

CURRICULUM VITAE

Name: Peter Kerkhof
Position: Professor of Social Media
Work address: Vrije Universiteit Amsterdam
Dept. Communication Science
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Twitter: <http://twitter.com/peterkerkhof>

EDUCATION

Juni 1997 PhD in Social Psychology, VU University Amsterdam. Dissertation: Linking media content to political opinions: A study on trade union members' opinions on the welfare state. Promotor: Prof. dr. Bert Klandermans.
Augustus 1990 Master in (Social) Psychology, VU University Amsterdam.

PROFESSIONAL EXPERIENCE

2014 - Full Professor in social media, Department of Communication Science, VU University Amsterdam
2010 - 2014 Special Chair (*bijzonder hoogleraar*) in Content Marketing, Department of Communication Science, University of Amsterdam
2008 - 2014 Associate Professor Department of Communication Science, VU University Amsterdam
2000 - 2007 Assistant Professor, Department of Political and Administrative Science, (later Department of Administrative and Communication Science, as of January 2003 Department of Communication Science), VU University Amsterdam.
1996 - 2000 Post-doc researcher /project coordinator, Department of Social Psychology, VU University Amsterdam. The project concerned a 3-year longitudinal study on public sector works councils.
1992 - 1996 PhD-student, Department of Social Psychology, VU University Amsterdam.
1992 - 1992 Researcher, Department of Social Psychology, VU University Amsterdam: Trade union participation in the graphics industry.
1990 - 1991 Researcher, Department of Social Psychology, VU University Amsterdam: Public sector labor relations and trade union participation.

PUBLICATIONS (*=PHD STUDENT)

1. *Du, J., van Koningsbruggen, G. M., & **Kerkhof, P.** (2020). Spontaneous approach tendencies toward social media cues. *Computers in Human Behavior*, 103, 101-108. <https://doi.org/10.1016/j.chb.2019.08.028>
2. Willems, Y., Finkenauer, C. & **Kerkhof, P.** (2020). The role of disclosure in relationships. *Current Opinion in Psychology*, 31, 33–37. <https://doi.org/10.1016/j.copsyc.2019.07.032>
3. *Dijkmans C., **Kerkhof P.**, Beukeboom C. (2020) Adapting to an Emerging Social Media Landscape: The Rise of Informalization of Company Communication in Tourism. In: Neidhardt J., Wörndl W. (eds) Information and Communication Technologies in Tourism 2020. Springer, Cham. https://doi.org/10.1007/978-3-030-36737-4_1

