



Contact

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tvanwoudenberg.com

Links

[LinkedIn](#)

[Twitter](#)

[Github](#)

[OSF](#)

[Researchgate](#)

[ORCID](#)

[Publons](#)

Skills

Analytical Thinking

Handling Data

Quantitative Research

Project Management

Knowledge

Dissemination

Dr. Thabo van Woudenberg

PHYSICAL ACTIVITY | SOCIAL INFLUENCE | MIXED METHODS

SUMMARY STATEMENT

Academic researcher who is interested in **social (network) influences** on **health behaviors** and **well-being** of young people. Likes to use **creative and innovative** ways to help children and adolescents live a **healthy and sustainable** lifestyle. **Expert** in handling **large and complex datasets**, and using **advanced analyses** to gain new insights.

WORK EXPERIENCE

Scientific Coordinator & Post-Doctoral Researcher
Erasmus University, Rotterdam

Post-Doctoral Researcher & Ph.D. Researcher
Radboud University, Nijmegen

Junior Researcher
DVJ Insights, Nijmegen

EDUCATION

Ph.D. Behavioural Science (Cum Laude)
Radboud University, Nijmegen

Research Master Behavioural Science
Radboud University, Nijmegen

Bachelor Communication Science
Radboud University, Nijmegen

TOP PUBLICATIONS [links]

[Testing social network intervention](#)

[Agent-based modeling study](#)

[Physical activity and happiness in adolescents](#)

REFERENCES

Prof. dr. Moniek Buijzen buijzen@essb.eur.nl

Dr. William Burk w.burk@psych.ru.nl

Dr. Kirsten Bevelander kris.bevelander@radboudumc.nl

EDUCATION

- 2015-2019 **PH.D., BEHAVIOURAL SCIENCE**
Behavioural Science Institute, Radboud University, Nijmegen
Dissertation title: "Social Network Interventions That Promote Physical Activity in Adolescents."
Promotor: Prof. Dr. Moniek Buijzen
Co-promotors: Dr. Ir. Kirsten Bevelander; Dr. William Burk
Judicium: Cum Laude
- 2012-2014 **MSC, RESEARCH MASTER IN PSYCHOLOGY**
Behavioural Science Institute, Radboud University, Nijmegen
Major research project: "The Use of Narratives to Enhance Presence in Virtual Reality."
Supervisors: Prof. Dr. Rick van Baaren, Dr. Matthijs van Leeuwen & Prof. Dr. Moniek Buijzen
Minor research project: "Self-Persuasion to Promote Media Literacy."
Supervisor: Dr. Esther Rozendaal
- 2009-2012 **BSC, COMMUNICATION SCIENCE**
Communication Science, Radboud University, Nijmegen
Bachelor thesis: Gamification in Scientific Research.
Supervisor: Dr. Jan Bosman
- 2001-2007 **SECONDARY SCHOOL**
Stedelijk Gymnasium, Nijmegen

RESEARCH EXPERIENCE

- 2020-present **SCIENTIFIC COORDINATOR & POST-DOCTORAL RESEARCHER**
Faculty of Behavioral and Social Science, Erasmus University, Rotterdam
- 2019-2020 **POST-DOCTORAL RESEARCHER**
Behavioural Science Institute, Radboud University, Nijmegen
- 2015-2019 **Ph.D. RESEARCHER**
Behavioural Science Institute, Radboud University, Nijmegen
- 2014-2015 **RESEARCH ASSISTANT**
Behavioural Science Institute, Radboud University, Nijmegen

2013-2014 **STUDENT ASSISTANT**
Behavioural Science Institute, Radboud University, Nijmegen

2012-2012 **JUNIOR RESEARCHER**
DVJ-Insights, Nijmegen

SUPERVISION AND TEACHING EXPERIENCE

PHD SUPERVISION

2021-present Autonomy and privacy of Adolescents in Online Social Network Interventions, Hannah Volman.
2020-present Increasing Motivation and Engagement of Adolescents in Diet-related Online Social Network Interventions by Communication-Based Personalization, Jonas Schlicht.

