

Curriculum Vitae

1. Personal details

Last name: van der Laan

First names: Laura Nynke (known as Nynke)

Date of birth: 30-05-1984

Place of birth: Groningen, The Netherlands

Affiliation: Tilburg University, Tilburg School of Humanities & Digital Sciences, Department of Communication and Cognition.

2. Professional experience

- **September 2018 – present** Associate professor – School of Humanities and Digital Sciences (TSHD), Department of Communication and Cognition, Tilburg University, The Netherlands.
- **August 2017 – August 2018:** Assistant professor – Persuasive communication, Faculty of Social and Behavioural Sciences, Department of Communication Science, University of Amsterdam, The Netherlands.
- **January 2014 – August 2017:** Postdoctoral researcher – Image Sciences institute, University Medical Center Utrecht, The Netherlands.
- **January 2016 – February 2016:** Guest employee Education – Wageningen University and Research centre, The Netherlands.
- **July 2013 – December 2013:** Postdoctoral researcher, lecturer – Faculty of social Sciences, Department of Pedagogical and Educational Sciences, Utrecht University, The Netherlands.
- **February 2009 – April 2013:** PhD candidate - Image Sciences Institute, University Medical Center Utrecht, The Netherlands.
- **2008:** Research assistant (part-time job next to study) – Division of Human Nutrition, Wageningen University, The Netherlands.
- **2007:** Tutor Statistical courses (part-time job next to study) – Division of Human Nutrition, Wageningen University, The Netherlands.
- **2005 – 2006:** Nutrition assistant (part-time job next to study) – University medical Center Groningen, The Netherlands.

3. Education:

- **2009 - 2013: PhD in Psychology and Neuroscience - Image Sciences Institute, University Medical Center Utrecht, The Netherlands.** Title: Implicit measures of food choice. Defense date: 27th of June 2013. Promotors: M.A. Viergever (Image Sciences Institute) and D.T.D. de Ridder (Department of clinical and health psychology, University Utrecht, The Netherlands). Co-promotor: P.A.M. Smeets (Image Sciences Institute).
- **2005 – 2009: MSc Nutrition & Health – Wageningen University (WUR), The Netherlands.** Graduated in two study tracks: 'Nutritional and public Health Epidemiology' (thesis grade: 9) and 'Nutrition in Health & Disease' (thesis grade: 8). Average grade: 8.0. Additional activities:
 - 2006-2007 Full-time board member (treasurer) of the Wageningen Student Union
 - 2005-2006 Part-time board member (president) of study association Nutrition and Health.
- **2002-2005: BSc Nutrition & Health – Wageningen University, The Netherlands.** Propedeuse: Cum Laude. Mean grade BSc.: 8.0.
- **1996 – 2002: High School - Röling College Belcampo Groningen, The Netherlands.**

4. Research

4.1 International (peer-reviewed) journal publications

Impact factor (IF) on moment of submission/acceptance (or first IF in case no IF was known at that moment). D1 = journal ranked in top 10% of category; Q1 = top 25%.

- 1 Hengst, L., Lechner, L., **Van der Laan, L.N.**, Hommersom, A.M., Dohmen, D., Ebbers, W., Hooft, L., Metting, E., , Bolman, C. (2023). The Adoption of a COVID-19 Contact Tracing App: Cluster Analysis. *JMIR Formative Research*, 7, e41479. <https://doi.org/10.2196/41479>
- 2 Van der Waal, N.E, De Wit, J., Bol, N., Ebbers, W., Hooft, L., Metting, E., **Van der Laan, L.N.** (2022) Predictors of contact tracing app adoption: Integrating the UTAUT, HBM and contextual factors. *Technology in Society*, 71, 102101. <https://doi.org/10.1016/j.techsoc.2022.102101> [IF 2021: 6.9, D1]
- 3 Van der Waal, N.E., Bokhorst, J., **Van der Laan, L.N.** Identifying Emotions towards an Overweight Avatar in Virtual Reality: The moderating Effects of Visuotactile Stimulation and Drive for Thinness. *Frontiers in Virtual Reality*. <https://doi.org/10.3389/frvir.2022.989676> [will receive first IF in 2022]
- 4 Scholz, C., Chan, H-Y., Poldrack, R.A., De Ridder, D.T.D., Smidts, A., **Van der Laan, L.N.** (2022). Can we have a second helping? A preregistered direct replication study on the neurobiological mechanisms underlying self-control. *Human Brain Mapping*, 43, 4995-5016. <https://doi.org/10.1002/hbm.26065> [IF 2021: 5.4, Q1]
- 5 Engelbrecht, H., **Van der Laan, L.N.**, Van Enschoot, R. Krahmer, E. (2022) The Role of Agency and Threat-Immediacy in Interactive Digital Narrative Fear Appeals for the Prevention of Alcohol Abuse: An Empirical Study Among College Students. *JMIR Serious Games*, 10, e32218. [IF 2020: 4.1, Q1]
- 6 Verpaalen, I.A.M, Holland, R.W., Ritter, S., Van Hooff, M., Ebbers, W., 't Hooft, L., Metting, E, **Van der Laan, L.N.** (2022) Resistance to contact tracing applications: The implementation process in a social context. *Computers in Human Behaviour*, 34, 107299. [IF 2020: 6.8, D1]
- 7 **Van der Laan, L.N.**, Orcholska, O. Effects of digital Just-In-Time nudges on healthy food choice – A field experiment (2022). *Food Quality and Preference*, 98, 104535. [IF 2020: 5.6, Q1]
- 8 Kwasnicka, D., Keller, J., Perski, O., Potthoff, S., Ten Hoor, G.A., Ainsworth, B., Crutzen, R., Dohle, S., Van Dongen, A., Heino, M., Henrich, J.F., Knox, L., König, L. M., Maltinsky, W., McCallum, C., Nalukwago, J., Neter, E., Nurmi, J., Spitchan, M., Van Beurden, S.B., **Van der Laan, L.N.**, Wunsch, K., Levink, J.J.J., Sanderman, R. (2022). White Paper: Open Digital Health – accelerating transparent and scalable health promotion and treatment. *Health Psychology Review*, 16, 475-491. [IF 2021: 7.1, D1]
- 9 **Van der Laan, L.N.**, Papiés, E.K., Ly, A., Smeets, P.A.M. (2022). Examining the neural correlates of goal priming with the NeuroShop, a novel virtual reality fMRI paradigm. *Appetite*, 170, 105901. [IF 2020: 3.9, Q1]
- 10 Bauer, J. M, **Van der Laan, L.N.**, De Bruijn, G.J., Reisch, L.A. (2022). Battle of the primes - The effect and interplay of health and hedonic primes on food choice. *Appetite*, 172, 105956 [IF 2020: 3.9, Q1]
- 11 Casado-Aranda, L., **Van der Laan, L.N.**, Sanchez-Fernandez, J. (2022). Neural Activity in Self-Related Brain Regions in Response to Tailored Nutritional Messages Predicts Dietary Change. *Appetite*, 170, 105861. [IF 2020: 3.9, Q1]
- 12 Liu, Y., Stamos, A., DeWitte, S., Van Berlo, Z.M.C., **Van der Laan, L.N.** (2022). Development and evaluation of a virtual reality puzzle game to decrease food intake. *JMIR Serious Games*, 10, 1, , e31747 [IF 2020: 4.1, Q1]
- 13 Goedegebare, R.P.G, Tijssen, I.O.J.M., **Van der Laan, L.N.**, Van Trijp, H.C.M (2022). The subjective value of product popularity: a neural account of how product popularity influences choice using a social and a quality focus. *Frontiers in Psychology*, 12, 738095. [IF 2020: 3.0, Q2]
- 14 Meijers, M. H. C., Smit, E. S., de Wildt, K., Karvonen, S. G., van der Plas, D. & **van der Laan, L. N.** (2022). Stimulating Sustainable Food Choices Using Virtual Reality: Taking an Environmental vs Health Communication Perspective on Enhancing Response Efficacy Beliefs. *Environmental Communication*, 16, 1, 1-22. [IF 2020: 2.8, Q2]

