Dr. M. C. Kaptein

CONTACT
INFORMATION

Maurits Clemens Kaptein
Assistant Professor
Archipelstraat 13
6524 LK Nijmegen
the Netherlands

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E-mail:
maurits@mauritskaptein.com
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RESEARCH
INTERESTS

Research Methods, Treatment Personalization & Persuasion Profiles
Statistics & Research Methods, Online learning, Bandit problems,
Persuasion, Influence, Communication, Persuasion Profiles, Persuasive Technologies,
Marketing, (Online) Consumer Behavior, e-selling.

ACADEMIC
APPOINTMENTS

Assistant Professor (Tenured)   **February 2016 to present**
Statistics and Research Methods, Tilburg University, Tilburg, the Netherlands.
- Current activities / working papers (selected):
  - *"The Bootstrap Bandit"*, exploring resampling methods for Thompson sampling
    in complex contextual bandit problems.
  - *"Lock in Feedback"*, examination of the use of Lock in Amplification techniques
    for dynamic pricing of product.
  - *"Online Generalized Linear Models*, project examining online approximations
    to the EstimationMaximization algorithm.
- Active in the Tilburg University & Technical University Eindhoven Data Science
  Program.
- See www.nth-iteration.com for lab website.

Assistant Professor   **August 2014 to January 2016**
Artificial Intelligence, Radboud University, Nijmegen, the Netherlands.
Donders Centre for Cognition.
- Track leader of the Web & Language Master Track.
- Development of new *"AI at the Webscale"* course.

Assistant Professor   **September 2012 to August 2014**
Statistics and Research Methods, Tilburg University, Tilburg, the Netherlands.
- Selected papers (selected):
  - Kaptein, M.C. (2014). The Use of Thompson Sampling to Increase Estimation
    Precision. *Behavior Research Methods*, 47(2), 409-423.
  - Kaptein, M.C. (2014). RStorm: Developing and Testing Streaming Algorithms
    in R. *R-Journal*, 6(1), 123-132.
- Responsible for Bachelor level course *"Analysis and Construction of Questionnaires"*
  (300+ Students), and Master level course *"Multi-level models for categorical data"*.

Postdoctoral Researcher   **September 2011 to December 2012**
Aalto School of Economics, Marketing Department, Helsinki, Finland.
- Supervised by Prof. Petri Parvinen.
  - *"Dynamic Optimization of Profit Maximizing Sales Prices"*, work on Bayesian
    sequential learning of profit maximizing sales prices.
  - *"Adaptive e-selling"*, project focussing on the real-time adaptation of persuasive
    product advertisements online.

Distinguished MediaX Visiting Scholar   **2009-2011, 4-5 months a year**
Stanford University, Department of Communication, Stanford, CA, USA.
- Collaboration with Prof. Clifford Nass.
  - *"Persuasion Profiling"*, several empirical studies on human responses to influence
    strategies and persuasive communication. Work on the concept of persuasion
    profiling.

- *"Similarity and Persuasion in Social Networks"*, research project on the effects of similarity and familiarity with nodes in ones social network on compliance to persuasive communication.

PhD Student   **September 2008 to March 2012**

Department of Industrial Design, Eindhoven University of Technology.
- Promotor: Prof. Emile Aarts.
- Co-promotors: Prof. Panos Markopoulos & Dr. Boris de Ruyter.
  - *"Personalised Persuasion in Ambient Intelligence"*, PhD. thesis on on the effects of personalising the choice of influence strategy in persuasive technologies. The project combines both experimental studies as well as several field deployments of a adaptive persuasive systems. Graduated **with honours / cum laude.**
  - **Persuasion Profiling featured in Wired US.**
    See: **www.wired.com/magazine/2011/04/st_essay_persuasion_profiling/**

EDUCATION

Stanford University, Stanford, CA, USA.

Coursework, September 2009 to April 2011.

- During my stay as a distinguished MediaX visiting scholar at Stanford University I have attended numerous graduate level methods and statistics courses (e.g.): *Bayesian Statistics*, *Time Series Analysis*, *Multi-level and Hierarchical Models*.

Eindhoven University of Technology, Eindhoven, the Netherlands

PhD., Industrial Design, March 2012 (with honors).

- Thesis Topic: *"Personalized Persuasion in Ambient Intelligence"*.
- Promotor: Prof. Emile Aarts.
- Co-promotors: Prof. Panos Markopoulos & Dr. Boris de Ruyter
- Area of Study: Personalized persuasive communication.

PdEng., User System Interaction, September 2007.

- Thesis Topic: *"The digital workbook: Methods and applications of online contextmapping"*.
- Adviser: Prof. Panos Markopoulos.
- Area of Study: Usage of the contextmapping procedure—a participatory design method—in online environments.

University of Tilburg, Tilburg, the Netherlands

MS., Economic Psychology, June 2005.