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4. **Kerkhof, P.** & Dijkmans, C. (2019). Webcare. In : Patricia Moy (ed.), Oxford Bibliographies in Communication. New York: Oxford University Press. <https://10.1093/OBO/9780199756841-0238>
5. *Du, J., **Kerkhof, P.** & van Koningsbruggen, G. M. (2019). Predictors of social media self-control failure: Immediate gratifications, habitual checking, ubiquity and notifications. *Cyberpsychology, Behavior and Social Networking*, 22 (7), 477-485. <https://doi.org/10.1089/cyber.2018.0730>.
6. *Billedo, C., **Kerkhof, P.**, & Finkenauer, C. (2019). Facebook and Face-to-Face: Examining the Short- and Long-Term Reciprocal Effects of Interactions, Perceived Social Support, and Depression among International Students. *Journal of Computer-Mediated Communication*, 24 (2), 73-89. <https://doi.org/10.1093/jcmc/zmy025>
7. Nerghes, A., **Kerkhof, P.**, & Hellsten, I. (2018). Early public responses to the Zika-virus on YouTube: Prevalence of and differences between conspiracy theory and informational videos. *Proceedings of the 2018 ACM Web Science Conference*. <https://doi.org/10.1145/3201064.3201086>
8. *Du, J., van Koningsbruggen, G. M., & **Kerkhof, P.** (2018). A brief measure of social media self-control failure. *Computers in Human Behavior*, 84, 68-75. <https://doi.org/10.1016/j.chb.2018.02.002>
9. Finkenauer, C., **Kerkhof, P.**, & Pronk, T. (2018). Self-disclosure in relationships: Revealing and concealing information about oneself to others. In: Daniel Perlman & Anita L. Vangelisti (eds.), *Cambridge Handbook of Personal Relationships* (2nd edition), p. 271-282. Cambridge, UK: Cambridge University Press. <https://10.1017/9781316417867.022>.
10. *Hermsen, S., Moons, J., **Kerkhof, P.**, Wiekens, C., & De Groot, M. (2017). Determinants for sustained use of an activity tracker: Observational study. *JMIR mHealth and uHealth*, 5(10), e164. <http://doi.org/10.2196/mhealth.7311>.
11. *Hertz, B., **Kerkhof, P.**, & Van Woerkum, C. (2016). PowerPoint slides as speaking notes: The influence of speaking anxiety on the use of text on slides. *Business and Professional Communication Quarterly*, 79(3), 348-359. <https://10.1177/2329490615620416>.
12. *Hermsen, S., Frost, J., Renes, R.J. & **Kerkhof, P.** (2016). Using feedback from persuasive technologies to disrupt and change habitual behavior: a review of current literature. *Computers in Human Behavior*, 57, 61-74. <http://dx.doi.org/10.1016/j.chb.2015.12.023>.
13. Ketelaar, P., Willemse, L., Sleven, L. & **Kerkhof, P.** (2015). The good, the bad and the expert: How consumer expertise affects review valence effects on purchase intentions in online product reviews. *Journal of Computer-Mediated Communication*, 20(6), 649-666.
14. *Dijkmans, C., **Kerkhof, P.**, Buyukcan-Tetik, A. & Beukeboom, C. (2015). Online conversation and corporate reputation: A two-wave longitudinal study on the effects of social media exposure to a highly interactive company. *Journal of Computer-Mediated Communication*, 20(6), 632-648 (5-yr IF=3.799; Q1 /nr. 2 ISI Communication). DOI: 10.1111/jcc4.12132
15. Beukeboom, C. J., **Kerkhof, P.** & de Vries, M. (2015). Does a virtual like cause actual liking? How following a brand's Facebook updates enhances brand evaluations and purchase intention. *Journal of Interactive Marketing*, 32, 26-36 (5-yr IF=3.385; Q1 ISI Business)
16. *Hertz, B., Van Woerkum, C., & **Kerkhof, P.** (2015). Why do scholars use PowerPoint the way they do? *Business and Professional Communication Quarterly*, 78(3), 273-291. Doi 10.1177/2329490615589171.
17. *Dijkmans, C., **Kerkhof, P.**, & Beukeboom, C. (2015). A stage to engage: Social media use and corporate reputation. *Tourism Management*, 47, 58-67. (5-yr IF=3.762; Q1 ISI business; Q1 /nr. 3 ISI Hospitality, Leisure, Sport & Tourism)
18. *Billedo, C., **Kerkhof, P.**, & Finkenauer, C. (2015). The use of social network sites for relationship maintenance in long-distance and geographically-close romantic relationships. *Cyberpsychology, Behavior, and Social Networking*, 18(3), 152-157. (5-yr IF=2.535; Q1 ISI Psychology, Social)
19. *Dijkmans, C., **Kerkhof, P.**, & Beukeboom, C. (2015). Social media door KLM. De relatie met online engagement en bedrijfsreputatie. *Vrijtijdsstudies* 33(2), 23-36.