- 15 van Berlo, Z. M. C., van Reijmersdal, E. A., Smit, E. G. & **Van der Laan, L. N.** (2021). Brands in virtual reality games: Affective processes within computer-mediated consumer experiences. *Journal of Business Research*, 122, 458–465. [IF 2020: 7.6, D1]
- 16 van der Waal, N. E., Janssen, L., Antheunis, M., Culleton, E. & **Van der Laan, L. N.** (2021). The appeal of virtual chocolate: A systematic comparison of psychological and physiological food cue responses to virtual and real food. *Food Quality and Preference*, 90, 104167. [IF 2020: 5.6, Q1]
- 17 Benjamins, J. S., Hooge, I. T. C., Benedict, C., Smeets, P. A. M. & **Van der Laan, L. N.** (2021). The influence of acute partial sleep deprivation on liking, choosing and consuming high- and low-energy foods. *Food Quality and Preference*, 88, 104074. [IF 2020: 5.6, Q1]
- 18 Smit, E. S., Meijers, M. H. C. & **Van der Laan, L. N.** (2021). Using virtual reality to stimulate healthy and environmentally friendly food consumption among children: An interview study. *International Journal of Environmental Research and Public Health*, 18(3), 1–13. [IF 2020: 3.4, Q1]
- 19 Blom, S. S. A. H., Gillebaart, M., De Boer, F., **Van der Laan, L.N.** & De Ridder, D. T. D. (2021). Under pressure: Nudging increases healthy food choice in a virtual reality supermarket, irrespective of system 1 reasoning. *Appetite*, 160. [IF 2020: 3.1, Q1]
- 20 Hoenink, J. C., Mackenbach, J. D., **Van Der Laan, L. N.**, Lakerveld, J., Waterlander, W. & Beulens, J. W. J. (2021). Recruitment of participants for a 3D virtual supermarket: Cross-sectional observational study. *JMIR Formative Research*, 5(2). [will receive first IF in 2021]
- 21 Hoenink, J. C., Mackenbach, J. D., Waterlander, W., Lakerveld, J., **Van der Laan, L.N.** & Beulens, J. W. J. (2020). The effects of nudging and pricing on healthy food purchasing behaviour in a virtual supermarket setting: A randomized experiment. *International Journal of Behavioural Nutrition and Physical Activity*, 17(1). [IF 2019: 6.7, D1]
- 22 Van Meer, F., **Van der Laan, L.N.**, Adan, R.A.H., Viergever, M.A., Smeets, P.A.M. (2019) Development and body mass inversely affect children’s brain activation in inhibitory areas during food choice. *NeuroImage*, 159, 325-333. [IF 2018: 5.8, D1]
- 23 Manippa, V. **Van der Laan, L.N.**, Brancucci, A., Smeets, P.A.M. (2019) Health body priming and food choice: an eye tracker study. *Food Quality & Preference*, 72, 116-125. [IF 2018: 3.7, Q1]
- 24 Smeets, P.A.M, Dagher, A. Hare, T., Kullmann, S., **van der Laan, L.N.**, Poldrack, R.A., Preissl, H., Small, D. Stice, E., Veldhuizen, M.G. (2019) Good practice in food-related neuroimaging. *American Journal of Clinical Nutrition*, 109(3), 491-503 [IF 2018: 6.6, D1]
- 25 Casado-Aranda, L., **Van der Laan, L.N.**, Sanchez-Fernandez, J. (2018) Neural Correlates of Gender Congruence in Audiovisual Advertising for Gender-Targeted Products: an fMRI Study. *Human Brain Mapping*, 39(11), 4360-4372. [IF 2017: 4.5, Q1]
- 26 Manippa V., Padulo, C., **van der Laan, L.N.**, Brancucci, A. (2017) Gender differences in food choice: Effects of superior temporal sulcus stimulation. *Frontiers in Human Neuroscience*, 11, 597. [IF 2016: 3.2, Q2]
- 27 Van Meer, F., **van der Laan, L.N.**, Viergever, M.A., Adan, R.A.H., Smeets, P.A.M. (2017) Considering healthiness promotes healthier choices but modulates medial prefrontal cortex differently in children compared with adults. *NeuroImage*, 159, 325-333. [IF 2016: 5.8, D1]
- 28 **Van der Laan, L.N.**, Papiés, E.K., Hooge, I.T.C., Smeets, P.A.M. (2017) Goal-directed visual attention drives health goal priming: An eye-tracking experiment. *Health Psychology*, 36, 82-90. [IF 2016: 3.6, Q1]
- 29 Van Meer, F., **van der Laan, L.N.**, Charbonnier, L., Viergever, M.A., Adan, R.A.H., Smeets, P.A.M. (2016) Developmental differences in the brain response to unhealthy food cues: an fMRI study of children and adults. *American Journal of Clinical Nutrition*, 104, 1515-1522. [IF 6.9, D1]
- 30 **Van der Laan, L.N.**, Charbonnier, C., Griffioen-Roose, S., Kroese, F.M., van Rijn, I., Smeets, P.A.M. (2016) Supersize my brain: a cross-sectional voxel-based morphometry study on the association between self-reported dietary restraint and regional grey matter volumes. *Biological Psychology*, 117, 108-116. [IF 2015: 3.2, Q1]
- 31 **Van der Laan, L.N.**, Barendse, M.E., Viergever, M.A., Smeets, P.A.M. (2016) Subtypes of trait impulsivity differentially correlate with neural responses to food choices. *Behavioural Brain Research*, 296, 442-450. [IF 2016: 3.0, Q2]

