

# THABO VAN WOUDENBERG

PHYSICAL ACTIVITY | SOCIAL INFLUENCE | MIXED METHODS

## PERSONALIA

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### SUMMARY STATEMENT

Academic researcher who is interested in social influences on health behaviours and well-being of young people. Likes to use creative and innovative ways to help children and adolescents live a healthy lifestyle. Expert in quantitative methods to analyse large and complex datasets.

## EDUCATION

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### PHD, BEHAVIOURAL SCIENCE 2015-2019

Behavioural Science Institute, Radboud University, NL  
Dissertation topic: Social network interventions on physical activity in youth.  
Promotor: Prof. Dr. Moniek Buijzen  
Co-promotor: Dr. William Burk  
Supervisor: Dr. Ir. Kirsten Bevelander

### MSC, RESEARCH MASTER IN PSYCHOLOGY 2012-2014

Behavioural Science Institute, Radboud University, NL  
Major research project: The use of narratives to enhance presence in virtual reality.  
Supervisors: Prof. Dr. Rick van Baaren, Dr. Matthijs van Leeuwen and Prof. Dr. Moniek Buijzen  
Minor research project: Self persuasion to promote media literacy.  
Supervisor: Dr. Esther Rozendaal

### BSC, COMMUNICATION SCIENCE 2009-2012

Communication Science, Radboud University, NL  
Bachelor thesis: Gamification in scientific research.  
Supervisor: Dr. Jan Bosman

### FRESHMAN YEAR MEDICINE 2008-2009

Medical Sciences, Radboud University, NL

### FRESHMAN YEAR INDUSTRIAL DESIGN 2007-2008

Industrial design, Technical University Delft, NL

### SECONDARY SCHOOL 2001-2007

Stedelijk Gymnasium Nijmegen, NL  
Field of study: Nature and Health  
Extracurricular courses: Latin, Geography, Top sport (hockey)

## RESEARCH EXPERIENCE

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### PHD RESEARCHER 2015-2019

Behavioural Science Institute, Radboud University, NL  
Research for the MyMovez project (ERC grant)

RESEARCH ASSISTANT 2014-2015  
Behavioural Science Institute, Radboud University, NL  
Preparatory activities for the MyMovez project (ERC grant)

STUDENT ASSISTANT 2013-2014  
Behavioural Science Institute, Radboud University, & NHTV, Breda, NL  
Data collection for a virtual experiment

JUNIOR RESEARCHER 2012  
DVJ-Insights, Nijmegen, NL  
programming surveys, data analysis and writing reports

## TEACHING EXPERIENCE

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MASTER THESIS SUPERVISOR 2017-2018  
Behavioural Science Institute, Radboud University, NL  
Master thesis on social network analysis on unhealthy snacking behaviour of youth

BACHELOR THESES SUPERVISOR 2017-2018  
Behavioural Science Institute, Radboud University, NL  
Bachelor thesis on motivation to exercise  
Bachelor thesis on brand placement in vlogs  
Bachelor thesis on green appeals in advertising  
Bachelor thesis on celebrities endorsement and exercise

CURRENT THEORIES OF MEDIA AND INFLUENCE 2015-2018  
Behavioural Science Institute, Radboud University, NL  
International course on the current theories of influence and media effects  
Organized fundraisers with the students for the refugees near the university

EXPERIMENTAL DESIGN (LEERPROJECT 3) 2016-2017  
Behavioural Science Institute, Radboud University, NL  
Course in which the students learn in groups to perform and report an experiment

CURRENT ISSUES IN COMMUNICATION SCIENCE 2016  
Behavioural Science Institute, Radboud University, NL  
Lecture on virtual reality, fidelity, presence and applications

COMMUNICATION SCIENCE SKILLS 2015-2016  
Behavioural Science Institute, Radboud University, NL  
Course in which the students learn the basic skills for communication scientists

## UNIVERSITY AND ACADEMIC SERVICE

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RESEARCH GROUPS 2014-2018  
Social Network group (organizer), Behavioural Science Institute, Radboud University, NL  
MyMovez group, Behavioural Science Institute, Radboud University, NL  
Young Consumers group, Behavioural Science Institute, Radboud University, NL

