

# Curriculum Vitae Dr. Frans Folkvord

## Personalia

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

Lecturer and researcher  
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>January '18 - present</i>	Lecturer and Researcher, Communication Science, VU Amsterdam, The Netherlands.
<i>February '17 - September '17</i>	Lecturer and Researcher, Communication Science, VU Amsterdam, The Netherlands.
<i>June '15 - September '18</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>September '11 – January '16</i>	PhD candidate, Behavioural Science Institute (BSI), Communication Science, Radboud University, Nijmegen, The Netherlands.  Title Project: "Individual Susceptibility to Food advertising".  <i>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.</i>

<i>September '11 – present</i>	Lecturer “Research and Intervention Methodology”, Radboud University Nijmegen.
<i>September '11 – present</i>	Lecturer “Research and Intervention Methodology for Management & Law”, Radboud University Nijmegen.
<i>January '11 – October '11</i>	Research assistant Prof. Dr. Wout Ultee, Sociology, Radboud University Nijmegen. Statistical calculations farewell speech.
<i>January '11 – present</i>	Research assistant Prof. Dr. Wout Ultee, Sociology, Radboud University Nijmegen. Statistical analyses data DNO.

## Teaching

### Teaching and supervision

<i>May 2017 - present</i>	Co-promoter of PhD candidate Clara Fauli, University of Catalunya (Spain).
<i>July 2016 – present</i>	Co-promoter of PhD candidate Alexandra Theben, University of Catalunya (Spain).
<i>May 2016 – present</i>	Co-promoter of PhD candidate Eva Alblas, Radboud University Nijmegen
<i>February 2017- September 2017</i>	Supervision of students writing BA-thesis, Communication Science, Vrije Universiteit Amsterdam.
<i>February 2017 – present</i>	Supervision of students writing MA-thesis, Communication Science, Vrije Universiteit Amsterdam.
<i>June 2015 – present</i>	Supervision of students writing MA-thesis, Communication Science, Psychology, and Communication and Information Studies, Radboud University Nijmegen.
<i>June 2015 – present</i>	Supervision of students writing BA-thesis, Communication Science and Psychology, Behavioural Science Institute, Radboud University Nijmegen.
<i>January 2018 – present</i>	Development and teaching of <i>Public Relation</i> , Communication Science, Vrije Universiteit Amsterdam.
<i>January 2018 – present</i>	Development and teaching of <i>Gezondheidsvoorlichting</i> , Communication Science, Vrije Universiteit Amsterdam.
<i>January 2018 – present</i>	Development and teaching of <i>Science for Impact</i> , Communication Science, Vrije Universiteit Amsterdam.
<i>January 2018 – present</i>	Development and teaching of <i>Science for Impact</i> , Communication Science, Vrije Universiteit Amsterdam.

- February 2017 – present* Development and teaching of *Communication Campaign & Research*, Communication Science, Vrije Universiteit Amsterdam.
- June 2015 – present* Development and teaching of *Theories of Media Effects* an undergraduate course Communication Science, Radboud University.
- 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, Behavioural Science Institute, Radboud University Nijmegen.
- June 2015 – present* Development and teaching of *Issues in Communication Science*, an undergraduate course Communication Science, Behavioural Science Institute, 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).

## Publications

### International journal publications

**Folkvord, F.**, & van’t Riet, J. (2018). The persuasive effect of advergames promoting unhealthy foods among children: A meta-analysis. *Appetite*.

Carrion, C., **Folkvord, F.**, Anastasiadou, D., & Aymerich, M. (2018). Cognitive therapy for dementia patients: A systematic review. *Dementia and geriatric cognitive disorders*, 46(1-2), 1-26.

Alblas, E., **Folkvord, F.**, Anschütz, D. J., van’t Riet, J., Granic, I., Ketelaar, P., & Buijzen, M. (2018). Investigating the impact of a health game on implicit attitudes towards food and food choice behaviour of young adults. *Appetite*.

Anastasiadou, D., **Folkvord, F.**, & Lupiañez-Villanueva, F. (2018). A systematic review of mHealth interventions for the support of eating disorders. *European Eating Disorders Review*.