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20. *Muusses, L. D., Finkenauer, C., Righetti, F., & **Kerkhof, P.** (2015). Partner effects of compulsive Internet use: A self-control account. *Communication Research*, 42(3), 365-386. (5-yr IF=3.122; Q1 /nr. 5 ISI Communication)
21. *Muusses, L. D., **Kerkhof, P.**, & Finkenauer, C. (2015). Internet pornography and relationship quality: A longitudinal study of within and between partner effects of adjustment, sexual satisfaction and sexually explicit Internet material among newlyweds. *Computers in Human Behavior*, 45, 77-84. (5-yr IF=3.047; Q1 ISI Psychology, Multidisciplinary)
22. van Noort, G., Willemse, L., **Kerkhof, P.** & Verhoeven, J. (2014). Webcare as an integrative tool for customer care, reputation management, and online marketing: A literature review. In: Philip J. Kitchen & Ebru Uzunoglu (eds.), *Integrated Communications in the Post-Modern Era*, p. 77-99. Basingstoke (UK): Palgrave-Macmillan.
23. *Muusses, L. D., Finkenauer, C., **Kerkhof, P.**, & Billedo, C. A. (2014). A longitudinal study of the association between compulsive Internet use and wellbeing. *Computers in Human Behavior*, 36, 21-28. (5-yr IF=2.489; Q1 ISI Psychology, Multidisciplinary)
24. *Hertz, B., Van Woerkum, C. & **Kerkhof, P.** (2013). Wetenschappelijke presentaties met PowerPoint. Schadelijke software? In: R. Boogaart & H. Jansen, (Eds.), *Studies in Taalbeheersing*, (pp. 125-134). Assen: Koninklijke Van Gorcum.
25. Utz, S., **Kerkhof, P.**, & van den Bos, J. (2012). Consumers rule: How consumer reviews influence trust in online stores. *Electronic Commerce Research and Applications*, 11(1), 49-58. (5-yr IF=1.809; Q2 ISI Management)
26. Finkenauer, C., Pollmann, M. M. H., Begeer, S., & **Kerkhof, P.** (2012). Examining the link between autistic traits and compulsive internet use in a non-clinical sample. *Journal of Autism and Developmental Disorders*, 42(10), 2252-2256. (5-yr IF=4.696; Q1 ISI Psychology, Developmental)
27. **Kerkhof, P.** (2012). *Sociale media en de Egyptische opstand: Over de invloed van vermeende media invloed*. Talmalezing, 13 januari 2012. Faculteit der Sociale Wetenschappen, Vrije Universiteit Amsterdam.
28. **Kerkhof, P.**, Schultz, F., & Utz, S. (2011). How to choose the right weapon. Social media represent both a catalyst for and weapon against brand crises. *Communication Director*, 76-79.
29. **Kerkhof, P.** (2011). *Customer media in een sociaal medialandschap*. Inaugurele rede Leerstoel Customer Media. Universiteit van Amsterdam.
30. De Bakker, S., Van den Boom, S., **Kerkhof, P.** & Luit, P. (2011). *Help, ze willen vrienden worden*. Heemstede (NL): Customer Media Council.
31. **Kerkhof, P.** (2011). Van customer media naar content marketing. In S. de Bakker, S. van den Boom, P. Kerkhof & P. Luit (Eds.), *Help, ze willen vrienden worden* (pp. 17-25). Heemstede (NL): Customer Media Council.
32. **Kerkhof, P.**, *Van Noort, G., & Antheunis, M. L. (2011). Waarom bedrijven sociale media gebruiken. In D. van Osch, & R. van Zijl (Eds.), *Basisboek Social Media* (pp. 91-119). Den Haag: Boom Lemma Uitgevers.
33. **Kerkhof, P.**, Finkenauer, C., & *Muusses, L. D. (2011). Relational consequences of compulsive Internet use: A longitudinal study among newlyweds. *Human Communication Research*, 37, 147-173. (5-yr IF=2.461; Q1 ISI Communication)
34. **Kerkhof, P.**, & *Van Noort, G. (2010). Third party Internet seals: Reviewing the effects on online consumer trust. In I. Lee (Ed.), *Encyclopedia of E-Business Development and Management in the Global Economy* (pp. 701-708). Hershey PA: Information Science Reference.
35. **Kerkhof, P.** (2010). Merken en social media. In: S. van den Boom, E. Smit, & S. de Bakker (Eds.), *Nachtmerrie of droom: de ROI van customer media* (pp. 149-154). Heemstede (NL): Customer Media Council.
36. Vohs, K. D., Kaikati, A., **Kerkhof, P.**, & Schmeichel, B. J., (2009). Self-regulatory resource depletion: A model for understanding the limited nature of goal pursuit. In G. B. Moskowitz and H. Grant (Eds.), *The Psychology of Goals* (pp. 423-446). New York: Guilford Press.

