

# Evert Van den Broeck

° 30 June 1990

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## RESEARCH INTERESTS

My research interests cover:

- Social media and social media marketing
- Interactive, personalised and behavioural online advertising
- Privacy on the internet

I currently hold a position as Ph.D. candidate at the research group "Monitoring Internet for Organisations and Society" (MIOS) of the University of Antwerp, Belgium.

## EXPERIENCE

**University of Antwerp** (Belgium), January 2014 - ...

Ph.D. Candidate

'For your eyes only.' A study on the effectiveness and privacy intrusiveness of personalised advertising on social networking sites.

**University of Antwerp** (Belgium), September 2013 – December 2013

Researcher

National IWT/SBO-project AMiCA, aimed at identifying possibly threatening situations on social networks by means of text and image analysis.

## EDUCATION

2013 - 2019

**University of Antwerp**, Antwerp, Belgium

Faculty of Social Sciences

Doctor of Philosophy (PhD) in Social Sciences: Communication Sciences

Thesis: "When Ads Walk a Tightrope: Balancing effectiveness and privacy issues of personalized advertising on social networking sites."

2012 - 2013

**University of Antwerp**, Antwerp, Belgium

Faculty of Applied Economic Sciences

Master of Science in Organisation and Management

*Magna Cum Laude*

Master thesis: "Company project Odyssey Logistics & Technology Belgium" (80%)

2011 - 2012

**University of Antwerp**, Antwerp, Belgium

Faculty of Political and Social Sciences  
Master of Science in Strategic Communication  
*Cum Laude*  
Master thesis: "Privacy Invasion? A study targeted at young people on personalised advertising on social networking sites" (80%)

2011 – 2011

**Nottingham Trent University**, Nottingham, United Kingdom

Faculty of Arts and Humanities  
Bachelor of Arts in Communication and Media Studies  
International Exchange of one semester

2008 - 2011

**University of Antwerp**, Antwerp, Belgium

Faculty of Political and Social Sciences  
Bachelor of Science in Communication Sciences  
*Cum Laude*

## PUBLICATIONS

- Van den Broeck, E., Zarouali, B., & Poels, K. (2019). Chatbot advertising effectiveness: When does the message get through? *Computers in Human Behavior*, *98*, 150-157.
- Zarouali, B, Van den Broeck, E., Walrave, M., & Poels, K. (2018). Predicting consumer responses to a chatbot on Facebook. *Cyberpsychology, Behavior and Social Networking*, *21(8)*, 491-497.
- Van den Broeck, E., Poels, K., & Walrave, M. (2018). An experimental study on the effect of ad placement, product involvement and motives on Facebook ad avoidance. *Telematics and Informatics*, *35(2)*, 470-479.
- Van den Broeck, E., Poels, K., & Walrave, M. (2017). A Factorial Survey Study on the Influence of Advertising Place and the Use of Personal Data on User Acceptance of Facebook Ads. *American Behavioral Scientist*: 2764217717560.
- Walrave, M., Poels, K, Antheunis, M.L., Van den Broeck, E., & Van Noort, G. (2016). Like or Dislike? Adolescents' Responses to Personalized Social Network Site Advertising. *Journal of Marketing Communications*, *0(0)*, 1-18.
- Van den Broeck, E., Poels, K., & Walrave, M. (2015). Older and Wiser? Facebook Use, Privacy Concern, and Privacy Protection in the Life Stages of Emerging, Young, and Middle Adulthood. *Social Media + Society*, *1(2)*.
- Van den Broeck, E., Poels, K., Vandebosch, H., & Van Royen, K. (2013). Online perspective-taking as an intervention tool against cyberbullying. *Studies in health technology and informatics*, *199*, 113-117.

## CONFERENCES

- Walrave, M., Poels, K., Antheunis, M.L., van Noort, G., & Van den Broeck, E. (2013, March). Getting too personal? Adolescents' responses to personalized social network site advertising. Youth 2.0: Connecting, sharing and empowering? Antwerp, Belgium.
- Walrave, M., Poels, K., Antheunis, M.L, van Noort, G., & Van den Broeck, E. (2013, February). Getting too personal? Adolescents' responses to personalized social network site advertising. Etmaal van de Communicatiewetenschap, Rotterdam, the Netherlands.
- Van den Broeck, E., Poels, K., Vandebosch, H., & Van Royen, K. (2014, June). Online perspective-taking as an intervention tool against cyberbullying. CYPsy 19, Washington, DC, USA.