Alblas, E. E., **Folkvord, F.**, Anschütz, D. J., Ketelaar, P. E., Granic, I., Mensink, F., ... & van ‘t Riet, J. P. (2017). User statistics for an online health game targeted at children. *Games for health journal*, 6(5), 319-325.

**Folkvord, F.**, Lupiañez-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., & Anschütz, 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., Lupiañez-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.**, Anschütz, 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.**, Anschütz, 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.**, 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. *Appetite, 84*, 251-258.
- Folkvord, F.**, Anschütz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (2014). Impulsivity, “Advergaming”, and food intake. *Pediatrics, 133* (6), 1007-1012. doi:10.1542/peds.2013-3384.
- Folkvord, F.**, Anschütz, D. J., Buijzen, M. & Valkenburg, P. M. (2013). The effect of playing advergaming 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.

### Manuscripts under review and in preparation

#### Under review

- Theben, A., **Folkvord, F.**, Lupianez-Villanueva, F., Codagnone C., Veltri G., & Gaskel, G. A systematic review of online marketing to children. *Manuscript under review.*
- Theben, A., **Folkvord, F.**, Lupianez-Villanueva, F., Codagnone C., Veltri G., & Gaskel, G. An in depth analyses of online marketing practices. *Manuscript under review.*
- Folkvord, F.**, Anschütz, 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 effect of advergaming promoting food on eating behavior: A meta-analysis. *Manuscript under review (revised and resubmitted).*
- Folkvord, F.**, et al. How Vloggers advertise for unhealthy snacks and affect eating behaviour among youth. *Manuscript under review (revised and resubmitted).*
- Folkvord, F.**, Lupianez-Villanueva, F., Codagnone C., Veltri G., & Gaskel, Experimental evidence on measures to protect consumers of online gambling services: beyond individual level 'nudges'. *Manuscript under review (revised and resubmitted).*
- Folkvord, F.**, Veltri, G.A., Lupiáñez-Villanueva, F., Codagnone, C., Bogliacino, F., Tornese, P. The effects of ecolabels on environmentally- and health-friendly cars: An online survey and two experimental studies. *Manuscript under review.*
- Folkvord, F.**, & Laguna-Camacho, A. The effect of a memory-game with images of vegetables on children's vegetable intake: An experimental study. *Manuscript under review.*
- Haga, G., **Folkvord, F.**, & Theben, A. Can Garfield make children eat healthier? A randomized controlled trial to examine the effect of a serious health game on children's eating behavior. *Manuscript under review (revised and resubmitted).*
- Folkvord, F.**, Anastasiadou, D. T., et al. Behavioral therapy for Dementia Patients. A systematic review. *Manuscript under review.*
- Folkvord, F.**, Anastasiadou, D. T., et al. Emotion therapy for Dementia Patients. A systematic review. *Manuscript under review.*

Alblas, E. E., **Folkvord, F.**, Anschütz, D. J., Ketelaar, P. E., Granic, I., ... & van 't Riet, J. P. (2017). A health game targeting adolescent's IAs and snack choices: an RCT study. *Manuscript under review.*

### **In preparation**

**Folkvord, F.** A systematic review of promotion techniques of healthy food among children: a theoretical framework. *Manuscript under review.*

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

**Folkvord, F.** & Anschutz, A. How a cooking-program can affect children's food choices: An experimental study. *Manuscript in preparation.*

**Folkvord, F.** & De Bruine, M., & Morrie, S. The effect of healthy foods in social media: A natural experiment among children. *Manuscript in preparation.*

Samson, L., **Folkvord, F.**, & Buijzen, M. Priming children with healthy foods: effects on actual consumption behaviour in a canteen. *Manuscript in preparation.*

Codagnone C., **Folkvord, F.**, Lupianez-Villanueva, F., Veltri G., & Gaskel. 'Nudges' as a policy instrument to overcome cognitive biases: the effects and disadvantages *Manuscript in preparation.*

Bonatti, L., **Folkvord, F.**, Lupianez-Villanueva, F., Codagnone C., Veltri G., & Gaskel. The effect of a protective measure in mobile applications on consumption behavior among children in Spain. *Manuscript in preparation.*

**Folkvord, F.**, et al. Early detection, diagnosis and treatment of autism disorder spectrum: A systematic review. *Manuscript in preparation.*