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37. Finkenauer, C., Kubacka, K. E., Engels, R. C. M. E., & **Kerkhof, P.** (2009). Secrecy in Close Relationships: Investigating Its intrapersonal and interpersonal effects. In: T. D. Afifi, T. & W. A. Afifi, W. (Eds.), *Uncertainty, Information Management, and Disclosure Decisions: Theories and Applications* (pp.300-319). New York: Routledge.
38. *Van Noort, G., **Kerkhof, P.**, & Fennis, B. M. (2009). Reducing risk in the online sphere: The role of warranties. In P. de Pelsmacker & N. Dens (Eds.), *Advertising Research: Message, medium, and context* (pp. 175-182). Antwerpen-Apeldoorn: Garant.
39. Das, E., Bushman, B. J., Bezemer, M. D., **Kerkhof, P.**, & Vermeulen, I. E. (2009). How terrorism news reports increase prejudice against outgroups: A terror management account. *Journal of Experimental Social Psychology*, 45(3), 453-459. (5-yr IF=2.930; Q1 ISI Psychology, Social)
40. Finkenauer, C., **Kerkhof, P.** & Righetti, F., & Branje, S. J. T., (2009). Living together apart: Relational implications of concealment in marital relationships. *Personality and Social Psychology Bulletin*, 35(10), 1410-1422. (5-yr IF=3.451; Q1 ISI Psychology, Social)
41. Rawn, C. D., Mead, N. L., **Kerkhof, P.**, & Vohs, K. D. (2008). The effects of self-esteem and ego threat on decision making. In K.D. Vohs, R.F. Baumeister & G. Loewenstein (Eds.), *Do emotions help or hurt decision making? A Hedgefoxian perspective* (pp. 157-182). New York: Russel Sage Foundation Press.
42. Wesseling, Y. M., **Kerkhof, P.**, & Dijk, W. W. van (2007). Communicatie van emoties bij een organisatiecrisis: Differentiële effecten van spijt en schaamte. In C. van Laar, R. Ruiters, J. Karremans, W. van Rijswijk & F. van Harreveld (Eds.), *Jaarboek Sociale Psychologie 2006* (pp. 539-549). Groningen: ASPO Pers.
43. Finkenauer, C., & **Kerkhof, P.** (2007). Bad is stronger than good. In R. F. Baumeister & K. D. Vohs (Eds.), *Encyclopedia of Social Psychology, Vol. 1*, 98-100. Thousand Oaks, CA: Sage.
44. Das, E., **Kerkhof, P.**, & Kuiper, J. (2008). Improving the effectiveness of fundraising messages: The impact of charity goal attainment, message framing, and evidence on persuasion. *Journal of Applied Communication Research*, 36(2), 161-175. (5-yr IF=0.927; Q2 ISI Communication)
45. *Van Noort, G., **Kerkhof, P.**, & Fennis, B. M. (2008). The persuasiveness of online safety cues: The impact of prevention focus compatibility of Web content on consumers' risk perceptions, attitudes, and intentions. *Journal of Interactive Marketing*, 22(4), 58-72. (5-yr IF=3.212; Q1 ISI Business)
46. *van Noort, G., **Kerkhof, P.**, & Fennis, B. M. (2007). Online versus conventional shopping: Consumers' risk perception and regulatory focus. *Cyberpsychology and Behavior*, 10(5), 731-733. (5-yr IF=1.842; Q2 ISI Psychology, Social)
47. Finkenauer, C., Frijns, T., Engels, R. M. E., & **Kerkhof, P.** (2005). Perceiving concealment in relationships between parents and adolescents: Links with parental behavior. *Personal Relationships*, 12(1), 387-406. (5-yr IF=1.608; Q2 ISI Communication)
48. **Kerkhof, P.**, Vahstal-Lapaix, N. & Calje, J. F. (2005). Store and advertiser reputation effects on consumer trust in an Internet store: results of an experimental study. In K. Bijlsma & R. Klein Woolthuis (Eds.), *Trust under pressure: empirical investigations of trust and trust building in uncertain circumstances* (pp. 170-185). Cheltenham, UK: Edward Elgar Publishers.
49. **Kerkhof, P.**, Winder, A. B., & Klandermans, B. (2005). Job insecurity and works council participation. In H. de Witte (Ed.), *Job insecurity, union involvement and union activism* (pp. 63-80). Aldershot: Ashgate.
50. *van Noort, G., **Kerkhof, P.**, & Fennis, B. M. (2005). Online winkelen en regulatieve focus. In E. H. Gordijn, R. Holland, A. Meijnders & J. W. Ouwkerk (Eds.), *Jaarboek Sociale Psychologie 2004* (pp. 297-304). Groningen: ASPO Pers.
51. **Kerkhof, P.**, Fennis, B. M., & van der Meijden, Y. (2004). Consumer-, manufacturer- and ad-related antecedents of ad skepticism. In P. Neijens, C. Hess, B. van den Putte & E. Smit (Eds.), *Content and media factors in advertising* (pp. 37-50). Amsterdam: Het Spinhuis.
52. Nieweg, M., van Dijk, W. W., Ouwkerk, J. W., **Kerkhof, P.**, Spears, R., Aarts, H., et al. (2004). Leedvermaak om de val van het kabinet. In D. Wigboldus, M. Dechesne, E. Gordijn & E. Kluwer (Eds.), *Jaarboek Sociale Psychologie 2003* (pp. 253-260). Groningen: ASPO.

