

Curriculum Vitae Dr. Frans Folkvord

Personalialia

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

Assistant Professor
Tilburg School of Humanities and Digital Sciences
Tilburg University
Netherlands

Assistant Professor
Applied Social Science and Behavioural Economic Research
Open Evidence Barcelona & Milan
Barcelona & Milan
Spain & Italy.

Academic and Research Appointments

<i>January '19 - present</i>	Assistant Professor, Tilburg School of Humanities and Digital Science, TU, The Netherlands.
<i>January '18 - April' 19</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 - 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>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".

1st year of PhD-project conducted at Amsterdam School of Communication Research (ASCoR), Faculty of Social and Behavioural Sciences, University of Amsterdam.

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

May 2017 - present

Co-promoter of PhD candidate Clara Fauli, University of Catalunya (Spain).

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

February 2017- September 2017

Supervision of students writing BA-thesis, Communication Science, Vrije Universiteit Amsterdam.

February 2017 – present

Supervision of students writing MA-thesis, Communication Science, Vrije Universiteit Amsterdam.

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 and Psychology, Behavioural Science Institute, Radboud University Nijmegen.

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.
1st 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).

Tenders and Grants

Granted and conducted/in progress

Study on the “Behavioural economic analysis of professionals' incentives in health professions and in business services professions”: The current study studies the challenges that healthcare systems are facing and the urgent need to find effective ways of improving both efficiency and quality of care. While there is a fair amount of evidence showing that healthcare professionals are more pro-socially and intrinsically motivated than professionals in other domains, all health systems invest significant resources in professional regulation and quality assurance, thereby declining to leave quality up to the caring instincts of providers. Yet, providing empirical evidence on the causal effects of professional regulation on quality of care has proven so far difficult. Accordingly, the main objective of this study is ‘to contribute to the theoretical understanding and to the evidence base on factors determining or influencing the quality (and potential public interest orientation) of professional services in the EU’ and to do so adopting a behavioural approach.

Study on “Consumer preference and perception of specific categories of tobacco and related products to provide services for Consumer preference and perception of specific categories of tobacco and related products”. Tobacco consumption is the single largest avoidable health risk, and the most significant cause of premature death in the EU. Many countries have implemented policies to restrict the advertising of tobacco products, to regulate who can buy and use tobacco products and where people are allowed to smoke. The World Health Organisation (WHO) monitors the implementation of tobacco control policies under the WHO Framework Convention on Tobacco Control (WHO FCTC). The WHO FCTC is the pre-eminent global tobacco control instrument, containing legally binding obligations for its parties, setting the foundation for reducing both demand for, and supply of, tobacco products and providing a comprehensive direction for tobacco control policy at all levels.

Study on “Behavioural Study on Advertising and Marketing Practices in travel booking websites and apps”: Tourism is a major economic activity with a broadly positive impact on economic growth and employment in Europe. It is also an increasingly important aspect in the life of European citizens, more and more of whom are travelling, either for leisure or business. It generates more than 5% of the EU GDP, with about 1,8 million enterprises employing around 5,2% of the total labour force. It comprises a wide variety of products and destinations involving many different stakeholders, both public and private. While for decades, the hotels sector, airlines, and cruise lines industry had been dependent on intermediaries to sell their products to consumers, this has changed dramatically with the advent of new technologies. The tourism industry is increasingly an information-based industry, with particular reliance on technology supporting information and communication (ICTs). As a consequence, the online tourism market is continuing to grow and already represents an important component in the global tourism market, counting, in Europe, for around 36% of all sales in the travel industry. The rise of the internet has dramatically changed the way citizens travel, prepare and book travel arrangements and the way players in the tourism sector conduct business. Travellers are able to create online their own itineraries with the help of digital tools such as travel planning websites, mobile applications, price comparison websites or review portals, which frequently provide visitors with the option to directly book accommodation at listed locations.