Laguna-Camacho, A., & **Folkvord, F.** Priming hungry people with healthy foods: The effects on actual consumption behaviour among students. *Manuscript in preparation.*

**Folkvord, F.**, Lupianez-Villanueva, F., Veltri G., Codagnone C., & Gaskel. Nudging people to be more aware of the ecological footprint of their food consumption behavior. *Manuscript in preparation.*

**Folkvord, F.**, Lupianez-Villanueva, F., Veltri G., Codagnone C., & Gaskel. Behavioral economics and online consumption behavior. *Manuscript in preparation.*

Theben, A., **Folkvord, F.**, & Lupianez-Villanueva, F. Overcoming heuristics and cognitive biases in online news consumption. *Manuscript in preparation.*

Theben, A., **Folkvord, F.**, & Lupianez-Villanueva, F. A systematic review on the scientific literature with regard to media literacy and disinformation. *Manuscript in preparation.*

Fauli, C., **Folkvord, F.**, & Lupianez-Villanueva, F. The effect of remote voting on participation rate in the European Parliament elections. *Manuscript in preparation.*

Fauli, C., **Folkvord, F.**, & Lupianez-Villanueva, F. An experimental study to establish how citizen experience remote voting for the European Parliament elections. *Manuscript in preparation.*

**Folkvord, F.**, Lupianez-Villanueva, F., Veltri G., Codagnone C., & Gaskel. Behavioral economics and online consumption behavior. *Manuscript in preparation*.

### Books and chapters

**Folkvord, F (in process; planned date for sales is June 2019, invited as editor).** The Psychology of Food marketing and Overeating (working title).

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. In D. Peng and Z. Lei (ed.) (2018). *Social media Studies*. Sage Publications

**Folkvord, F.**, Anshütz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (2015). Impulsivity, “Advergaming”, and food intake. Vash, P. D. (Ed.). *The Childhood Obesity Epidemic: Why Are Our Children Obese—And What Can We Do About It?*. CRC Press.

**Folkvord, F.** (2016). *Children's reactivity to embedded food cues in advergaming* (Doctoral dissertation). Retrieved from: Radboud Repository (<https://repository.ubn.ru.nl/bitstream/handle/2066/149342/149342.pdf>)

### International Reports

Lupianez-Villanueva, F., Gaskell, G., Veltri, G. A., Theben, A., **Folkvord, F.**, Bonatti, L., ... & Codagnone, C. (2016). Study on the impact of marketing through social media, online games and mobile applications on children's behaviour. Interim Report European Commission: Brussel.

Lupianez-Villanueva, F., **Folkvord, F.**, & Fauli, C. (under review). Benchmarking Deployment of eHealth among General Practitioners. Report European Commission: Brussel.

### 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.

### Tenders and Grants

#### Granted and conducted/in progress

**Study on the “Exposure of children to linear, non-linear and online marketing of foods high in fat, salt or sugar”:** European Commission, DG SANTE. The purpose of the study is to get a thorough understanding of the exposure and effects of food marketing through linear, non-linear audiovisual media services and online services across Europe (incl. USA, UK, and Australia). Together with a team of experts both qualitative and quantitative studies will be conducted to examine the effect of online food marketing on children’s eating behavior.

**Study on “The impact of marketing through social media, online games and mobile applications on children's behaviour”** European Commission, DG SANTE. The study aims to explore the impact of the new and dynamic channels of online marketing to children (i.e. advergaming and in-app

purchase), as well as to test the protective measures that may alleviate children vulnerability in relation to sophisticated online marketing". It consists of: A systematic review of the scientific literature and a review of policies and legislation in 31 European countries; Focus Groups with children and parents (separately) conducted in 8 European countries (8 kids and 8 parents in each country, 64 kids – 64 parents, 128 in total); Survey of parents in 8 European Countries (N=6400); Three laboratory experiments with children (2 in the Netherlands and one in Spain) for a total of 420 children.

**Study on "Test of communications tools for Environmental footprint information"**, European Commission, DG Environment. The study seeks to enhance the consistency in the presentation of environment-related information and harmonise the various footprint methods currently used in Europe. Several field and laboratory behavioural experiments will be conducted to this aim.