- 32 Charbonnier, C., Van Meer, F. **Van der Laan, L.N.**, Viergever, M.A., Smeets P.A.M. (2016) Standardized food images: A photographing protocol and image database. *Appetite*, 96, 16-173. [IF 2016: 3.4, Q1]
- 33 **Van der Laan, L.N.**, Hooge, I.T.C., De Ridder, D.T.D., Viergever, M.A., Smeets, P.A. (2015) Do you like what you see? The role of first fixation and total fixation duration in consumer choice. *Food Quality & Preference*, 39, 46-55. [IF 2015: 3.7, D1]
- 34 **Van der Laan, L.N.**, Smeets, P.A.M. (2015) You are what you eat: a neuroscience perspective on consumers' personal characteristics as determinants of food choice. *Current Opinion on Food Science*, 3, 11-18 (*invited review*) [IF 2017: 3.7, D1].
- 35 Charbonnier, C., **Van der Laan, L.N.**, Viergever, M.A., Smeets, P.A.M. (2015) Functional MRI of challenging food choices: forced choice between equally liked high- and low-calorie foods in the absence of hunger. *PLoS One*, 10(7), e0131727. [IF 2015: 3.1, Q1]
- 36 Van Meer, F., **Van der Laan, L.N.**, Adan, R.A.H., Viergever, M.A., Smeets, P.A.M. (2014) What you see is what you eat: an ALE meta-analysis on the neural correlates of food viewing in children and adolescents. *NeuroImage*, 104, 35-43. [IF 2014: 6.4, D1]
- 37 **Van der Laan, L.N.**, De Ridder, D.T.D., Viergever, M.A., Smeets, P.A. (2014) Activation in inhibitory brain regions during food choice correlates with temptation strength and self-regulatory success in weight-concerned women. *Frontiers in Neuroscience*, 8, 308. [IF 2016: 3.2, Q2]
- 38 **Van der Laan, L.N.**, De Ridder, D.T.D., Charbonnier, L., Viergever, M.A., Smeets, P.A. (2014) Sweet Lies: neural, visual and behavioural measures reveal a lack of self-control conflict during food choice in weight-concerned women. *Frontiers in Behavioural Neuroscience*, 8, 184. [IF 2014: 3.3, Q1]
- 39 **Van der Laan, L.N.**, De Ridder, D.T.D., Viergever, M.A., Smeets, P.A. (2012) Appearance matters: The neural correlates of food choice and packaging attractiveness. *PLoS ONE*, 7(7), e41738. [IF 2012: 3.7, Q1]
- 40 Smeets, P.A. Charbonnier, L., van Meer, F., **van der Laan, L.N.**, Spetter, M.S (2012). Food- induced brain responses and eating behaviour. *Proc.Nut.Soc.*, 71, 511-20. [IF 2012: 3.7, Q1]
- 41 Smeets, P.A., **van der Laan, L.N.** (2011) Satiety-Not the problem, nor a solution. *Appetite* 57:772-773 [IF 2011: 2.6, Q2]
- 42 **Van der Laan, L.N.**, De Ridder, D.T.D., Viergever, M.A., Smeets, P.A. (2011) The first taste is always with the eyes: a meta-analysis on the neural correlates of visual food cues. *NeuroImage*, 55, 296-303. [IF 2010: 5.9, D1]
- 43 Zeinstra, F.F., Koelen, M.A., Kok, F.J., **van der Laan, L.N.**, de Graaf, C. (2010) Parental child-feeding strategies in relation to Dutch children's fruit and vegetable intake. *Public Health Nutrition*, 13(6), 787-96. [IF 2009: 2.7, Q1]

4.2 Other publications

- Professional report for Dutch Ministry of Health, Welfare and Sports: **Van der Laan, L.N.**, & De Wit, J. (2023) Factors relevant for discontinuance of the CoronaMelder.
- Professional report for Dutch Ministry of Health, Welfare and Sports: **Van der Laan, L.N.**, Van der Waal, N, & De Wit, J. (2022) Final report Evaluation of the CoronaMelder - Survey LISS panel wave 6
- Professional report for Dutch Ministry of Health, Welfare and Sports: **Van der Laan, L.N.**, Van der Waal, N, & De Wit, J. (2021) Final report Evaluation of the CoronaMelder - Survey LISS panel wave 5
- Professional report for Dutch Ministry of Health, Welfare and Sports: Ebbers, W., Hooft, L., **Van der Laan, L.N.**, Metting, E. (2021) Evaluation CoronaMelder: an overview after 9 months of the CoronaMelder.
- Professional report for Dutch Ministry of Health, Welfare and Sports: **Van der Laan, L.N.**, Van der Waal, N, & De Wit, J. (2021) Final report Evaluation of the CoronaMelder - Survey LISS panel wave 4
- Professional report for Dutch Ministry of Health, Welfare and Sports: **Van der Laan, L.N.**, Van der Waal, N, & De Wit, J. (2021) Final report Evaluation of the CoronaMelder - Survey LISS panel wave 3
- Professional report for Dutch Ministry of Health, Welfare and Sports: **Van der Laan, L.N.**, Van der Waal, N, & De Wit, J. (2021) Final report Evaluation of the CoronaMelder - Survey LISS panel wave 2
- Professional report for Dutch Ministry of Health, Welfare and Sports: **Van der Laan, L.N.**, Van der Waal, N, & De Wit, J. (2021) Final report Evaluation of the CoronaMelder - Survey LISS panel wave 1

