players and trainers, mental training talented players regarding motivational factors, coping with emotions and relaxation exercises.

*August '08– present*

Sports Psychologist “Tennis Academy Maascourt”, Noord-Limburg.

- Activities: Presentation of workshops and personal assistant of players and trainers, mental training talented players regarding motivational factors, coping with emotions and relaxation exercises.

*August '08– present*

Sport Psychologists individual athletes in all kind of sport areas.

**Semi-professional tennis player:**

Hoofdklasse TV Wettenseind 2006 – 2008.

2<sup>e</sup> klasse mixed, landelijke competitie: 2009 – 2011

1<sup>e</sup> klasse mixed, landelijke competitie: 2012 - present

Elite level Tennisklubb Holmenkollen

(Oslo, Norway) 2006 - 2010

Regionalliga GHTC (Monchengladbach, Germany) 2016 – present.

## Publications

### International journal publications

- Folkvord, F.**, Lupiáñez-Villanueva, F., Codagnone, C., Bogliacino, F., Veltri, G., & Gaskell, G. (2017). Does a 'protective' message reduce the impact of an advergame promoting unhealthy foods to children? An experimental study in Spain and The Netherlands. *Appetite*, *112*, 117-123.
- Folkvord, F.**, Anastasiadou, D. T., & Anshütz, D. (2017). Memorizing fruit: The effect of a fruit memory-game on children's fruit intake. *Preventive Medicine Reports*, *5*, 106-111.
- Livingstone, S., Ólafsson, K., Helsper, E. J., Lupiáñez-Villanueva, F., Veltri, G. A., & **Folkvord, F.** (2017). Maximizing Opportunities and Minimizing Risks for Children Online: The Role of Digital Skills in Emerging Strategies of Parental Mediation. *Journal of Communication*.
- Folkvord, F.**, Anshütz, D. J., Boyland, E., Kelly, B., & Buijzen, M. (2016). Food advertising and eating behavior in children. *Current Opinion in Behavioral Sciences*, *9*, 26-31.
- Folkvord, F.**, Anshütz, D. J., & Buijzen, M. (2016). The association between BMI development among young children and (un) healthy food choices in response to food advertisements: a longitudinal study. *International Journal of Behavioral Nutrition and Physical Activity*, *13*(1), 1.
- Folkvord, F.**, Veling, H. & Hoeken, H. (2016). Targeting implicit eating-related processes in children to reduce unhealthy eating. *Health Psychology*, *35* (8), 919-922
- Folkvord, F.**, Anshütz, D.J., Wiers, R.W. & Buijzen, M. (2015). The role of attentional bias in the effect of food advertising on actual food intake among children. *Appetite*, *84*, 251-258.
- Folkvord, F.**, Anshütz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (2014). Impulsivity, "Advergames", and food intake. *Pediatrics*, *133* (6), 1007-1012. doi:10.1542/peds.2013-3384.
- Folkvord, F.**, Anshütz, D. J., Buijzen, M. & Valkenburg, P. M. (2013). The effect of playing advergames that promote energy-dense snacks or fruit on actual food intake among children. *American Journal of Clinical Nutrition*, *97*, 239-245. doi:10.3945/ajcn.112.047126.

### International publications

- Interim Report European Commission. (2015). *Interim report on the study on the impact of marketing through social media, online games and mobile applications on children's behavior*. Brussel, Belgium: Author.

### National journal publications

- Folkvord, F** & Steenbergen, B.(2011). Motivation and Enjoyment in Tennis. *Sport Psychology Bulletin*, *22*, 15-27.

**Folkvord, F.** (2011). Increased income inequality in European Countries. *Spanning, the Scientific Journal of The Socialist Party, 11*, 7-11.