COMMITTEES 2018

Best thesis award committee of the Behavioural Science Institute

REVIEW 2018  
Ad-hoc review for PLOS one

HIRING COMMITTEE 2018  
Part of the hiring committee for a PhD position at the Behavioural Science Institute

#### ORGANIZED WORKSHOPS, SYMPOSIA AND COLLOQUIA

Multi-method research in behavioural science: "let's exchange ideas!", Nijmegen 2018

This multidisciplinary symposium introduced the attendants to different methods of data gathering used in behavioural science and gives insights in possible analytical strategies. In the afternoon session, brainstorm sessions were held in which attendants were invited to create innovative research questions based on the MyMovez dataset and set up collaborations to actually carry out the study.

Personalizing psychological assessment and interventions using interactive technology, Nijmegen, 2017

During the symposium, various speakers from different disciplines inspired new ideas on various possible ways we can use interactive technology to personalize psychological assessment and interventions.

During the workshop, we held brainstorm sessions to create new ideas, and promote transdisciplinary collaboration

Tom Snijders - Introduction to Social Network Analyses, Nijmegen, 2015

For this colloquium, we invited one of the leading authorities on social network analysis to present the basic principles and applications of social network theory and social network analysis.

#### INTERNSHIPS

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RESEARCH INTERN 2012  
DVJ-Insights, Nijmegen, NL  
Research on 'the Path to Purchase' and 'Gamification'.  
Support of the marketing research team

NURSERY INTERN 2009  
Jeroen Bosch Ziekenhuis, Den Bosch, NL  
Support of the nursery staff

RESEARCH INTERN 2007  
BMW motorrad, Rijswijk, NL  
Research on the market position of BMW motor helmets

#### COURSES AND TRAINING

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PUBLICATION SKILLS 2018  
Behavioural Science Institute, Radboud University, NL

SCIENTIFIC INTEGRITY 2018  
Behavioural Science Institute, Radboud University, NL

COMPOSITIONAL DATA ANALYSIS 2017  
HEPA Conference, Zagreb, Croatia  
Examples of application in physical activity research

TOWARDS A MORE EFFICIENT AND RELIABLE PSYCHOLOGICAL SCIENCE 2017  
Behavioural Science Institute, Radboud University, NL  
Workshop taught by Daniel Lakens, Technical University of Eindhoven

PRESENTATION SKILLS 2017  
Behavioural Science Institute, Radboud University, NL

UTILISING SOCIAL NETWORKS FOR BEH. CHANGE IN IN COMPLEX INTERV. 2017  
ISBNPA Conference, Victoria, Canada  
Workshop taught by Ruth Hunter; Jennifer Bingham, Queen's University Belfast  
And Kayla de la Haye, University of Southern California

SOCIAL NETWORK APPROACH TO BEHAVIOUR CHANGE 2015  
Sunbelt Conference, Brighton, England  
Workshop taught by Thomas Valente, University of Southern California

INTRODUCTION TO RSIENA 2015  
Behavioural Science Institute, Radboud University, NL  
Workshop taught by Christian Stechlig, University of Groningen

ANALYSES IN R 2015  
Behavioural Science Institute, Radboud University, NL

INTRODUCTION TO A PHD IN COMMUNICATION SCIENCE 2015  
ASCOR, University of Amsterdam, NL  
Workshop taught by Edith Smith, University of Amsterdam