- Thesis Topic: *"An Exploration of Fad Products and Explanations for their Unusually high Adoption Rates. "*
- Adviser: Prof. Fred van Raaij
- Area of Study: The emergence of Fads and Hypes. Quantitative analysis of factors relating to product adoption.

BS., Economic Psychology, August 2004.

- Adviser: Prof. Fred van Raaij
- Area of Study: Economic Psychology. General Psychology introduction, marketing communication, decision making.

University of Nijmegen, Nijmegen, the Netherlands

Minor Communication Science, September 2004.

- Area of Study: Additional Minor in Communication Science. Main focus on persuasive communication and marketing communication.

[1] Kaptein, M.C., Parvinen, P., & Poyry, E. (2015) The Danger of Engagement: Behavioral Observations of Online Community Activity and Service Spending in the Online Gaming Context. *International Journal of Electronic Commerce*, IN PRESS.

[2] Kaptein, M.C., Markopoulos, P., de Ruyter, B., & Aarts, E. (2015). Personalizing Persuasive Technologies: Explicit and Implicit Personalization using Persuasion Profiles. *International Journal of Human Computes Studies*, 77, 38-51.

[3] Kaptein, M.C. & Parvinen, P. (2014) Advancing E-Commerce Personalization: A Process Framework and Case Study. *International Journal of Electronic Commerce*, 19(3), 7-33.

[4] Vidotto, D., Vermunt, J. & Kaptein, M.C. (2015) Multiple Imputation of Missing Categorical Data using Latent Class Models: State of Art. *Psychological Test and Assessment Modeling*, IN PRESS.

[5] Parvinen, P., Oinas-Kukkonen, H., & Kaptein, M.C. (2014) E-selling: a new avenue of research for service design and online engagement. *Electronic Commerce, Research and Applications*, online first: http://www.sciencedirect.com.

[6] Kaptein, M.C., Markopoulos, P., & Nass, C. (2014). The effects of familiarity and similarity on compliance in social networks, *International Journal of Internet Marketing and Advertising*, 8, 222-238.

[7] Kaptein, M. C. (2014). The Use of Thompson Sampling to Increase Estimation Precision *Behavior Research Methods*, online first: http://link.springer.com/article/10.3758/s13428-014-0480-0.

[8] Kaptein, M. C. (2014). RStorm: Developing and Testing Streaming Algorithms in R *R-Journal*, 6(1), 123-132.

[9] Kaptein, M. C., Fernandez, N., Castaneda, D., & Nass, C. (2013). Extending the Similarity-Attraction Effect: The Effects of When-Similarity in Mediated Communication. *Journal of Computer-Mediated Communication*, 19(3), 342-357.

[10] Kaptein, M. C., & van Halteren, A. (2013). Adaptive Persuasive Messaging to Increase Service Retention. *Journal of Personal and Ubiquitous Computing*, 17(6), 1173-1185.

[11] Kaptein, M. C., Duplinsky, S. (2012). Combining Multiple Influence Strategies to Increase Consumer Compliance. *International Journal of Internet Marketing and Advertising.* 8(1), 32-53.

[12] Kaptein, M. C., & Eckles, D. (2012). Heterogeneity in the Effects of Online Persuasion. *Journal of Interactive Marketing*, 26(3), 176-188.

[13] Kaptein, M. C., de Ruyter, B., Markopoulos, P., & Aarts, E. (2012). Tailored Persuasive Text Messages to Reduce Snacking. *Transactions on Interactive Intelligent Systems*, 2(2), 45-63.

[14] Kaptein, M. C., Eckles, D., & Davis, J. (2011). Envisioning Persuasion Profiles: Challenges for Public Policy and Ethical Practice. *ACM Interactions*, 18(5), 66-69.

[15] Kaptein, M. C., Markopoulos, P., Ruyter, B., & Aarts, E. (2010). Two acts of social intelligence: the effects of mimicry and social praise on the evaluation of an artificial agent. *AI & SOCIETY*, 26(3), 261-273.

[16] Kaptein, M. C., Markopoulos, P., Ruyter, B., & Aarts, E. (2009). Persuasion in ambient intelligence. *Journal of Ambient Intelligence and Humanized Computing*, 1(1), 43-56.

[17] Kaptein, M. C., Weisscher, A., Terken, J. M. B., & Nelissen, H. (2009). Online contextmapping; using the opportunities of Web 2.0 for the contextmapping procedure. *CoDesign*, 5(4), 213-228.

CONFERENCE
PUBLICATIONS

[18] Kaptein, M.C., & Iannuzzi, D. (2015) Lock in Feedback for stochastic optimization. In *proceedings of Benelearn 2015*.

[19] Kaptein, M.C. (2015) Formalizing Customization in Persuasive Technologies. In *proceedings of Persuasive 2015*.

[20] Kaptein, M.C. & Parvinen, P. (2014), Real-Time Adaptation of Influence Strategies in Online Selling. *proceedings of the 2014 47th Hawaii International Conference on System Sciences* (HICSS) pp.3100-3109

[21] Kaptein, M.C. (2013). Latent Class Models in Marketing: Trading off Classification Certainty and Costs of Data Collection. *Abstract accepted at IFCS 2013*.