- Professional report for Dutch Ministry of Health, Welfare and Sports: **Van der Laan, L.N.**, Tenfelde, K., Raaijmakers, F., Van 't Hoff, E. (2021) Rapportage Evaluatie CoronaMelder: aanleiding voor testen en opvolgen adviezen in de melding: Vragenlijstonderzoek i.s.m. GGD Noord-Oost Gelderland & GGD Gelderland-Midden in een sample respondenten positief getest op het coronavirus.
- Book Chapter: van Berlo, Z. M. C., van Reijmersdal, E. A., Smit, E. G., & **van der Laan, L. N.** (2020) Inside Advertising: The Role of Presence in the Processing of Branded VR Content. *Augmented Reality and Virtual Reality: Changing realities in a dynamic world*. Jung, T., tom Dieck, M. C. & Rauschnabel, P. A. (eds.). Springer/Link, p. 11-22
- Conference paper: Slegers, K., de Rooij, A., van Enschoot, R., Elloumi, L., **van der Laan, N.**, & de Wit, J. (2019). Academic Challenges in HCI Education – The New Media Design Bachelor and Master Programs. Paper presented at EduCHI 2019, Glasgow, United Kingdom
- Paper in professional journal: **Van der Laan, L.N.** A novel technique in fMRI analysis for neuromarketing purposes: multivariate pattern analysis (2012). *Neuromarketing theory & practice magazine* (Quarter-yearly magazine of the Neuromarketing Science & Business association). Issue no.3 November 2012.

4.3 Awarded research grants and other funding acquisition:

- TSHD Seed Money Call. 2024. Title: Individual differences in sensory processing sensitivity and their relation to digital health communication. Contribution: co-applicant. Collaboration with: T. van Leeuwen (main applicant) and T. van Laarhoven (Tilburg University). Amount: 9925 euro.
- Digital Sciences for Society Icon project. 2023. Title: DIGIQUITY4HEALTH: How digital choice environments affect equity and disparities in healthy consumption. Contribution: main applicant. Collaboration with several researchers from the TiU schools TSHD, TiSEM and TSB, and several private and public partners including Nakko bv. and AiMark. Contribution DSFS: 599.884 euro. Total project budget: 1.080.596 euro.
- Digital Sciences for Society Growth project 2023: Title: Smell-e Technology: Validating immersive multisensory VR food environments to study food choice. Contribution: Co-applicant. Collaboration with: R. De Vries (main applicant), T. Van Leeuwen, M. Vuorre (Tilburg University), C. Castleton (Cynexo), S. Boesveldt (Wageningen university and Research Center). Contribution DSFS: 13.833 euro. Total project budget: 31.233 euro.
- Public private Allowance Health~Holland, Top Sector Life Sciences & Health 2022. Title: NudgeMe: Digital Nudges for Healthy Food Choice: Empirical, Ethical and Design Perspectives On Personalised Digital Nudging Techniques. Contribution: Main-applicant. Collaboration with Bart Engelen (TiU), Sabita Soedamah-Muthu (TiU), Nadine Bol (TiU), Nakko bv. Total project budget: 247.954 euro.
- Governmental funding (Ministry of Health, Welfare and Sports) for scientific evaluation of the CoronaMelder 2020-2022. Funding for personnel costs of execution of literature study and of setup and analysis of longitudinal (6-wave) survey in the LISS panel. Amount (incl. panel costs): 110.895 euro.
- NWO Diabetes II Doorbraakprojecten (projectnummer: 459001011) 2018. Title: When the shopping gets tough, the tough train in virtual reality: a virtual reality approach to promote healthy grocery shopping. Amount: 99.665 euro. Contribution: Co-applicant. Collaboration with: dr. G.J. de Bruijn (University of Amsterdam, Dr. J.A. Bosch (University of Amsterdam), Dr. R. Ijzerman (Vumc), prof. Dr. R.W.H.J. Wiers (University of Amsterdam), Dr. S. De Wit (University of Amsterdam).
- Philip Eijlander fellowship 2018 – University of Tilburg – Amount 10.000 euro.
- Research Priority Area grant of Digital Communication Research. University of Amsterdam 2018: Title: Testing package complexity in an innovative 3D virtual supermarket environment. Amount: 3.600 euro. Contribution: Co-applicant. Collaborating with prof. dr. Edith Smit, dr. Corine Meppelink (University of Amsterdam).
- Research Priority Area grant of Digital Communication Research. University of Amsterdam 2018: Title: Bridges and Roller Coasters Revisited: Testing Excitation Transfer in Virtual Reality. Amount: 4.820 euro. Contribution: co-applicant. Collaboration with dr. Jeroen Lemmens, Zeph van Berlo, MSc, dr. Suzanne Baumgartner (University of Amsterdam).

- Research Priority Area grant of Digital Communication Research. University of Amsterdam 2018: Title: Effects of social processes in virtual reality on health behaviour: comparing the effects of virtual compared to real eating companions on healthy and unhealthy food intake. Amount: 4.725 euro. Contribution: co-applicant. Collaboration with dr. Saar Mollen and dr. Sindy Sumter (University of Amsterdam).
- NWO KIEM Creatieve Industrie 2017: Title: Put the brakes on Pac-man: Development and evaluation of a virtual reality game to decrease food intake. Total project budget (incl. 3.000 contribution of Owl VR): 18.000 euro. Contribution: PI, main applicant. Collaboration with Owl VR solutions.
- NWO replicatiestudies 2017. Title: Can we have a second helping? A replication study on the neurobiological mechanisms underlying self-control. Amount: 86.760 euro. Contribution: PI, main applicant. Collaboration with Prof. dr. Ale Smidts (Erasmus University), Prof. dr. Denise de Ridder (Utrecht University), Prof. dr. Russ Poldrack (Stanford University, U.S.A.)
- Future Food Utrecht University Seed Money 2015. Title: Can caffeine promote healthy food choices by mitigating sleep-loss induced deficits in inhibitory control? Amount: 10.000 euro. Contribution: PI, main applicant. Collaboration with dr. J. Benjamins (Utrecht University).
- Nvidia Research Hardware grant 2015. Grant amount (material): 6.000 euro. Contribution: main/single applicant.
- NWO-ALW Food Cognition Behaviour 2014. FCB 14-44. Title: Virtue: developing a realistic fMRI-compatible VIRTUAL food choice Environment to test the effectiveness and neural underpinnings of healthy eating interventions. Grant Amount: 100.000 euro. Contribution: PI, main writer of proposal and co-applicant (due to administrative reasons I could not be PI because I was non tenured postdoc). Collaboration with Paul Smeets (UMCU), Victor Lamme (Neurensics/UvA), Esther Papies (University of Glasgow, U.K.) and Wilma Waterlander (University of Auckland, New Zealand).