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53. Putman, R., Klandermans, B., & **Kerkhof, P.** (2004). Identiteit, rechtvaardigheid, en protest onder migranten in Nederland. In D. Wigboldus, M. Dechesne, E. Gordijn & E. Kluwer (Eds.), *Jaarboek Sociale Psychologie 2003* (pp. 281-288). Groningen: ASPO.
54. van Noort, G., Fennis, B. M., **Kerkhof, P.**, & Kleinnijenhuis, J. (2004). Focus op online shoppen. In C. J. Hamelink, I. van Veen & J. Willems (Eds.), *Interactieve Wetenschapscommunicatie* (pp. 93-106). Bussum: Coutinho.
55. **Kerkhof, P.**, Winder, A. B., & Klandermans, B. (2003). Instrumental and relational determinants of trust in management among members of works councils. *Personnel Review*, 32(5), 623-637. (5-yr IF=1.236; Q2 ISI Business)
56. Finkenauer, C., Engels, R. C. M. E., **Kerkhof, P.**, & van Dijk, M. (2002). Roken als daad van zelfstandigheid. Geheimhouding voor ouders en roken door adolescenten. In Rutger C. M. E. Engels & Renate D. Spruijt (Red.), *Waar heeft ze dat toch van . . . De rol van ouders bij het rookgedrag van hun kinderen*, p. 27-32. Den Haag: DEFACITO.
57. Goslinga, S., **Kerkhof, P.**, & Winder, A.B. (2002). Gelijktijdige betrokkenheid bij de werkorganisatie en de vakbond. *Tijdschrift voor Arbeidsvraagstukken*, 18(1), 21-35.
58. **Kerkhof, P.**, & Winder, A. B. (2001). Medezeggenschap in de Nederlandse gemeenten. *Overheid en Overleg*, 1, 1-2.
59. **Kerkhof, P.**, Winder, A., Tamis, C. , Te Brake, E., & Klandermans, B. (2000). Arbeidsplaatsonzekerheid en participatie in de ondernemingsraad. Een onderzoek onder werknemers in de collectieve sector. *Tijdschrift voor Arbeidsvraagstukken*, 16, 150-163.
60. **Kerkhof, P.** (1999). Applying the unimodel to political persuasion. *Psychological Inquiry*, 10, 137-140. (5-yr IF=8.282; Q1 ISI Psychology, Multidisciplinary)
61. **Kerkhof, P.**, & Klandermans, B. (1994). Van centraal overleg naar decentraal onderhandelen: Vakbondsleden over de principes en de uitkomsten van de veranderende arbeidsverhoudingen binnen de Nederlandse gemeenten. *Tijdschrift voor Arbeidsvraagstukken*, 10, 54-67.
62. **Kerkhof, P.**, & Klandermans, B. (1994). Vakbondsleden over de sociale voorzieningen in een economische recessie: Een cognitieve benadering van media-effecten. In P. A. M. Van Lange, F. W. Siero, B. Verplanken & E. Van Schie (Eds.), *Sociale psychologie en haar toepassingen*, (pp.155-165). Delft, The Netherlands: Eburon.
63. **Kerkhof, P.** (1992). Enkele psychologische kanttekeningen bij interne en externe advisering. *Trendbeeld*, 1,14-16.