### Manuscripts in under review and in progress

#### Under review

Theben, A., Lupianez-Villanueva, F., Codagnone C., **Folkvord, F.**, Veltri G., & Gaskel, G. A systematic review of online marketing to children. *Manuscript under review.*

Theben, A., Lupianez-Villanueva, F., Codagnone C., **Folkvord, F.**, Veltri G., & Gaskel, G. An in depth analyses of online marketing practices. *Manuscript under review.*

**Folkvord, F.**, Anschutz, D.J. & Buijzen, M. Attentional bias for food cues in advertising among overweight and hungry children. *Manuscript under review.*

**Folkvord, F.** & van 't Riet, J. The Persuasive Advertising Effect of Advergimes Promoting Unhealthy Foods Among Children: A Meta-Analysis. *Manuscript under review.*

#### In preparation

**Folkvord, F.**, Anschutz, D.J. & Buijzen, M. The long-term effects of inhibiting responses to energy-dense food while playing an advergime promoting energy-dense food. *Manuscript in preparation.*

**Folkvord, F.**, Van 't Riet, J. The effect of advergimes promoting food on eating behavior: A meta-analysis. *Manuscript in preparation.*

**Folkvord, F.**, et al. The effect of a protective measure in mobile applications on consumption behavior among children in the Netherlands. *Manuscript in preparation.*

**Folkvord, F.**, et al. The effect of a protective measure in mobile applications on consumption behavior among children in Spain. *Manuscript in preparation.*

**Folkvord, F.**, et al. Parental coping styles with marketing to children through social media, online games and mobile applications. *Manuscript in preparation.*

**Folkvord, F.**, et al. How Vloggers advertise for unhealthy snacks and affect youth. *Manuscript in preparation.*

**Folkvord, F.**, et al. The role of reward sensitivity in the effect of food advertisement on snack intake among children. *Manuscript in preparation.*

### Books and chapters

**Folkvord, F.**, Anschutz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (forthcoming). Impulsivity, "Advergimes", and food intake. In P. Vash (ed.). *Understanding children's obesity: Nature & nurture, research & remedies* .

### Grants:

"What's up Neighbours" research incentive grant to conduct one scientific experiment, resulting in the following future publication:

## Nominations

Best student paper award nomination 2015 at the Etmaal, annual conference for Dutch and Belgium Communication Science.

## Invited presentations

**Folkvord, F.** (June, 2015). Individual Susceptibility to Food Advertisements. Invited speaker, Symposium Food Marketing at ISBNPA 2015, Edinburgh, Scotland.

## Peer-reviewed posters and presentations

**Folkvord, F.**, Anschütz, D.J., Wiers, R.W. & Buijzen, M. (2015). The role of attentional bias in the effect of food advertising on actual food intake among children. *Paper presentation accepted at the International Convention of Psychological Science (ICPS), Amsterdam, The Netherlands.*

**Folkvord, F.**, Anschütz, D.J. & Buijzen, M. Attentional bias for food cues in advertising among overweight and hungry children. *Paper presentation accepted at the British Feeding and Drinking Group, Wageningen, The Netherlands.*

**Folkvord, F.**, Anschütz, D.J. & Buijzen, M. Attentional bias for food cues in advertising among overweight and hungry children. *Paper presentation at the Etmaal, Antwerpen, Belgium.*

**Folkvord, F.**, Anschütz, D.J., Wiers, R.W. & Buijzen, M. (2014). The role of attentional bias in the effect of food advertising on actual food intake among children. *Paper presentation at the conference for the Society for the Study of Ingestive Behavior, Seattle, United States of America.*

**Folkvord, F.**, Anschütz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (2014). Impulsivity, Advergaming, and food intake. *Paper presentation at the conference for the Society for the Study of Ingestive Behavior, Seattle, United States of America.*

**Folkvord, F.**, Anschütz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (2014). Impulsivity, Advergaming, and food intake. *Paper presentation at the the 64<sup>th</sup> annual conference of the International Communication Association (ICA), Seattle, United States of America.*

**Folkvord, F.**, Anschütz, D.J., Wiers, R.W. & Buijzen, M. (2014). The role of attentional bias in the effect of food advertising on actual food intake among children. *Paper presentation at the British Feeding and Drinking Group, Portsmouth, United Kingdom.*

**Folkvord, F.**, Anschütz, D.J., Wiers, R.W. & Buijzen, M. (2014). The role of attentional bias in the effect of food advertising on actual food intake among children. *Paper presentation at the Etmaal, Wageningen, The Netherlands.*