**Study on the "Empowerment of Youth on Renewable Energy for Sustainable Societies"**: ERASMUS+. The purpose of the study is to design and test e-learning methodologies to train and empower youth to set up programs about usage of renewable energy for sustainable societies. In addition, new evaluation models will be tested and improved to analyze the effectiveness of the e-learning methodologies.

**Study on the "Benefits and drawbacks of remote voting solutions to support the preparation of a best practice guide for the use of digital tools to facilitate the exercise of EU citizens' political rights"**: European Commission, DG JUST. The purpose of the study is to collect data on the legal provisions and administrative practices in the Member States concerning remote voting solutions, the technical solutions actually trialed and/or implemented, and to survey Member State policies, experience and attitudes to such solutions, in order to assess how the EU can best support remote voting solutions where they are provided for in the Member States.

**Study on "Online gambling and adequate measures for the protection of consumers of gambling services"**. European Commission, DG Market. Headed proposal drafting and built consortium; Scientific Director of the project (research team comprising 6 post-doctoral researchers). One Laboratory experiment and one online experiment, both designed as randomised control trials, to test using behavioural measures the impact of regulatory options.

**Study on "European Union Low Emitting Cars (EULES)"**, European Commission, DG Environment. The study will explore in a survey what characteristics people find relevant when buying a new car, with regard to the emission of the car. In addition, it will test in an online experiment the effectiveness of different labels aimed at communicating the emission of cars.

**Study on "mHealth: opportunities and Challenges" - Recercaixa**. Information and Communication Technologies (ICT) and especially smartphones are part of our daily lives. Therefore, health and health system are embedded within this trend. Citizens, patients, healthcare organizations, health professionals and managers and policymakers approach the usage of mobile technologies (mHealth) as an opportunity to improve patients' quality of life, quality of care and health while maintaining the sustainability, equity and accessibility to health systems. However, the available scientific evidence is not yet sufficient to achieve a widespread use of mHealth in our health system. In this context, the aim of this study is to analyse access, adoption, usage, and effect of mHealth technologies in order to improve lifestyles (e.g., eating behaviour, exercise).

#### Under review:

Study on **"Promoting Fruit and Vegetables Among Children: Developing and Testing a Theoretical Model That Explains and Predicts Whether, How and When Food Promoting Techniques Increase Young Children's Fruit and Vegetables Intake"** NWO: Veni. Submitted August 2018.



Study on “**iSMILE: IoT based Smart Mental health Interventions for resILient Employees**”. H2020. Submitted April, 2018.

### **Not granted:**

Study on “**SUNBOW: Smart User-centred iNterventions for Behavioural & Organizational change in healthcare Workspaces.**” H2020. Submitted April, 2018.

Study on “**VRelief: Improving quality of life of cancer patients with bone metastasis by Virtual Reality treatment for pain management.**” H2020. Submitted April, 2018.

Study on “**Healthy Adware: Improving youth’s mental health through improving dietary intake**”: H2020. Submitted 2017.

Study on “**Healthy Food Promotion: Curbing the Childhood Obesity Epidemic: Improving Fruit and Vegetable Intake by Food Promotion**”: H2020. Submitted 2017.

Study on “**Promoting Fruit and Vegetables Among Children: Developing and Testing a Theoretical Model That Explains and Predicts Whether, How and When Food Promoting Techniques Increase Young Children’s Fruit and Vegetables Intake**” NWO: Veni. Submitted 2017.

### **Personal 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.

Best dissertation award nomination 2016 at the Etmaal, annual conference for Dutch and Belgium Communication Science.

### **Invited presentations**

**Folkvord, F.** (November, 2018). Effect of food marketing on children. Invited speaker, International Conference EGEA, Lyon, 2018.

**Folkvord, F.** (June, 2017). Effect of food marketing on children. Invited speaker, Work meeting WHO, Dublin 2017.

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

### **Peer-reviewed posters and presentations**

**Folkvord, F.**, et al. (2018). The effect of a memory-game with fruit on fruit intake among children. *Paper presentation at the conference for the Society for the Study of Ingestive Behavior, Bonita Springs, Florida, United States of America.*