ADMINISTRATIVE EXPERIENCE (VU AMSTERDAM)

2018 - 2010 – 2011 / 2012 - 2018	Vice Dean /Member Faculty Board (education portfolio), Faculty of Social Sciences Department chair Department of Communication Science
2010 - 2011	Chair of the FSW Program Renewal Committee, responsible for restructuring the faculty's 13 bachelor- and master-programs
2009 - 2010	Scientific Director of the Master in Social Research ad interim (FSW research master)
2007 - 2010	Member Faculty Board (teaching portfolio), Faculty of Social Sciences
2004 - 2007	Co-chair Department of Communication Science
2003 - 2007	Member /chair (2004-2005) Exam Committee Communication Science
2003 - 2007	Program director bachelor and master program Communication Science

SELECTED OTHER ACADEMIC ACTIVITIES

2017 Member VENI MAGW committee.

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2016	Member expert committee for a GfK Belgium bid on European Commission project titled "A Behavioural Study on Advertising and Marketing Practices in Online Social Media".
2015	Member Jury PWC Transparantprijs (Chair: Herman Wijffels)
2015	Member (later chair) begeleidingscommissie onderzoek Evaluatie nationale crisisbeheersingsorganisatie vlucht MH17. Wetenschappelijk Onderzoek- en Documentatiecentrum (WODC)
2013-2015	Chair Jury Reputation Management Award (Motivaction)
2012-2015	Member Doctoraatcommissie Agentschap voor Innovatie door Wetenschap en Technologie (IWT, Brussel)
2013 -	Member Beroepenveldcommissie Communicatie Hogeschool Leiden
2014	Chair begeleidingscommissie onderzoek Actieve overheidsparticipatie in sociale media. Wetenschappelijk Onderzoek- en Documentatiecentrum (WODC), februari – juli 2014.
2014	Member NWO Committee Veni Social Sciences
2010 - 2011	Member Jury Customer Media Thesis Award
2007	Member NWO Committee MAGW Open Competitie
1999	Member Organizing Committee 23 rd Annual Scientific Meeting of the International Society of Political Psychology, Amsterdam, July, 1999.
1998 - 2002	Member and treasurer of the board of the Dutch Society of Political Psychology
1997 -	Ad hoc reviewer Electronic Commerce Research; Journal of Contingencies and Crisis Management; Media Psychology; Journal of Interactive Marketing; Communication, Culture & Critique; Journal of Experimental Social Psychology; Group & Organization Management; European Journal of Social Psychology; Personnel Review; ASPO Jaarboek; Acta Politica; ICA; NWO