**Folkvord, F.**, Anschütz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (2014). Impulsivity, “Advergaming”, and food intake. *Paper presentation at the Etmaal, Wageningen, The Netherlands.*

**Folkvord, F.**, Anschütz, D. J., Buijzen, M. & Valkenburg, P. M. (2013). The effect of playing advergames that promote energy-dense snacks or fruit on actual food intake among children. *Paper presentation at the 63<sup>rd</sup> annual conference of the International Communication Association (ICA), London, United Kingdom*

**Folkvord, F.**, Anschütz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (2013). Impulsivity, “Advergames”, and food intake. *Paper presentation at the British Feeding and Drinking Group, Loughborough, United Kingdom.*

**Folkvord, F.**, Anschütz, D. J., Buijzen, M. & Valkenburg, P. M. (2013). The effect of playing advergames that promote energy-dense snacks or fruit on actual food intake among children. *Paper presentation at the Etmaal, Rotterdam, The Netherlands.*

**Folkvord, F.**, Anschütz, D. J., Buijzen, M. & Valkenburg, P. M. (2012). The effect of playing advergames that promote energy-dense snacks or fruit on actual food intake among children. *Paper presentation at the British Feeding and Drinking Group, Brighton, United Kingdom.*

### Scientific collaborations

#### **Within Behavioural Science Institute:**

Dr. H. Veling: *Can a short stop go-task reduce the effect of food marketing on children?*

#### **Nationally:**

Prof. Dr. Finkenauer, C. (Utrecht University), Prof. Dr. De Wit, J.B.F. (Utrecht University), Dr. Simons, M. (Utrecht University), T.Lamberts, J. Severs (Grendel Games): *Collaboration for a call from the Dutch Heart Foundation.*

Prof. Dr. R.W. Wiers (University of Amsterdam): *The role of attentional bias in the effect of food advertisement on children’s food intake.*

Dr. C. Nederkoorn (Maastricht University): *The role of impulsivity in the effect of food advertisement on children’s food intake.*

Prof. Dr. H. Hoeken (Utrecht University): *The role of transportation in the effect of food advertisement on children’s food intake.*

#### **Internationally:**

Two large consortiums for H2020-proposals (>15 participating partners, including researchers, private and public partners, inter- and national institutes).

Prof. Dr. J. Harris., Dr. E. Boyland, Prof. Dr. B. Kelly: *Exploring the behavioral and health impacts of children’s energy-dense food marketing exposure using a structured logic model.*

Prof. Dr. C. Codagnone, Prof. Dr. G. Gaskell, Prof. Dr. Livingstone, S., Dr. F. Flupianez-Villa, Prof. Dr. F. Bogliacino, Prof. Dr. L. Bonatti: *Study on the impact of marketing through social media, online games and mobile applications on children's behavior.*

Prof. Dr. Kathleen Beullens, Prof. Dr. Steven Eggermont: *The role of reward sensitivity on the effect of food advertising on eating behavior among children.*



### **Other academic activities:**

- October '12 - June '15.* Member of the dissertation award committee of the Netherlands and Flanders School of Communication Research (NEFCA).
- October '12 - June '15* Member of the research master thesis award committee of the Behavioural Science Institute (BSI).
- February '12 – present*
- Journal Reviewer
- *Appetite*
  - *Journal of Media and Communication Studies*
  - *International Journal of Behavioral Nutrition and Physical Activity*
  - *American Journal of Clinical Nutrition*
- November '11 – present*
- Conference reviewer
- *Etmaal van de Communicatiewetenschap*
  - *Annual conference of the International Communication Association*

### **Languages:**

Fluently Dutch and English, both speech and writing. Finished the research master “Social and Cultural Sciences”. I have some knowledge of German, Spanish, Norwegian and French.

### **Skills:**

I control the following computer skills: SPSS, Microsoft Office (Word, PowerPoint and Excel), Lisrel, MLWin, JRule, Endnote, E-prime.

### **Sports and Interests:**

Tennis, soccer, running, swimming, fitness.

Reading, cooking, teaching, to give presentations, watching movies, travelling.