4.4 Awards/bursaries/prizes

- Price for one of most influential papers of 2022 for Goedegebure et al., 2022. Neuromarketing science & business Association.
- Best oral presentation award of the annual conference on Research in Psychology and Health (ARPH) 2021.
- Winner of best popular scientific article in writing competition European Nutrition Leadership Platform Program 2014.
- Trainee abstract travel award Human Brain Mapping 2014 (only top-rated abstracts are selected for this competitive award)
- British Feeding and Drinking group Student bursary 2013.
- Student Bursary award of the 5th European conference on sensory and consumer research, 2012.
- Pangborn Sensory Science Student bursary award 2011 (in total 16 awards were handed out to the highest ranked abstracts of oral presentations).
- British Feeding and Drinking group Student bursary 2009.

4.5 Research visits abroad (longer than a few weeks)

- **2015 (June – September):** Visit to the group of Prof Russ Poldrack, Stanford University, U.S.A.
- **2011 (November - December):** Working visit to the group of Professor Joachim Schölderer, Department of Business Administration, Aarhus University, Denmark.

4.6 Accepted submissions for conferences (only first author submissions):

- Oral presentation: European Health Psychology Society Conference (2023, Bremen, Germany). Do Technology Acceptance Factors, Health Related Factors and Contextual Factors Predict Use Discontinuance of eHealth?
- Oral presentation: Conference of the association for research on psychology and health (2023, Enschede, The Netherlands). Factors predicting the use discontinuance of contact tracing apps.
- Oral presentation: Etnaal (2022, online) The temporal dynamics of contact tracing app adoption: Integrating the UTAUT, HBM and contextual factors.

- Oral presentation: European Health Psychology Society Conference (2021, online) Effects of suggestions and health information in self-scanning applications on healthy food choices in the supermarket – a field study.
- Oral presentation: Conference of the association for research on psychology and health (2021, online). Effects of suggestions and health information in self-scanning applications on healthy food choices in the supermarket – a field study.
- Oral presentation: Conference of the association for research on psychology and health (2020, Egmond aan Zee, The Netherlands). Can we have a second serving? A replication study on the neurobiological mechanisms underlying self-control.
- Oral presentation UCL Center for behaviour change Annual Digital Health conference (2020, online) Development and evaluation of a virtual reality puzzle game to decrease food intake.
- Oral presentation: Conference of the association for research on psychology and health (2019, Egmond aan Zee, The Netherlands). Applying virtual reality for health behaviour change: effects of VR food exposure on food intake.
- Oral presentation: Supporting health by tech (2019, Groningen, The Netherlands) Development and evaluation of a virtual reality puzzle game to decrease food intake
- Poster presentation: European Health Psychology Society conference (2019, Dubrovnik, Croatia) Can we have a second serving? A replication study on the neurobiological mechanisms underlying self-control.
- Oral presentation: International Conference on Communication (2018, Prague, Czech Republic) How health goal priming promotes healthy food choice: a virtual reality fMRI study.
- Oral presentation: Conference of the European Society for Cognitive and Affective Neuroscience (2018, Leiden, The Netherlands) Employing a virtual reality environment to investigate the neural correlates of healthy food choice.
- Oral presentation: Etmaal (2018, Gent, Belgium). How health goal priming promotes healthy food choice: a virtual reality fMRI study.
- Oral presentation: 25th annual meeting of the Society for Ingestive Behaviour (2017, Montreal, Canada). Immerse me into interoception: results from a food choice study in the NeuroShop virtual supermarket
- Oral presentation: British feeding and drinking group annual meeting (2016, London, U.K.). Goal-directed visual attention drives health goal priming: An eye-tracking experiment.
- Poster presentation: 13th Annual meeting for the organization for Human Brain Mapping (2015, Honolulu, U.S.A.). Behavioural and self-reported impulsivity differentially modulate striatal responses to food choices.
- Poster presentation: British feeding and drinking group annual meeting (2015, Wageningen, The Netherlands). I want it now! Behavioural and self-reported impulsivity differentially modulate brain responses to food choices.
- Poster presentation: 12th Annual meeting for the organization for Human Brain Mapping (2014, Hamburg, Germany). Sweet lies: neural, visual, and behavioural measures reveal a lack of self-control conflict during food choice in weight-concerned women.
- Oral presentation: British feeding and drinking group annual meeting (2013, Loughborough, United Kingdom). Sweet lies: Neural, visual and behavioural measures reveal a lack of self-control conflict during food choice in weight-concerned women.
- Poster presentation: Endo-Neuro-Psycho Meeting (2012, Lunteren, The Netherlands). On resisting forbidden fruits: neural correlates of food choice.
- Poster presentation. 12th Annual meeting for the organization of Human Brain Mapping (2012, Beijing, China). On resisting forbidden fruits: neural correlates of food choice.
- Oral presentation: 5th European conference on sensory and consumer research (2012, Bern Switzerland). On resisting forbidden fruits: neural correlates of food choice.
- Oral presentation: 9th Pangborn Sensory Science Symposium (2011, Toronto, Canada,) Love at first sight or a deliberate decision? Associations between first gaze, gaze duration and consumer choice.

- Poster presentation: 17th Annual Meeting of the Organization for Human Brain Mapping (2011, Quebec City, Canada). Appearance matters: neural correlates of packaging aesthetics predict consumer choices.
- Oral presentation: 8th conference on Psychology & Health (2010, Lunteren, The Netherlands). The neuroscience of food reward.
- Poster presentation: 16th Annual Meeting of the Organization for Human Brain Mapping (2010, Barcelona, Spain). The neural correlates of processing visual food cues: an ALE meta-analysis.
- Oral presentation: 34th Annual Meeting of the British Feeding and Drinking Group (2010, Maastricht, The Netherlands). The neural correlates of processing visual food cues: an ALE meta-analysis.