Study on the “Dual Food Quality in the EU”: The free movement of goods is one of the four fundamental freedoms of the European Single Market. By removing internal borders and regulatory obstacles, the Single Market has generated important benefits and opportunities for EU citizens and consumers, in terms of greater choice, higher quality standards for products, and lower prices. Standardisation has been a driving factor in the creation of the EU Single Market, making it easier for companies to sell their products and services across the EU. The free movement of goods does not necessarily mean that every product must be identical in every corner of the Single Market. Whilst consumers are free to buy the products of their choice, business operators are also free to market and sell goods with different composition or characteristics, provided that they fully respect EU legislation

(whether on the safety of products, labelling or other horizontal legislation). In particular, the EU legislative framework protects consumers against misleading information and unfair commercial practices. Indeed, Directive 2005/29/EC on Unfair Commercial Practices (UCPD) protects consumers from misleading commercial practices involving false information, or information that deceives - or is likely to deceive - the average consumer “even if the information is factually correct” in relation to the main characteristics of the product and, in either case, cause or is likely to cause the consumer to take a transactional decision he would not have taken otherwise. The UCPD operates as a safety net ensuring that a high, common level of consumer protection can be maintained in all sectors, complementing and filling gaps in other EU laws.

Study on the “DigitalHealthEurope: Support to a Digital Health and Care Innovation initiative in the context of Digital Single Market strategy”: DigitalHealthEurope will provide comprehensive, centralised support to the digital transformation of health and care (DTHC) priorities of the Digital Single Market. The project will support large-scale deployment of digital solutions for person-centred integrated care by identifying, analysing, and facilitating the replication of highly impactful best practices, utilising the consortium’s exceptional expertise on knowledge management and impact assessment (EIP on AHA repository of innovative practices, MAFEIP), twinning schemes, and mobilisation of stakeholders).

Study on the “Consolidated mapping of existing patient engagement initiatives and analysis of gaps and barriers to patient engagement in current health R&I processes”.

Study on the “Media Literacy Algorithm”: The proposed study will take stock of the state-of-the-art knowledge and data available on the challenges and opportunities posed by algorithm-driven media services. The study will aim to characterise and structure the relevant issues in this field for the benefit of policy makers and stakeholders. The proposed study aims to be a first step for EU media policy to address the challenges associated with algorithm-driven media services and mitigate their impacts. It will therefore go beyond the concept of algorithm transparency and the challenges associated with the use of algorithms in media services more broadly.

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.

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 "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.

Finished projects

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 "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 "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 "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. advergames 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.

Tenders and Grants Under review:

Study on "DIGITAL: **Digital Agency: Improving Information and Media Literacy Among Youth**". H2020. Submitted March, 2019.

Study on "iSMILE: **IoT based Smart Mental health Interventions for resiLient Employees**". H2020. Submitted April, 2019.

Study on "Behavioromics: **A comprehensive toolbox for systematically deciphering the role of human behaviours**". H2020. Submitted April, 2019.

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 2019.

Not granted:

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.

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

Publications

International journal publications

Folkvord, F., Bevelander, K., Rozendaal, E., & Hermans, R. (2019). Children's Bonding with Popular YouTube Vloggers and their Attitudes Towards Brand and Product Endorsements in Vlogs: An explorative study

Folkvord F. (2019). Healthy food promotion: a theoretical framework. *Global F & V Newsletter to the work of N8Agri food as presented at Egea 2018*.

Folkvord, F., & Laguna-Camacho, A. (2019). The effect of a memory-game with images of vegetables on children's vegetable intake: An experimental study. *Appetite*, 134, 120-124.

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.

Anastasiadou, D., **Folkvord, F.**, & Lupiañez-Villanueva, F. (2018). A systematic review of mHealth interventions for the support of eating disorders. *European Eating Disorders Review*, 26(5), 394-416.

Alblas, E. E., **Folkvord, F.**, Anschutz, D. J., van't Riet, J. P., & Buijzen, M. A. (2018). Investigating the impact of a health game on children's implicit attitudes towards food and virtual snack choice. *Appetite*, 130, 296.

Alblas, E. E., **Folkvord, F.**, Anschutz, 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.**, 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., & 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., 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.**, 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, "Advergames", 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 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

Report European Commission. (2019). *Study on the benefits and drawbacks of remote voting*. Brussel, Belgium: Clara Faulí, Katherine Stewart, Federica Porcu, Jirka Taylor, Alexandra Theben, Ben Baruch, **Frans Folkvord**, Fook Nederveen, Axelle Devaux and Francisco Lupiáñez-Villanueva (Authors)

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

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 under review and in preparation

Under review

Anastasiadou, D. T., **F. Folkvord** & Lupianez-Villanueva. F. Focus groups in mhealth. *Manuscript in preparation (revised and resubmitted)*.

