

CURRICULUM VITAE - SIMONE DE DROOG
(JANUARY 2012)

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EMPLOYMENT

Sept. 2008 – present Ph.D. Candidate
Amsterdam School of Communication Research ASCoR,
University of Amsterdam

EDUCATION

2006 – 2008 MSc. Communication Science Research (cum laude)
University of Amsterdam
Thesis: *Promoting fruit as an attractive snack for children by using popular characters.*

2004 – 2006 BSc. Communication Science
University of Amsterdam
Thesis: *Digital children's programs as successful niche for the Dutch public broadcasting; Case study United Kingdom & United States.*

2000 – 2004 Bc. Communication Management
Specialization in Marketing Communication
Hogeschool van Utrecht
Thesis: *A commercial-free future for children? An essay on the development of commercials targeted at children through the years & the influence of contemporary criticism on the future.*

1997 – 2000 Intermediate vocational education (mbo) Marketing & Communication
Abstede College, Utrecht

1993 – 1997 Lower general secondary education (mavo)
Glasstad Scholen Gemeenschap, Leerdam

RESEARCH PROJECTS

- Sept. 2008 – present Ph.D. research project
Project title: *Establishing and understanding the effectiveness of (brand) characters on young children's healthy food consumption.*
- Activities include three large-scale experiments among preschoolers (aged 4-6). For each experiment new and original stimulus material was developed and pretested (i.e., food packages, characters, and picture books) in collaboration with designers and writers from my personal network. I also developed a new measurement tool for preschoolers to tap into their automatic affective responses. Data-collection took place on primary schools where I interviewed the preschoolers individually.

TEACHING AND SUPERVISION

- Jan. 2012 – present Teaching *Research Practicum Survey*, undergraduate course Communication Science, University of Amsterdam.
- Sept. 2010 – present Supervision of practical trainees and students writing MA-thesis, Communication Science, University of Amsterdam.
- Sept. 2011 – Oct. 2011 Co-development and teaching *Youth in a Commercialized Media Environment*, graduate course Communication Science, University of Amsterdam.
- Sept. 2010 – Oct. 2010 Co-development and teaching *Youth in a Commercialized Media Environment*, graduate course Communication Science, University of Amsterdam.
- Feb. 2009 – July 2010 Coordination of *Children and the Media*, undergraduate course Communication Science, University of Amsterdam.
- Sept. 2009 – Oct. 2009 Teaching *Introduction in Communication Science*, undergraduate course Communication Science, University of Amsterdam.

OTHER ACADEMIC ACTIVITIES

- 2012 (planned) Visit to the University of Reading (UK) for data-analysis and writing on my latest study (data-collection took place end of 2011) and exchanging ideas with C. Houston-Price and P. Heath, both experts on the effect of picture books on children's healthy food consumption.
- 2011 – present Reviewer journal articles:
European Journal of Communication
Journal of Health Communication
Public Health Nutrition
- Sept. 2010 – Mar. 2010 Co-development of an experiment for a test of the PCMC-model. The PCMC-model is a theoretic framework for young people's processing of commercialized media content, developed by M. Buijzen, E. A. van Reijmersdal, & L. Owen, as part of the NWO Vidi-project *The commercialized media environment: Content, processes, and consequences for children and adolescents.*

- 2009 – 2010 Conference reviewer: Annual Conference of the International Communication Association (ICA).
- Jan. 2009 – June 2009 Coordination and co-development of the new logo and website for the Center for Research on Children, Adolescents, and the Media (CCAM), see: www.ccam-ascor.nl

OTHER WORK EXPERIENCE

- 2005 – 2008 Quantitative Researcher & Manager of Research Project *Dat vind ik er van!* (Here's what I think!) at JuniorSenior, a communication agency specialized in young marketing, Amsterdam.
- 2004 – 2005 PR-employee at JuniorSenior, Amsterdam.
- 2003 – 2004 Work placement at the PR Department of JuniorSenior, Amsterdam. Project: writing a business plan for a new research product, which led to the development of *Dat vind ik er van!* (Here's what I think!).
- 2003 Four month work placement at event agency Malgil, Amsterdam. Activities: event management / organization.
- 2002 Independent event project for the Sweet Backed Goods Department of Masterfoods Veghel. Project: the organization of a two day team event for Dutch and German employees.
- 2001 – 2003 Event- & company catering via employment agency Randstad, Utrecht.
- 1999 – 2001 Administrative employee at Van Doorenmalen Consultancy, Leerdam.
- 1999 – 2000 Five month work placement at community agency South-West, Utrecht. Project: PR-activities aimed at stimulating community members of Kanaleneiland to take better care of their gardens.

AWARDS

- 2011 Top paper award by the Health Communication Division of the International Communication Association, Boston.

PUBLICATIONS

INTERNATIONAL PUBLICATIONS

De Droog, S. M., Buijzen, M., & Valkenburg, P. M. (in press). Use a rabbit or a rhino to sell a carrot? The effect of character-product congruence on children's liking of healthy foods. *Journal of Health Communication*.

De Droog, S. M., Valkenburg, P. M., & Buijzen, M. (2011). Using brand characters to promote young children's liking of and purchase requests for fruit. *Journal of Health Communication*, 16, 79-89.

DUTCH PUBLICATIONS

De Droog, S.M., Buijzen M., Opre, S.J., & Valkenburg, P.M. (2011). Merkfiguurtjes stimuleren de gezonde keuze van kleuters via affectieve reactiemechanismen. *Tijdschrift voor Communicatiewetenschap*, 39(4), 58-73.