- Van den Broeck, E., Poels, K., Vandebosch, H., & Van Royen, K. (2014, November). Online perspective-taking as an intervention tool against cyberbullying. ECREA 5, Lisbon, Portugal.
- Van den Broeck, E., Poels, K., & Walrave, M. (2015, Februari). Een experimenteel onderzoek naar het geven van informatie over de werking van cookies op de effectiviteit van "retargeted" reclame. Etmaal van de Communicatiewetenschap, Antwerp, Belgium.
- Van den Broeck, E., Poels, K., & Walrave, M. (2015, May). Older and Wiser? Facebook Use, Privacy Concern, and Privacy Protection in the Life Stages of Emerging, Young, and Middle Adulthood. International Communication Association (ICA), San Juan, Puerto Rico.
- Van den Broeck, E., Poels, K., & Walrave, M. (2016, February). A Vignette Study on the Evaluation of Advertisements on Facebook in terms of Tolerance, Situational Privacy Concern, Intrusiveness and Attitude towards the Ad. Etmaal van de Communicatiewetenschap, Amsterdam, Netherlands.
- Van den Broeck, E., Poels, K., & Walrave, M. (2016, June). "What Is It And How Did It Get Here?" Factors Related To Advertising Place And The Use Of Personal Data Influencing User Acceptance Of Facebook Ads. International Conference on Research in Advertising (ICORIA), Ljubljana, Slovenia.
- Van den Broeck, E., Poels, K., & Walrave, M. (2016, July). "What Is It And How Did It Get Here?" Factors Related To Advertising Place And The Use Of Personal Data Influencing User Acceptance Of Facebook Ads. Social Media & Society Conference, London, UK.
- Van den Broeck, E., Poels, K., & Walrave, M. (2018, June). The role of advertiser- and consumer-controlled factors in evaluations and perceived outcomes of personalized Facebook advertising. Paper presented during International Conference on Research in Advertising 17, Valencia, Spain.
- Van den Broeck, E., Zarouali, B., & Poels, K. (2018, June). A first look into the determinants of retargeted chatbot advertising effectiveness. Paper presented during International Conference on Research in Advertising 17, Valencia, Spain.

## INVITED TALKS

- Discussant at "Wetenschap Centraal", Café Scientifique initiative of the University of Antwerp, 24/02/2016. Topic of the evening was "Personalised Information: Pro or Contra?" on the ethical and privacy issues related to recommender systems.

## REVIEWS

- Frequent reviewer "*Cyberpsychology, Behavior and Social Networking*" journal, 2014 - 2015.
- Reviewer "*Social Science Computer Review*" journal 2016.
- Etmaal van de Communicatiewetenschap conference 2015, 2016.
- ICORIA conference 2015, 2016.

## TEACHING EXPERIENCE

- Teaching assistant course "Effectiveness research" 2015, Master of Strategic Communication, University of Antwerp.
- Teaching assistant course "Effectiveness research" 2016, Master of Strategic Communication, University of Antwerp.
- Member of the jury, Master thesis defenses Department of Communication Science, University of Antwerp 2015, 2016.
- Guest lecturer at KU Leuven, University of Antwerp, Ghent University and University of Amsterdam (2018-2019)

## PROFESSIONAL DEVELOPMENT

- Participant GESIS Summer School in factorial survey design, Cologne, Germany, 25 - 29 August 2014.
- Student course European Information and Communication Law, Master of Law, 2014-2015.
- Participant Doctoral Colloquium Communication and Technology Division International Communication Association, San Juan, Puerto Rico, 21 May 2015.
- Participant 'Zeg't Eens' summer school on scientific communication, Leuven, Belgium, 3 July 2015.
- Participant Phd Colloquium of the Netherlands - Flanders Communication Association (NEFCA), Ghent, Belgium, 14 September 2015.
- Participant seminar 'Social Media Anno 2015: Current Legal Issues', Leuven, Belgium, 2 October 2015.
- Participant workshop 'Social and Contextual Privacy Problems in Social Network Sites', Brussels, Belgium, 29 April 2014
- Participant workshop 'You are not alone: How to tackle Security and Privacy in Online Social Networks', Leuven, Belgium, 16 December 2014.
- Participant 'Zeg't Eens' summer school on scientific communication, Ghent, Belgium, 5 July 2016.
- Participant Preconference 'Personalized Communication' during Etmaal van de Communicatiewetenschap, Tilburg, The Netherlands, 26 January 2017.

## PRESS COVERAGE

- Article "Personalisation and the privacy paradox", published in *Communication Director*, journal of the European Association of Communication Directors, February 2014.
- Articles in national print media (Nieuwsblad, Knack, De Standaard, ...) on nomination for Vlaamse Scriptieprijs 2012.

## OTHER ACHIEVEMENTS

Master thesis "Privacy Invasie? Een studie bij jongeren naar gepersonaliseerde reclame op sociale netwerksites." was awarded a top-10 ranking at the 2012 Flemish Dissertation Awards, awarded annually by VZW Scriptie.