PHD SUPERVISION

Current PhD supervision

2019 -	Ellen Groenestein
2018 -	Dian van Huijstee
2018 -	Achmad Sulfikar
2018 -	Karlijn Vogel-Meijer
2018 -	Emanuele Mele (co-promotor, Univ. Of Lugano)
2015 -	Jie Du

Completed

2012 - 2019	Chei Billedo (promotor & daily supervision); Never too far away? The Roles of Social Network Sites in Sojourners' Adjustment. Defense date 25-10-2019.
2013 - 2019	Sander Hermsen (promotor & daily supervision); Now You Know: Using Feedback from Digital Technology to Disrupt and Change Habitual Behaviour. Defense date 16-01-2019.
2014 - 2018	Fam te Poel (promotor). The curious case of cyberchondria: A study of the relationship between online health information seeking and health anxiety. Defense date 14-09-2018.
2012 - 2018	Corné Dijkmans (promotor & daily supervision). From monologues to dialogues: Interactivity in company social media use. Defense date 16-05-2018
2011 - 2017	Nicoleta Balau (2 nd promotor). Exposing Information Sharing as Strategic Behavior and Encouraging the Sharing of Private Important Information. The Role of Motivations, Cognitions and Technological Features. Promotor: prof. dr. S. Utz. Defense date 16-01-2017.

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2011 – 2016	Christian Roth (promotor). Experiencing Interactive Storytelling. Co-promotor I.E. Vermeulen. Defense date 15-01-2016.
2011 – 2016	Bo van Grinsven (promotor). Logo Design and Logo Change: Experimental Tests of Consumer Responses. Co-promotor E. Das. Defense date 27-01-2016.
2010 – 2015	Brigitte Hertz (co-promotor, co-supervision). Spotlight on the presenter. A study into presentations of conference papers with PowerPoint. Wageningen University. Promotor: C. van Woerkum. Defense date 09-09-2015.
2010 – 2014	Linda Muusses (promotor & daily supervision, with C. Finkenauer)
2002 – 2007	Guda van Noort (co-promotor & daily supervision, with B. M. Fennis /J. Kleinnijenhuis)

COURSES TAUGHT

2019 -	Big data, small data (Research Master Societal Resilience)
2013 -	Public Relations (Master Communication Science)
2000 -	Supervision of Master theses (> 80)
2012 - 2018	Introduction Communication Science (Bachelor Communication Science)
2012 - 2014	Topic Customer Media (Bachelor Communication Science, University of Amsterdam)
2007 - 2011	Marketing- and Persuasive Communication
2006 - 2007	Marketing Communication; Master Seminar in Marketing Communications
2005 - 2006	Marketing Communication
2004 - 2005	Communication in Organizations; Organizational Communication 2
2003 - 2004	Communication in Organizations; Organizational Communication 2
2002 - 2003	Persuasive Communication; Seminar Communicating Organizational Policies
2001 - 2002	Persuasive Communication; Persuasive Communication for Political Science; Seminar Communicating Organizational Policies
2000 - 2001	Persuasive Communication; Persuasive Communication for Political Science; Seminar Communicating Organizational Policies
1996	Coordinator/lecturer Social Psychological Research methods
1994 - 1997	Several courses in Social Psychology (e.g., Social Psychological Research methods, Persuasion)
1988 - 1990	Several courses in communication skills (e.g., negotiating, presentation skills)