BACHELOR AND MASTER SUPERVISION

2017-present Thesis supervision of (research) master students at Erasmus University and Radboud University.
Youths' motivation and thoughts about using online social networks to promote health.
Effect of likeability and self-efficacy on youths' well-being.
Effect of likeability and physical activity on youths' happiness.
Social network analysis on unhealthy snacking behavior of youth.
Alpha and Omega strategies to promote pro-social app use.
Motivational appeals to exercise.
Sport news as motivation to engage in physical activity.
Effect of body type on motivation to engage in physical activity.
Automatic content analysis in online social networks.
2017-2018 Thesis supervision of bachelor students at Radboud University.
Intrinsic motivation to exercise.
Brand placement in vlogs.
Green appeals in advertising.
Celebrity endorsement to exercise.

COURSES

2021-present Positive behavior change in the digital age
Course in which the students tackle a societal issue of their liking with behavior change techniques.
2020 Social relations
Research master lecture on relationships in social networks.
2015-2018 Current theories of media and influence

- International course on the current theories of influence and media effects.
Organized fundraisers with students for the refugees near the university.*
- 2016-2017 Experimental design (leerproject 3)
Course in which the students learn in groups to perform and report an experiment.
- 2016 Current issues in communication science
Lecture on virtual reality, fidelity, presence, and applications.
- 2015-2016 Communication science skills
Course in which the students learn the basic skills for communication scientists.

UNIVERSITY AND ACADEMIC SERVICE

RESEARCH GROUPS

- Living EUR, Erasmus University
- Peer Relations Researchers, Erasmus University
- Working Group Interpersonal Health Communication, the Netherlands/Flanders
- Social Network Group (organizer), Radboud University
- MyMovez group, Radboud University
- Young Consumers group, the Netherlands

COMMITTEES

- Best thesis award committee, Behavioural Science Institute, Radboud University
- Hiring committee for a Ph.D. position, Behavioural Science Institute, Radboud University

ACTIVITIES FOR ACADEMIC JOURNALS AND CONFERENCES

Ad-hoc reviewer for:

- BMC Public Health
- Journal of Children and Media
- Journal of Physical Activity and Health
- Mobile Media & Communication
- Network Science
- PLOS One
- Social Networks
- Social Science & Medicine

For details see: <https://publons.com/researcher/1561929/thabo-van-woudenberg/peer-review/>

Conference reviewer for:

- Etmaal

MEDIA APPEARANCES

- De Maffe Mensen Podcast [[link](#)]

ORGANIZED WORKSHOPS, SYMPOSIA, AND COLLOQUIA

- 2020 Social Networks for Health Behaviour Change
Dr. Ruth Hunter, Queen's University in Belfast
- 2018 Multi-method research in behavioral science: "let's exchange ideas!"
- 2017 Personalizing psychological assessment and interventions using interactive technology
- 2015 Introduction to Social Network Analyses
Prof. dr. Tom Snijders, Oxford University and University of Groningen

COURSES AND TRAINING

- 2018 Publication skills
Behavioural Science Institute, Radboud University
- 2018 Scientific integrity
Behavioural Science Institute, Radboud University
- 2017 Compositional data analysis
HEPA Conference, Zagreb, Croatia
- 2017 Towards a more efficient and reliable psychological science
by Daniel Lakens, Technical University of Eindhoven
- 2017 Presentation skills
By Mike Rinck & Esther Rozendaal (Radboud University)
- 2014 Utilizing social networks for behavior change in complex interventions
by Ruth Hunter; Jennifer Bingham (Queen's University Belfast) and Kayla de la Haye (University of Southern California)
- 2015 Social network approach to behavior change
by Thomas Valente, University of Southern California
- 2015 Introduction to RSiena
Workshop taught by Christian Stechlig, University of Groningen
- 2015 Analyses in R
by William Burk, Radboud University
- 2015 Introduction to a Ph.D. in Communication Science
by Edith Smith, University of Amsterdam