4.7 Other/invited international and national presentations

- **2023 (April)** Session on Behavioural and communication sciences during the COVID-19 pandemic: lessons learned for future pandemics at Tilburg University. Title: “The diffusion of novel health technology in a pandemic - the case of the CoronaMelder”.
- **2023 (April)** End conference of Ministry of Health, Welfare and Sports on Review framework for commissioning technology in infectious disease control. Title: “Adoption and use discontinuance of the CoronaMelder: evidence from a 6-wave longitudinal survey study.”
- **2023 (April)** Invited lecture at WanderLab, Wageningen University and Research Centre Title: “Immersive Technologies for Responsible Food Choices”.
- **2023 (February)** European Health Psychology Society (EHPS) Winter School. Title: “Just-In-Time (JIT) nudges”.
- **2022 (October)** Invited presentation in sounding board session Review framework for commissioning technology in infectious disease control (TINTIN) of the Ministry of Health Welfare and Sports. Title: “Factors relevant for the use discontinuance of the CoronaMelder”.
- **2021 (December)** Guest lecture in graduate school VLAG course Sensory Perception and Food Preference, Wageningen University and Research Centre. Title: “Virtual reality for sensory and consumer science”.
- **2021 (March)** Invited guest in studio program of FocusPlaza: table guest and a short lecture.
- **2020 (August)** Invited lecture at lunch seminar series at TRANZO, Tilburg University.
- **2020 (February)** Invited lecture at colloquium series Maastricht University by invitation of Matthias Wibral (School of business and economics).
- **2019 (October)** Public lecture at Night University, Tilburg university. “Nudging for health in the digital era: Empirical and ethical perspectives”.
- **2019 (November)** Invited lecture at VARR out event organized by Surf(sara).nl.
- **2019 (September)** TSHD colloquium Tilburg University “Nudging for health in the digital era: Empirical and ethical perspectives”.
- **2019 (August)** Invited lecture at the summer retreat Lab Veronica Witte Max Planck Institute.
- **2019 (October)** Invited lecture at Dutch Design Week – Drive festival for design research and innovation “Immersive Technologies for a Healthy Food Choice”.
- **2018 (April)** Invited lecture at DietBB seminar series, Bonn, Germany.
- **2018 (January)** Invited lecture at research seminar KU Leuven, Belgium. “Neurocognitive background of dietary self-control”.
- **2017 (September):** Invited public lecture at the Themeday Future Food Utrecht as part of the FoodNote festival. Botanical gardens, Utrecht. "Je brein in de supermarkt. Het onderzoeken van voedselkeuzes met virtual reality".

- **2017 (September)** Invited lecture at the Workshop Virtual Reality as part of the annual meeting Games for Health Europe, Eindhoven, The Netherlands. "Investigating food choices with functional MRI in conjunction with virtual reality".
- **2017 (June)**: Invited presentation in session "How cues drive intake" Dutch Neuroscience Meeting, Lunteren.
- **2016 (November)**: Dutch Society of eating behaviour (WEVO) at Wageningen University. "Investigating the influence of environmental cues on food choice in online and virtual supermarkets: introducing the NeuroShop virtual supermarket".
- **2016 (February)**: Invited talk at Symposium Flavour of Neuroscience, University Medical Center Groningen. "Individual differences in neural responses to food: relation with personality and eating behaviour".
- **2016 (January)**: Invited talk at Food and Biobased Research, Wageningen University and Research Centre. Development of NeuroShop Virtual supermarket (+ demo).
- **2015 (April)**: Invited talk at Center for Information Based Decision Making & Marketing Research. "The Neuroscience of food choice and self-control".
- **2015 (January)**: Invited seminar at the department of Translational Neuroscience, Rudolf Magnus Institute, Utrecht.
- **2014 (June)**: Invited presentation in session "What's eating you? Cognitive and affective influences on food-related brain activation and eating behaviour" 12th Endo-Neuro-Psycho Meeting.
- **2014 (January)**: Invited presentation in session "Food, brain and cognition", organized by Professor Anita Jansen at the Annual Meeting of the Society for Applied Neuroscience.
- **2013 (August)**: Invited presentation at the international workshop "Using eye-tracking methodology in consumer research" at the 9th Pangborn Sensory Science Symposium in Brazil. "Like hand and Glove - How neural and visual attention measures complement each other in the study on processes underlying food choice in weight-concerned women".
- **2013 (August)**: Invited seminar at Marketing and Consumer Behaviour Group, Wageningen University and Research Centre.
- **2013 (June)**: Invited talk at Altrecht Eating Disorders Rintveld, Zeist. "Implicit markers of food choice" (overview of thesis research).
- **2011 (May)**: Invited presentation at Chair group meeting sensory Science and Eating Behaviour, Wageningen University and Research Centre. "Appearance Matters: neural correlates of package aesthetics predict consumer choices".
- **2011 (December)**: Paper presentation of "The first taste is always with the eyes: a meta-analysis on the neural correlates of processing visual food cues" at the ImagO Autumn Conference, Utrecht. Nominated for best first article award.
- **2011 (November)**: Invited lecture at Aarhus University, Department of Business Administration, Denmark. Seminar "Biomarkers of food choice".
- **2011 (October)**: Presentation at the Dutch Society of eating behaviour (WEVO) at Department Public Health and Primary Care, Maastricht University. "Associations between first gaze, gaze duration and consumer choice".
- **2010 (March)**: Invited presentation in session "Food temptation and self-regulation" at the 8th Conference on Psychology & Health.

4.8 Open science activities

- **2023 – present** Faculty ambassador Open Science of the Tilburg School of Humanities and Digital Sciences, Open Science Community Tilburg.
- **2023** Initiator of session on replication studies in the "Open to Complexity: Symposium on Open Science in the Social Sciences and Humanities", September 5th 2023.
- **2022** Meeting of the department of Communication and Cognition: Reproducible and collaborative reporting with R markdown and Github.
- **2019 & 2022** Contribution to best-practices paper on food-related fMRI research and white paper on open digital health (see publication list: Smeets et al., 2019 and Kwasnicka et al., 2022).