GRANTS

- Social media and blood donor behavior: new ways of effective communication. Eva-Maria Merz, Peter Kerkhof & Elisabeth Huis in't Veld. Funded : 474k€ (VU CW: 230k€, 1 PhD)
- Virus alert: the dynamics of discussing health care in social media Zika. VU Institute for Societal Resilience. € 8329 (2016)..
- Peer and company influence on consumer responses and brand perceptions in company social networks. Project Academie-assistenten Netwerk Instituut €15.000 (2015)
- Price Waterhouse Coopers /Transparantprijs. Online transparantie bij goede doelen organisaties. €3.000 (2014)
- Conversational succes in webcare on Twitter. Project Academie-assistenten Netwerk Instituut €15.000 (2013)
- Stichting Grafivisie /Koninklijk Verbond Grafische Ondernemingen. Begeleiding onderzoek Mediakeuze in de Digitale Wereld. €5.000 (2013).
- Kerkhof, P. (2010). *Not now, honey..... Compulsive Internet use and adults' romantic relationships*. VU University, CCSS Faculty Fellowship. €13.000.
- Kerkhof, P., & Finkenauer, C. (2010). *Compulsive Internet use and relationship quality: How and why do they influence each other?* VU University, CAMeRA@VU, funding for a PhD project. €180.000.

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- Kerkhof, P., & Fennis, B. M. (2002). VU University funding for a PhD project on online shopping and self regulation. €160.000.

SELECTED AWARDS, KEYNOTES & INVITED LECTURES (ACADEMIC)

1. Social media and societal resilience. **15e Talmalezing Faculteit Sociale Wetenschappen Vrije Universiteit**, Amsterdam, 23 januari 2017.
2. Social media encounters between consumers and brands. Invited lecture, Annual Conference of the Kurt Lewin Institute, 22 april 2016.
3. Social media and health communication. VUMC Science Exchange day, 30 sept. 2016
4. Aanwezigheid van merken in social media 2010-2015: Omvang en effectiviteit. The Social Conference, 22 maart 2016.
5. Bob Heath Top Paper Award for Dijkmans, C., Kerkhof, P. & Buyukcan-Tetik, A. & Beukeboom, C. J. (2015). Online conversation and corporate reputation: A two-wave longitudinal study on the effects of social media exposure to a highly interactive company. Paper presented at the 65th Annual Conference of the International Communication Association, San Juan (Puerto Rico), May 2015.
6. Social media conversations. Keynote lecture (invited, fully paid), **12th International Conference on e-Society 2014**, Madrid, Spain, 28 February-2 March 2014.
7. **EOS /Mindshare Thesis Award 2013** (Thesis VU MSc student Larissa Koper)
8. Talking to customers: characteristics of effective social media conversations. Keynote lecture (invited, fully paid) **11th European Conference of the Association of Business Communication**, Nijmegen, NL, 1-2 June 2012.
9. Sociale media en de Egyptische opstand: over de invloed van vermeende media invloed. **10e Talmalezing Faculteit Sociale Wetenschappen Vrije Universiteit**, Amsterdam, 13 januari 2012.
10. Top paper Public Relations, **61st Conference of the International Communication Association 2011**, Boston, USA. Kerkhof, P., Beugels, D., Beukeboom, C., & Utz, S. *Crisis PR in social media. An experimental study of the effects of organizational crisis responses on Facebook*.
11. In gesprek: Bedrijfsjournalistiek in interactie. **7e Van Markenlezing, LOGEION**, 17 januari 2011.
12. **Customer Media Scriptie Award 2011** (Thesis VU MSc student Marjolein van der Kolk).
13. Customer media in een sociaal medialandschap. **Oratie Leerstoel Customer Media, Universiteit van Amsterdam**, 3 november 2011.
14. Top paper Interpersonal Communication, **58th Conference of the International Communication Association 2008**, Montreal, Canada. Kerkhof, P., & Finkenauer, C. (2008). *Compulsive Internet use and relationship quality: A study among newlywed couples*.
15. Nominated for Best paper at the **International Conference on Research in Advertising (ICORIA)**, June 27-28, 2008, Antwerp, Belgium. *Van Noort, G., Kerkhof, P. & Fennis, B. M. (2008). *Effects of online safety cues on consumer responses*.
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