PUBLICATIONS

H-index [Google Scholar](#): 8

H-index Web of Science:

INTERNATIONAL PEER-REVIEWED PUBLICATIONS

- Van Woudenberg, T. J.**, Hendriks, R., Van Weert, J., Van den Putte, B., Buijzen, M., De Bruijn, M., Kroese, F., Bouman M., & Lambooy M. (Preprint). Physical Distancing and Social Media Use in Emerging and Older Adults During COVID-19
- de Leeuw, R., van Woudenberg, T. J., Green, K., Sweijen, S., van de Groep, S., Kleemans, M., ... Buijzen, M. (Preprint). Moral beauty during the COVID-19 pandemic.
<https://doi.org/10.31219/osf.io/tp72q>
- Rozendaal, E., **Van Woudenberg, T.J.**, Crone, E., Green, K., van de Groep, S., de Leeuw, R., ... & Buijzen, M. (2021). Communication and COVID-19 physical distancing behavior among Dutch youth. *Health Psychology Bulletin*, 5(1). DOI: <http://doi.org/10.5334/hpb.33>
- Smit, C. R., de Leeuw, R. N., Bevelander, K. E., Burk, W. J., **Van Woudenberg, T. J.**, Buijs, L., & Buijzen, M. (2021). Promoting water consumption among Dutch children: an evaluation of the social network intervention Share H₂O. *BMC Public Health*, 21(1), 1-15. DOI: <https://doi.org/10.1186/s12889-021-10161-9>
- Smit, C. R., de Leeuw, R. N., Bevelander, K. E., Burk, W. J., Buijs, L., **Van Woudenberg, T. J.**, & Buijzen, M. (2021). Promoting water consumption among children: A three-arm cluster randomised controlled trial testing a social network intervention. *Public Health Nutrition*, 24(8), 2324-2336. DOI: <https://doi.org/10.1017/S1368980020004802>
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., & Buijzen, M. (2020). The reciprocal effects of physical activity and happiness in adolescents. *International Journal of Behavioral Nutrition and Physical Activity*, 17(1), 1-10. DOI: <https://doi.org/10.1186/s12966-020-01058-8>
- Prochnow, T., **Van Woudenberg, T. J.**, & Patterson, M. S. (2020). Network effects on adolescents' perceived barriers to physical activity. *Journal of Physical Activity and Health*, 17(9), 889-894. DOI: <https://doi.org/10.1123/jpah.2019-0655>
- Simoski, B., Klein, M. C., de Mello Araújo, E. F., van Halteren, A. T., **van Woudenberg, T. J.**, Bevelander, K. E., ... & Bal, H. (2020). Understanding the complexities of Bluetooth for representing real-life social networks. *Personal and Ubiquitous Computing*, 1-20. DOI: <https://doi.org/10.1007/s00779-020-01435-x>
- Bevelander, K. E., Burk, W. J., Smit, C. R., **Van Woudenberg, T. J.**, Buijs, L., & Buijzen, M. (2020). Exploring the directionality in the relationship between descriptive and injunctive parental and peer norms and snacking behavior in a three-year-cross-lagged study. *International Journal of Behavioral Nutrition and Physical Activity*, 17(1), 1-15. DOI: <https://doi.org/10.1186/s12966-020-00977-w>
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., & Buijzen, M. (2020). Comparing the measurement of different social networks: Peer nominations, online communication, and proximity data. *Network Science*. DOI: <https://doi.org/10.1017/nws.2019.65>
- Smit, C. R., Buijs, L., **Van Woudenberg, T. J.**, Bevelander, K. E., & Buijzen, M. (2020). The impact of social media influencers on children's dietary behaviors. *Frontiers in Psychology*, 10(2913). DOI: <https://doi.org/10.3389/fpsyg.2019.02975>
- van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2020). Testing a social network intervention using vlogs to promote physical activity among adolescents: a randomized controlled trial. *Frontiers in Psychology*, 10(2913). DOI: <https://doi.org/10.3389/fpsyg.2019.02913>

Simoski, B., Klein, M., Araújo, E. F. M., van Halteren, A., **Van Woudenberg, T. J.**, Bevelander, K. E., Buijzen, M., & Bal, H. (2019) Parameter optimization for deriving Bluetooth-based social network graphs. Presented at the 5th IEEE International Conference on Internet of People. Leicester, UK, 19-23 August, 2019.