- Folkvord, F.,** Anschütz, D.J. & Buijzen, M. (2018). The effect of a memory-game with fruit on fruit intake among children. *Paper presentation accepted at the British Feeding and Drinking Group, Lyon, France*
- Folkvord, F.,** Haga, G., & Theben, A.. (2018). The effect of a serious health game on lifestyle among children. *Paper presentation at the Etmaal, Ghent, Belgium.*
- Folkvord,F.,** et al. (2017). The effect of a memory-game with fruit on fruit intake among children. *Paper presentation accepted at the International Convention of Psychological Science (ICPS), Vienna, Austria..*
- Folkvord,F.,** Anschütz, D.J. & Buijzen, M. et al. (2017). Food marketing and eating behaviour among children: A theoretical model. *Paper presentation at the Etmaal, Tilburg, the Netherlands.*
- Folkvord,F.,** Anschütz, D.J., Wiers, R.W. & Buijzen, M. (2016). The effect of a memory-game with fruit on fruit intake among children. *Paper presentation at the conference for the Society for the Study of Ingestive Behavior, Porto, Portugal.*
- Folkvord,F.,** Anschütz, D.J. & Buijzen, M. (2015). 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. (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. (2015). 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. (2015). 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.*



collaboration resulted in a publication of the EU-Report: *Study on the impact of marketing through social media, online games and mobile applications on children's behavior*.

- 2016 – present: Collaboration with Prof. Dr. Kathleen Beullens (Leuven University, Belgium) and Prof. Dr. Steven Eggermont (Leuven University, Belgium) on the REWARD-project, to examine the role of reward sensitivity on the effect of food advertising on eating behavior among children. Manuscript is in preparation.
- 2016 – present Collaboration with J. Winistoerfer (CEO European Medical Network), Herbert Hotz (CTO European Medical Network), Undine Knarvik (Senior advisor Norwegian Centre for E-health Research), Frank Larsen (Chief consultant Centre for quality and development, University Hospital North of Norway), Dr. Kim Rand-Hendriksen (University of Oslo, Norway), Dr. Haslbeck Jorg (University of Basel, Switzerland), Yaniv Shlomo (isrRai coordinator, Israel), to conduct different behavioral economic experiments on an international platform to improve lifestyles of the elderly.
- 2016 – present Collaboration with Dr. Antonio Laguna Camacho (University of Toluca, Mexico) to conduct multiple studies in Mexico and the Netherlands to improve fruit and vegetables among children.
- 2018 – present Collaboration with multiple large international consortia (over 10 different international institutions participate) for the Horizon2020 projects that I have participated in.

**National:**

- 2014 - present Collaboration with Dr. H. Veling (Radboud University Nijmegen) and Prof. Dr. H. Hoeken (Utrecht University) to test whether a short stop go-task reduce the effect of food marketing on children, which resulted in one publication: Folkvord, F., Veling, H. & Hoeken, H. (2016). Targeting implicit eating-related processes in children to reduce unhealthy eating. *Health Psychology, 35* (8), 919-922
- 2016- present Collaboration with 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) for a project proposal for a call from the Heart Foundation.
- 2013-2015: Collaboration with Prof. Dr. R.W. Wiers (University of Amsterdam) to examine the possible moderating role of attentional bias in the effect of food advertising on children's eating behavior, which resulted in one publication 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. *Appetite,84*, 251-258, and one paper under review; Folkvord,F., Anschütz, D.J. & Buijzen, M. Attentional bias for food cues in advertising among overweight and hungry children.
- 2012-2013: Collaboration with Dr. C. Nederkoorn (Maastricht University) to examine the possible moderating role of impulsivity in the effect of food advertising on children's eating behavior,

which resulted in one publication Folkvord, F., Anschutz, D. J., Nederkoorn, C., Westerik, H. & Buijzen, M. (2014). Impulsivity, “Advergaming”, and food intake. *Pediatrics*, 133 (6), 1007-1012. doi:10.1542/peds.2013-3384.

### 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.

### Additional Employment

#### **Sportpsychology:**

- September '14– present* Sport Psychologist “Tennischool 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, landelijk e competitie: 2009 – 2011  
 1<sup>e</sup> klasse mixed, landelijke competitie: 2012 - present  
 Elite level Tennisklubb Holmenkollen  
 (Oslo, Norway) 2006 - 2010  
 Regionalliga/1<sup>st</sup> Verbantsliga GHTC (Monchengladbach, Germany) 2016 – present.

### **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.