- **2019** Talk on Open Science at DCC Tilburg University PhD club.
- **2019** Workshop Open Science for early career researchers at the Etmaal conference.
- **2018-2020** PI of replication project cognitive background self-control (NWO replication grant).
- **2018 – present** Preregistration of several studies on the Open Science Framework (osf.io/e9s2y).
- Data, script, and/or material sharing of the following papers:
 - Data of: Van der Laan, L.N., Orcholska, O. Effects of digital Just-In-Time nudges on healthy food choice – A field experiment (2022). *Food Quality and Preference*, 98, 104535
 - Raw data of: Scholz, C. Chan, H-Y, Poldrack, R.A., De Ridder, D.T.D., Smidts, A., **Van der Laan L.N.** (2022) Can we have a second serving? A replication study on the neurobiological mechanisms underlying self-control: <https://openneuro.org/datasets/ds002643/versions/1.1.0> Materials: <https://osf.io/qzyxm>
 - Statistical images of: **Van der Laan, L.N.**, De Ridder, D.T.D., Viergever, M.A., Smeets, P.A. (2011) The first taste is always with the eyes. A meta-analysis on the neural correlates of processing visual food cues. Link to data: <https://neurovault.org/collections/5542/>
 - Group statistical images of: **Van der Laan, L.N.**, De Ridder, D.T.D., Viergever, M.A., Smeets, P.A. (2014) Activation in inhibitory brain regions during food choice correlates with temptation strength and self-regulatory success in weight-concerned women. *Frontiers in Neuroscience* 8:308. Link to data: <https://neurovault.org/collections/723/>
 - Group statistical images of: **Van der Laan, L.N.**, De Ridder, D.T.D., Charbonnier, L., Viergever, M.A., Smeets, P.A. (2014) Sweet Lies: neural, visual and behavioural measures reveal a lack of self-control conflict during food choice in weight-concerned women. *Frontiers in Behavioural Neuroscience* 8: 184. Link to data: <https://neurovault.org/collections/724/>
 - Stimulus set and photographing protocol of the F4H image set. Charbonnier, C., Van Meer, F. **Van der Laan, L.N.**, Viergever, M.A., Smeets P.A.M. (2016) Standardized food images: A photographing protocol and image database. *Appetite*, 96, 16-173.

4.9 Other research-related activities

- **2014 – present:** Grant reviewer for several funding agencies: The Israel Science Foundation (2015), Swiss National Science Foundation (2014 and 2023) and the Dutch Research Council (2023).
- **2022 (Sept)** Doctoral dissertation review Evelyn Medawar, Charité – Universitätsmedizin Berlin, Germany.
- **2020 (Sept)** Doctoral committee Linda Couwenberg, Rotterdam School of Management, Erasmus University, The Netherlands.
- **2019** Scientific committee member AR/VR conference.
- **2018** Promotion committee Valerio Manippa, University of Chieti-Pescara, Italy.
- **2014 – present:** I participated in the competitive (participation limited to top 30% of applicants) leadership seminar of the European Nutrition Leadership Platform, a network of more than 200 leaders in nutrition from industry and academia in Europe. I have been editor of the Newsletter (2014-2016).
- **2011 – present** Reviewer for journals including: *NeuroImage*, *Health Psychology Review*, *Obesity*, *PlosOne*, *Neuropsychologia*, *Journal of Behavioural Decision Making*, *Appetite*, *Food Quality & Preference*, *Food Research International*, *Frontiers in Neuroscience*, *International Journal of Communication*, *New Media and society*, etcetera.

5. Teaching

5.1 Educational management

- **2018 – 2023** Coordinator of the track New Media Design of the Communication and Information Sciences (BSc and MSc) program at Tilburg University.
- **2019-2020:** Program committee member of Communication and Information Sciences program at Tilburg University.

5.2 Courses taught

The table below lists the courses that I have been involved in.

Period	Course name	Program	Role
2020 – present	Digital Health Communication	MSc Communication and Information Sciences, Tilburg university	Coordinator and lecturer
2019	Human Media Interaction Theory	MSc Communication and Information Sciences, Tilburg university	Coordinator and lecturer
2019 – present	Human-Computer Interaction for CIS	BSc Communication and Information Sciences, Tilburg University	Coordinator and lecturer
2017	Experimentation in the Social Sciences	Research Master Communication Science, University of Amsterdam	Lecturer
2017	Health Communication	MSc Persuasive Communication, University of Amsterdam	Lecturer
2016	Nutritional Neuroscience	MSc Nutrition and Health, Wageningen University and Research Centre	Tutor
2013	Introduction to Educational Neuroscience	Research Master Educational Sciences: Learning in Interaction, Utrecht University	Tutor and lecturer
2007	Advanced statistics for nutritionists	BSc Nutrition and Health, Wageningen University and Research Centre	Teaching assistant

5.3 Supervision

- **BSc and Msc supervision:** I supervised dozens of internships, lab rotations and theses of (Bsc and MSc) students from the following studies: MSc ‘Toegepaste Cognitieve Psychologie’ (Utrecht University), MSc Neuroscience & Cognition (Utrecht University), MSc Brain & Cognitive sciences (University of Amsterdam), MSc Persuasive Communication (University of Amsterdam), MSc and BSc Communication and Information Sciences (Tilburg University) and BSc Psychology (Utrecht University).
- **PhD supervision**
 - Nicola Swart (ongoing)
 - Title: Personalised digital nudging for healthy food choice across the socioeconomic gradient
 - Tilburg University
 - Start date: 1-2024
 - Sofia Leonti (ongoing)
 - Title: societal acceptance of novel technology for sustainable crop protection
 - Tilburg University
 - Start date: 1-2024
 - Name: Hendrik Engelbrecht (ongoing)
 - Title: The role of agency in designing effective fear appeals through interactive digital narratives
 - Tilburg University
 - Start date: 2-2020