Van Woudenberg, T. J., Simoski, B., Araújo, E. F. M., Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., Klein, M., & Buijzen, M. (2019). Identifying influence agents that promote physical activity through the simulation of social network interventions: Agent-based modeling study. *Journal of Medical Internet Research*, 21 (8). DOI: <https://doi.org/10.2196/12914>

Smit, C. R. de Leeuw, R. N. H., Bevelander, K. E. Burk, W. J., Buijs, L., **Van Woudenberg, T. J.**, & Buijzen, M. (2018). An integrated model of fruit, vegetable, and water intake in young adolescents. *Health Psychology*, 37 (12), 1159. DOI: <https://doi.org/10.1037/hea0000691>

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. DOI: <https://doi.org/10.1186/s12889-018-5451-4>

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. DOI: <https://doi.org/10.1186/s12889-018-5353-5>

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. <https://doi.org/10.1016/j.jbusres.2018.06.018>

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.

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. DOI: <https://doi.org/10.1080/02650487.2015.1093810>

REGISTERED DATASETS

Buijzen, M., Bevelander, K. E., Buijs, L., Burk, W. J., Smit, C. R., **Van Woudenberg, T. J.** (2020) Data of the MyMovez project. DOI: <https://doi.org/10.17026/dans-zz9-qn44>

Van Woudenberg, T. J., Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2019). Data of study: Social network intervention to promote physical activity among adolescents. DOI: <https://doi.org/10.17026/dans-zxr-qm28>

PROFESSIONAL CONFERENCE PAPERS (selected)

Van Weert, J., **Van Woudenberg, T.J.**, De Bruin, M., Lambooy, M., Hendrix, R., & Van den Putte (2021, May 27-31). Persuasive messaging to curb the covid-19 pandemic and infodemic: questions and lessons from around the globe [Conference panel discussion]. Annual conference of the International Communication Association (ICA), Virtual.

- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2020, June 13-18). *Selection and Influence Effects on Physical Activity in Adolescents' Social Networks* [Conference presentation]. Annual conference of the International Network for Social Network Analysis (INSNA), Paris, France [virtual].
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2019, June 18-23). *Promoting adolescents physical activity through social network* [Conference presentation]. Annual conference of the International Network for Social Network Analysis (INSNA), Montreal, Canada.
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2019, June 4-7). *Simulated social network interventions to promote physical activity: who should be the influence agents?* [Conference presentation]. Annual conference of the International Society of Behavioral Nutrition and Physical Activity (ISBNPA), Prague, Czech Republic.
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2019, February 7-8). *Promoting physical activity with vlogs* [Conference presentation]. Etmaal van de communicatie wetenschap, Nijmegen, the Netherlands.
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2018, October 15-17). *Testing a social network vlog intervention to promote physical activity among adolescents: a randomized controlled trial* [Conference presentation]. Bi-annual conference of the International Society for Physical Activity and Health (ISPAH), London, United Kingdom.
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2017, November 15-17). *A randomized controlled trial testing a social network intervention to promote physical activity among adolescents by using smartphones* [Conference presentation]. Annual conference of the European network for the promotion of Health-Enhancing Physical Activity (HEPA), Zagreb, Croatia.
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2017, June 7-10). *Similarity of physical activity in youngsters' social networks: selection or influence?* [Conference presentation]. Annual conference of the International Society of Behavioral Nutrition and Physical Activity (ISBNPA), Victoria, Canada.
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2016, November 16-19). *Assessing influence of peer interaction on physical activity among youth by measuring peer proximity with mobile technology* [Conference presentation]. Bi-annual conference of the International Society for Physical Activity and Health (ISPAH), Bangkok, Thailand.
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2015, May 21-25). *To be there, or not to be there: transportation, involvement, and presence in virtual reality* [Conference presentation]. Annual conference of the International Communication Association (ICA), San Juan, Puerto Rico.
- Van Woudenberg, T. J.**, Bevelander, K. E., Burk, W. J., Smit, C. R., Buijs, L., & Buijzen, M. (2015, Februari 1-2). *Narratives in the virtual world: on presence, involvement and transportation in a virtual reality game* [Conference presentation]. Etmaal van de communicatie wetenschap, Antwerp, Belgium.