## PUBLICATIONS

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H-index Google Scholar: 3

5. **Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2018). A randomized controlled trial testing a social network intervention to promote physical activity among adolescents. *BMC Public Health*, *18*(1), 542.
4. Bevelander, K. E., Smit, C. R., **van Woudenberg, T. J.**, Buijs, L., Burk, W. J., & Buijzen, M. (2018). Youth's social network structures and peer influences: study protocol MyMovez project-Phase I. *BMC Public Health*, *18*(1), 504.
3. Ketelaar, P. E., Bernritter, S. F., **van Woudenberg, T. J.**, Rozendaal, E., Konig, R. P., Hühn, A. E., ... & Janssen, L. (2018). "Opening" location-based mobile ads: How openness and location congruency of location-based ads weaken negative effects of intrusiveness on brand choice. *Journal of Business Research*, *91*, 277-285.
2. Fernandes de Mello Araujo, E., Simoski, B., **van Woudenberg, T. J.**, Bevelander, K. E., Smit, C. R., Buijs, L. B., ... & Buijzen, M. A. (2018). Using simulations for exploring interventions in social networks: Modeling physical activity behaviour in Dutch school classes. In *Proceedings of 8th International Conference on Simulation and Modeling Methodologies, Simultech 2018*, Porto, Portugal, 29-31 July, 2018.
1. Ketelaar, P. E., Bernritter, S. F., van't Riet, J., Hühn, A. E., **van Woudenberg, T. J.**, Müller, B. C., & Janssen, L. (2017). Disentangling location-based advertising: the effects of location congruency and medium type on consumers' ad attention and brand choice. *International Journal of Advertising*, *36*(2), 356-367.

## CONFERENCE PRESENTATIONS

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ISPAH CONFERENCE, LONDON, UK 2018  
Testing a Social Network Vlog Intervention to Promote Physical Activity Among Adolescents: A Randomized Controlled Trial.

HEPA CONFERENCE, ZAGREB, CROATIA 2017

A Randomized Controlled Trial Testing a Social Network Intervention to Promote Physical Activity Among Adolescents by using Smartphones.

ISBNPA CONFERENCE, VICTORIA, CANADA	2017
Similarity of physical activity in youngsters' social networks: Selection or Influence?	
ISPAH CONFERENCE, BANGKOK, THAILAND	2016
Assessing influence of peer interaction on physical activity among youth by measuring peer proximity with mobile technology.	
BSI PHD DAY, NIJMEGEN, NL	2015
Social network implemented health campaign to promote physical activity among youth.	
ICA CONFERENCE, SAN JUAN, PUERTO RICO	2015
To be there, or not to be there: Transportation, Involvement, and Presence in Virtual Reality.	
ETMAAL CONFERENCE, ANTWERP, BELGIUM	2015
Narratives in the virtual world: on Presence, Involvement and Transportation in a Virtual Reality Game.	

#### INVITED TALKS

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BSI DAY, GROESBEEK, NL	2017
Social network intervention to promote physical activity in youth.	
ACHC MOBILE HEALTH, AMSTERMDAG, NL	2017
MyMovez Wearable Lab: 'All the gear, but no idea!'	
'GYMMEN IN DE TOEKOMST' CONFERENCE, PAPENDAL, NL	2015
The use of mobile technology to promote physical activity and health.	
CONTEMPORARY CHALLENGES, CONFERENCE, NIJMEGEN, NL	2015
MyMovez: Health campaign using wearables	

#### AWARDS AND NOMINATIONS

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BEST PAPER	2018
BSI day, Groesbeek, NL Second prize	
BEST STUDENT PAPER	2018
SIMULTECH, Porto, Portugal nominated	
BEST PRESENTATION	2017
ISBNPA Conference, Victoria, Canada Top three	
INNOVATION AWARD	2016
ISPAH Conference, Bangkok, Thailand Last round	

#### SKILLS

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#### DATA ANALYSES

Expert in advanced analytical techniques (e.g. Mixed effects models, Social network analyses) in R.  
Expert in data handling (transforming structures, merging m multilevel imputation) in R  
Advanced in data visualizations (e.g. ggplot, gephi, photoshop)  
Familiar with other analytical software (e.g. SPSS, Lisrel, Intellex)  
Intermediate programmer of psychological experiment (PsychoPy) in python.

#### PROJECT MANAGEMENT

Approach schools for participation in research projects.  
Stay in touch with contact person of the school, and schedule data collections.  
Taking care of the inventory and the research material.  
Keep track of participation a large sample of participants (ca. 1500) over multiple time periods

#### KNOWLEDGE DISSEMINATION

Building websites (wordpress or R Blogdown) to keep in touch with (parents of) participants to receive consent and keep them up to date about the research projects.  
Present research findings on (inter)national conference and participating schools.  
Writing scientific articles for international scientific journals (in word and latex).  
Collaboration with other departments or disciplines.

THABO VAN WOUDEMBERG

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