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

Alblas, E. E., **Folkvord, F.**, Anschütz, D. J., Ketelaar, P. E., Granic, I., Mensink, F., ... & van 't Riet, J. P. . Investigating the impact of a health game on implicit attitudes towards food and food choice behaviour of young adults. *Manuscript under review (revised and resubmitted)*.

F. Folkvord, Anastasiadou, D. T., et al. Behavioral therapy for Dementia Patients. A systematic review. *Manuscript under review (revised and resubmitted)*.

F. Folkvord, Anastasiadou, D. T., et al. Emotion therapy for Dementia Patients. A systematic review. *Manuscript under review (revised and resubmitted)*.

Haga, G. & **Folkvord, F.** The effect of a serious health game on children's lifestyles. *Manuscript under review(revised and resubmitted)*.

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 the Netherlands. *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.*

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

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.*

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

Books and chapters

Folkvord, F. (upcoming). The Psychology of Food Marketing and (Over)eating. Routledge Series.

Folkvord, F. (2019). The promotion of healthy foods: A review of the literature and theoretical framework. In *Folkvord F. The Psychology of Food Marketing and (Over)eating.*

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

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

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

Folkvord, F. (November, 2018). Promotion of Healthy Food Marketing. Invited speaker, N8Agri food conference EGEA, 2018, Lyon, France.

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, Miami, 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 64rd annual*

conference of the International Communication Association (ICA), Seattle, United States of America.

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

Folkvord, F., Anschutz, 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. *Paper presentation at the 63rd annual conference of the International Communication Association (ICA), London, United Kingdom*

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

Folkvord, F., Anschutz, 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. *Paper presentation at the Etmaal, Rotterdam, The Netherlands.*

Folkvord, F., Anschutz, D. J., Buijzen, M. & Valkenburg, P. M. (2012). The effect of playing advergaming 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

International:

- 2014 – present Monthly visits to the University of Cataluña (UOC, Barcelona, Spain) to collaborate with a large group of international scholars and policy makers on multiple projects.
- 2014 – present: Collaboration with Dr. J. Harris (University of Connecticut, USA), Dr. E. Boyland (University of Liverpool, UK), and Dr. B. Kelly (University of Wollongong, Australia) to organize a symposium about the role of food marketing on children’s eating behavior at an international conference in Edinburgh, Scotland (International Society of Behavioral Nutrition and Physical Activity). This resulted in one publication: Folkvord, F., Anschutz, D. J., Boyland, E., Kelly, B., & Buijzen, M. (2016). Food advertising and eating behavior in children. *Current Opinion in Behavioral Sciences*, 9, 26-31.

- 2014 – present: Collaboration with Prof. Dr. C. Codagnone (University of Milan, Italy), Prof. Dr. G. Gaskell (London School of Economics, UK), Prof. Dr. S. Livingstone (London School of Economics, UK), Dr. F. Flupianez-Villa (University of Cataluña, Spain), Prof. Dr. F. Bogliacino (Universidad Nacional de Colombia, Colombia), and Prof. Dr. L. Bonatti (Universitat Pompeu Fabra, Barcelona, Spain) to conduct multiple experiments in different countries about online marketing to children and report to the European Commission. The 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 a large (inter)national consortium (over 10 different international institutions participate) for the Horizon2020 project "Healthy Food Promotion: Curbing the Childhood Obesity Epidemic: Improving Fruit and Vegetable Intake by Food Promotion"
- 2016 – present Collaboration with a large international consortium (over 10 different international institutions participate) for the Horizon2020 project "Healthy Adware: Improving youth's mental health through improving dietary intake"
- 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 a large international consortium (over 10 different international institutions participate) for the Horizon2020 project "SUNBOW: Smart User-centred iNterventions for Behavioural & Organizational change in healthcare Workspaces."
- 2018 – present Collaboration with a large international consortium (over 10 different international institutions participate) for the Horizon2020 project "VRelief: Improving quality of life of cancer patients with bone metastasis by Virtual Reality treatment for pain management." H2020. Submitted April, 2018.

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., Anschutz, 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., Anschutz, 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^e klasse mixed, landelijk e competitie: 2009 – 2011
1^e klasse mixed, landelijke competitie: 2012 - present
Elite level Tennisklubb Holmenkollen
(Oslo, Norway) 2006 - 2010
Regionalliga/1st 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.