INVITED TALKS

- Van Woudenberg, T.J. (2021, March 30) *SocialMovez*. Presented at the GEMH-lab meeting, the Netherlands (Virtual).
- Van Woudenberg, T.J. (2021, March 15) *Social Networks and Health Interventions*. Guest lecture in Media and ethics, Ghent University, Ghent, Belgium (Virtual).

- Van Woudenberg, T.J. (2020, July 3) *AI for effective and responsible social network campaigns*. Presented at Erasmus Data Summit, Rotterdam, the Netherlands (Virtual).
- Van Woudenberg, T.J. (2019, April 3) *Jongeren zelf vlogs laten maken over sporten en bewegen, werkt dat?*. Presented at 'Samen op weg naar een gezonde leefstijl bij jongeren Symposium', Oranjestad, Aruba.
- Van Woudenberg, T.J. (2017, June 16) *Social network intervention to promote physical activity in youth*. Presented at Behavioral Science Institute (BSI) day, Berg en Dal, the Netherlands.
- Van Woudenberg, T.J. (2017, April 18) *MyMovez Wearable Lab: 'All the gear, but no idea!'*. Presented at ACHC mobile health, Amsterdam, the Netherlands.
- Van Woudenberg, T.J., (2015, November 3) *The use of mobile technology to promote physical activity and health*. Presented at 'Gymmen in de toekomst', Papendal, the Netherlands.
- Van Woudenberg, T. J. (2015, October 23). *Social network implemented health campaigns to promote physical activity among youth*. Presented at the Behavioral Science Institute (BSI) PhD Day, Nijmegen, the Netherlands.
- Van Woudenberg, T.J. (2015, October 2) *MyMovez: Health campaign using wearables*. Presented at Contemporary challenges in personalized communication, Nijmegen, the Netherlands.

AWARDS AND NOMINATIONS

- | | |
|------|---|
| 2020 | RDNL Dutch Data Prize Award received for archiving all MyMovez data at DANS. The money was used to further promote using the data by other researchers by making a website. |
| 2019 | BSI Data Champion Award Acknowledging outstanding and valued work in the implementation of RDM policy and best practices, serving as a role model and mentor for colleagues and students in their research program and the Behavioural Science Institute more broadly. |
| | ISBNPA Best paper, finalist Nominated for a paper on simulating social network interventions |
| 2018 | BSI day Best paper, second prize Nominated for a paper on social network interventions and publishing null results |
| 2017 | ISBNPA Best presentation, finalist Nominated for using social network analysis to test social influence in physical activity |
| 2016 | ISPAH Innovation award, finalist Nominated for using Bluetooth to measure peer proximity |

SKILLS

ANALYTICAL THINKING AND HANDLING DATA

Expert in advanced analytical techniques (e.g. Mixed effects models, Bayesian analysis, Social network analyses; SEM) in R.

Expert in data handling (transforming structures, merging m multilevel imputation) in R.

Advanced in data visualizations (e.g. ggplot, ggraph, 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 periods.

KNOWLEDGE DISSEMINATION

Building websites (Wordpress; RBlogdown) to keep in touch with (parents of) participants to receive consent and keep them up to date about the research projects.

Building online dashboards with R Shiny and flexdashboards, to present results to the participants and stakeholders.

Present research findings in attractive presentations at (inter)national conferences or societal partners.

Writing scientific articles for international scientific journals (in word and LaTeX).

Collaboration with other departments or disciplines.