- Name: Nadine van der Waal (ongoing)
 - Title: How virtual body ownership changes food choices: antecedents and persuasive effects of being embodied in a current and a future self
 - Tilburg University
 - Start date: 9-2019
- Name: Floor van Meer
 - Title: Neural processing of healthy foods in normal-weight and overweight children and adults
 - UMC Utrecht
 - Defense date: 31-10-2017
- **Postdoc supervision**
 - Name: Rachelle de Vries
 - Title: Personalised digital nudges for healthy food choice (NudgeMe project)
 - Tilburg University
 - 1-7-2022 – ongoing.
 - Name: Nadine van der Waal
 - Title: Challenges and opportunities of digital choice environments over the SEP gradient (DIGIQUITY4HEALTH project)
 - Tilburg University
 - Start date: 15-3-2024
- **Other (research) personnel**
 - Name: Christin Scholz
 - Title: A replication study on the neurobiological mechanisms underlying self-control
 - Research time allocation (NWO Replication project - addition to assistant professor position C. Scholz)
 - University of Amsterdam
 - Start date: 15-3-2024
 - In total 9 research assistants as part of the following projects: VIRTUE, Replication project, Seed money Future Food Utrecht, RPA grant of Digital Communication Research.
 - Two visiting PhD-candidates
 - V. Manippa (supervisor during visit UMC Utrecht Nov 2016 – June 2017)
 - L. Casado (supervisor during visit UMC Utrecht Sept – Dec 2016)
 - Two software developers (B. Rosbag, D. Groothuysen).

5.4 Guest lectures in courses at other departments/universities

- **2019** Guest lecture. Course: Play and Game, Tilburg University
- **2019** Guest lecture. Course: Augmented and Virtual Reality, Tilburg University
- **2016 (November)**: “The neurobiology of food choice in normal-weight individuals, obese individuals and anorexia nervosa patients” Course: Fundamentals of Neuroscience and Cognition (Translational neuroscience week), Utrecht University.
- **2015 (November)** “The neuroscience of food choice in humans”. Course: Fundamentals of Neuroscience and Cognition (Translational neuroscience week), Utrecht University.
- **2015 (October)** Gastcollege Sensorische perceptie. Master Toegepaste cognitieve psychologie, course TCPII, Utrecht University.
- **2015 (May)**: “The neuroscience of food choice and self-control”. Honours seminar Master Earth Sciences, Utrecht University.
- **2013 (February)**: “The role of neuroscience in packaging design”. Rotterdam Business School Erasmus University.

- **2012 (September):** “Eye-tracking en neuromarketing”. Opleiding Communicatie. Hogeschool Arnhem Nijmegen.
- **2012 (March):** “Van het oog naar het brein”. Opleiding Communicatie. Hogeschool Arnhem Nijmegen.

6. Impact activities

6.1 Academic roles

- **2023 – present** Research portfolio holder Labs and Open Science at Department of Communication and Cognition, Tilburg University.
- **2023 – present** Research lead worktable 1 “Digital me: Digital support for self-management and collaborative care”. Academic Collaborative Center for Digital Health & Mental Wellbeing, Tilburg University.
- **2023 –2024** Faculty ambassador Open Science of the Tilburg School of Humanities and Digital Sciences, Open Science Community Tilburg.
- **2018 – present:** Board member (secretary) of the Association for Research on Psychology and Health.
- **2018 - present** Manager of the Media Design Lab, department of Communication and Cognition, Tilburg University.
- **2021 - 2023:** Member of Steering Committee of the Tilburg University Challenge.

6.2 Valorisation

- **2022-2023:** Member of Sounding board group Review framework for commissioning technology in infectious disease control of the Ministry of Health, Welfare and Sports. Task: advise on the design and development of the review framework and the serious game. Set up a large study investigating the predictors of acceptance of novel health technology in hypothetical future pandemic scenario’s.
- **2020 – 2022:** Member of CoronaMelder Evaluation team of the Ministry of Health, Welfare and Sport. I have led several studies, including a representative six-wave panel study on the (determinants of) adoption of the CoronaMelder and adherence to the health advices given in a notification. Results were used for improvement of the communication surrounding the CoronaMelder and the app itself. Further, they were used for formulating advice for pandemic preparedness (e.g., KNAW report “Met de kennis van straks. De wetenschap goed voorbereid op pandemieën”).
- **2020:** Member of Behavioural Sciences Taskforce of the Ministry of Health, Welfare and Sport, that advises on the design, development, and implementation of the CoronaMelder app.

6.3 Organisational service

- **2024** Organisation and chair - Symposium From Bricks to Clicks: Challenges and opportunities of digital choice environments for healthy food choices (Januari 23rd, Tilburg).
- **2023** Organisation of mini symposium “Behavioural and communication sciences during the COVID-19 pandemic: lessons learned for future pandemics” (April 19th, Tilburg).
- **2023 – now** Organiser and match-maker of the Meet a mentor program of the Association on Research in Psychology and Health.
- **2022** Organisation of the ARPH conference in Egmond aan Zee 16-17 June.
- **2021 – now** Organizer of the monthly TiU eHealth meetings.

- **2017 (June)** Organizer and chair of symposium “The potential of Virtual Reality for eating behaviour research and behaviour change” (June 9th 2017).
- **2016 (April)** Co-organizer of Nudge-IT public symposium “Healthy food choice – state of the art, challenges & solutions”. (April 13th 2016)
- **2015 (June)** Organizer and chair of session ‘From the Brain to Buffet: links between food-related brain responses and real-life eating behaviour’ at the Dutch Neuroscience Meeting for which I invited Dr. Eric Stice as international key speaker (senior scientist, Oregon Research Institute, USA).
- **2015 (March)** Organization of Nutritional Neuroscience symposium titled “From the brain to behaviour change”, on the neural correlates of eating behaviour (March 20th) with international speakers Prof Russ Poldrack (Stanford University, U.S.A.) and Dr. Tom Schönberg (Tel Aviv University, Israel) and national speakers Dr. Harm Veling (Radboud University Nijmegen) and Dr. Paul Smeets (ISI, UMC Utrecht).
- **2014 -2016** Organizer and technical chair of the lab meetings of the Nutritional Neuroscience Lab.
- **2014 – 2015** Organizer of the ImagO colloquia, a series of talks on medical imaging with international experts.
- **2010 – 2012** Organizer of the weekly scientific meetings of the Image Sciences Institute, UMC Utrecht.

6.4 Other impact-related activities

- **2018** The VirtuMart was selected for the Innovation Expo. The Innovation Expo is organised every two years by the Dutch government, and it provides a stage for Dutch innovative contributions to "sustainable, smart and social breakthroughs for the social challenges we are facing, now and in the future".