BOOKS AND BOOK CHAPTERS

Buijzen, M., Rozendaal, E., & **De Droog, S. M.** (2011). Food marketing and child health. In: C. Von Feilitzen (Ed.), *Children, Youth, Media, and Health*. International Clearinghouse, Yearbook 2012. *Chapter in preparation*.

MANUSCRIPTS IN PROGRESS & UNDER REVIEW

De Droog, S.M., Buijzen M., Opre, S.J., & Valkenburg, P.M. (2012). The effect of product-congruent characters on preschoolers' healthy food choice via affective mechanisms. *Manuscript submitted for publication*.

De Droog, S. M., Buijzen, M., & Valkenburg, P. M. (2012). Using picture books to stimulate the appeal of healthy food products among preschoolers: Does type of book character and type of shared reading matter? *Work in progress*.

De Droog, S. M., Buijzen, M., Bakker, M., & Valkenburg, P. M. (2012). Does it matter who reads the story? The effect of an entertainment education intervention with a character in a home and school setting. *Work in progress*.

De Droog, S. M., Buijzen, M., Rozendaal, E. & Van Reijmersdal, E. A. (2012). The effect of advergames on children's healthy and unhealthy food preferences. *Work in progress*.

PROFESSIONAL CONFERENCE PAPERS & LECTURES

De Droog, S. M. (2011, September). Het effect van SpongeBob en andere aantrekkelijke figuren op gezond eetgedrag. *Invited lecture given for the symposium 'The school of Patti Valkenburg' at the KNAW, Amsterdam, The Netherlands*.

De Droog, S. M., Buijzen, M., & Valkenburg, P. M. (2011, May). *Increasing children's affective responses toward vegetables by character-product congruence*. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA. *Top Paper Award*.

De Droog, S. M., Buijzen, M., Opre, S. J., & Valkenburg, P. M. (2011, May). *The appeal of congruence between brand characters and products: Uncovering the affective mechanisms leading to product choice*. Paper presented at the 61st annual meeting of the International Communication Association, Boston, MA.

De Droog, S. M., Buijzen, M., & Valkenburg, P. M. (2011, January). *Increasing children's affective responses toward vegetables by character-product congruence*. Paper presented at the annual convention of the Netherlands School of Communication Research, Enschede, The Netherlands.

De Droog, S. M. (2010, September). How exposure to images of foods can be used to promote healthy food choices in young children. *Symposium participation for the annual meeting of the British Psychological Society Developmental Conference, London.*

De Droog, S. M., Valkenburg, P. M., Buijzen, M., & De Bruijn, G. J. (2010, June). *Use rabbit or rhino to sell a carrot? The importance of character-product congruence in making vegetables more appealing to children.* Paper presented at the ISBNPA Annual Meeting, Minneapolis, Minnesota, USA.

De Droog, S. M. (2010, June). The obesity crisis: Tipping the balance in children's energy intake and expenditure through media. *Panel participation at the 60th annual meeting of the International Communication Association, Singapore.*

De Droog, S., Valkenburg, P. M., & Buijzen, M. (2009, May). *Using brand characters to promote young children's fruit consumption.* Paper presented at the 59th annual meeting of the International Communication Association, Chicago, IL.

De Droog, S., Valkenburg, P. M., & Buijzen, M. (2009, February). *Using brand characters to promote fruit consumption.* Paper presented at the annual convention of the Netherlands School of Communication Research, Nijmegen, The Netherlands.

NON-ACADEMIC PUBLICATIONS

De Droog, S. M. (2011). Kinderen en overgewicht: Succesvolle marketingtechnieken maken gezond aantrekkelijk. *CcaM Kennis, 3,* 1-2.

De Droog, S. M. (2009). Lizenz für besseres essen: Wie figuren auf der verpackung gesundes essen attraktiver machen. *Televizion, 22(2),* 48-49.

NON-ACADEMIC INVITED LECTURES & WORKSHOPS

De Droog, S. M. (2011, September). Making healthy fun! De inzet van (merk)figuurtjes om groente en fruit aantrekkelijker te maken voor kleuters. *Invited lecture given for the symposium '15 year SWOCC' at the Rode Hoed, Amsterdam, The Netherlands.*

De Droog, S. M. (2009, November). Branding for better eating: Studie zur Bedeutung von Lizenzbildern auf Produkten. *Invited lecture given for the symposium 'Lehrnen ohne es zu merken' at the Internationales Zentralinstitut für das Jugend- und Bildungsfernsehen, Munich, Germany.*

De Droog, S. M., & Buijzen, M. (2008, December). Characters maken gezond weer leuk! *Invited lecture at the Annual Conference Trends in Baby, Toddler and Preschooler Marketing, Amsterdam, the Netherlands.*

MEDIA APPEARANCES

Articles and interviews about academic and non-academic (JuniorSenior) research activities have appeared in several Dutch newspapers and magazines (including, *Trouw, Schoenvisie, De Communicatiedesk.nl, De Levensmiddelenkrant*), and on many weblogs and websites (e.g.,

bitescience.com, kennislink.nl, innofood.org, dutchcowgirls.nl, blog.youngworks.nl, welcomflowerchild.com).

OTHER SKILLS

Good spoken and written command of Dutch and English. Practical knowledge of German.

Good working knowledge of the usual Microsoft Windows applications (i.e., *Word, PowerPoint, Excel*), the statistical software programs *SPSS* and *Amos*, and the experimentation designing software program *Inquisit*.