[22] Parvinen, P. & Kaptein, M.C. (2013). Theory vs. Data-Driven Learning in Future E-Commerce *In the proceedings of HICSS 2013*.

[23] Kaptein, M.C., Nass, C., Parvinen, P., & Markopoulos, P. (2013). Nice to Know You: Familiarity and Influence in Social Networks. *In the proceedings of HICSS 2013*.

[24] Kaptein, M.C. & Parvinen, P. (2012). Dynamically Adapting Sales Influence Tactics in E-Commerce. *Proceedings of the 2012 Academy of Marketing Science Annual Conference* .

[25] Kaptein, M.C. & Parvinen, P. (2012). Sequential Learning of Optimal Sales Prices. *Proceedings of the 2012 Academy of Marketing Science Annual Conference* .

[26] Lindholm, J., Kaptein, M.C. & Parvinen, P. (2012). The Price of Customer Engagement: How Substitution in Online Services Leads to Decreasing Revenues *Proceedings of the 2012 Academy of Marketing Science Annual Conference* .

[27] Kaptein, M. C., & Robertson, J. (2012). Rethinking Statistical Methods for HCI. In *Proceedings of the 2011 annual conference on Human factors in computing systems, CHI 212*.

[28] Sakai, R., Peteghem, S. van, Sande, L. van de, Banach, P., & Kaptein, M. C. (2011). Personalized Persuasion in Ambient Intelligence: the APStairs System. In *Proceedings of Ambient Intelligence (AmI) 2011*. Amsterdam.

[29] Lindholm, J., Kaptein, M. C., & Parvinen, P. (2012). The Trade-off between Online Community Activity and Consumption. In *Proceedings of HICSS 2012*. Hawaii.

[30] Kaptein, M. C. (2011). Adaptive Persuasive Messages in an E-commerce Setting: The use of Persuasion Profiles. In *Proceedings of ECIS 2011*. Helsinki.

[31] Kaptein, M. C., & Eckles, D. (2011). Magnitude and Structure of Heterogeneity in the Effects of Influence Strategies. In *Proceedings of Persuasive Technology 2011*. Ohio.

[32] Kaptein, M. C., Duplinsky, S., & Markopoulos, P. (2011). Means based adaptive persuasive systems. In *Proceedings of the 2011 annual conference on Human factors in computing systems (pp. 335-344)*. New York, NY, USA: ACM.

[33] Kaptein, M. C., Lacroix, J., & Saini, P. (2010). Individual Differences in Persuadability in the Health Promotion Domain. In T. Ploug, P. Hasle, & H. Oinas-Kukkonen (Eds.), *Persuasive Technology (pp. 94-105)*. Springer Berlin / Heidelberg.

[34] Kaptein, M. C., & Eckles, D. (2010). Selecting Effective Means to Any End: Futures and Ethics of Persuasion Profiling. In T. Ploug, P. Hasle, & H. Oinas-Kukkonen (Eds.), *Persuasive Technology (pp. 82-93)*. Springer Berlin / Heidelberg.

[35] Scherini, T., Melo, P., van Craenendonck, T., Zou, W., & Kaptein, M. C. (2010). Enhancing the sleeping quality of partners living apart. In *Proceedings of the 8th ACM Conference on Designing Interactive Systems - DIS 2010* (pp. 171-179). New York, New York, USA: ACM Press.

[36] Kaptein, M. C., Nass, C., & Markopoulos, P. (2010). Powerful and consistent analysis of likert-type ratingscales. In *Proceedings of the 28th international conference on Human factors in computing systems - CHI 2010* (pp. 2391-2401). New York, New York, USA: ACM Press.

[37] Kaptein, M. C., de Ruyter, B., Markopoulos, P., & Aarts, E. H. L. (2009). Simple Ways to Make Friends. In *Proceedings of the 8th International Workshop on Social Intelligence.*

[38] Kaptein, M. C., de Ruyter, B., Markopoulos, P., & Aarts, E. (2009). Measuring the Subjective User Experience. In *Proceedings of the 12th IFIP TC 13 International Conference - INTERACT* (pp. 944-945).

[39] Kaptein, M. C., de Ruyter, B., Markopoulos, P., & Aarts, E. (2009). Persuading you: Individual differences in susceptibility to persuasion. In *Proceedings of the 12th IFIP TC 13 International Conference - INTERACT* (pp. 24-28). Uppsala, Sweden: ACM Press.

[40] Soute, I., Kaptein, M. C., & Markopoulos, P. (2009). Evaluating outdoor play for children. In In *Proceedings of the Proceedings of the 8th International Conference on Interaction Design and Children - IDC 2009* (p. 250). New York, New York, USA: ACM Press.

[41] Kaptein, M. C., Slegers, K., Nelissen, H., Weisscher, A., & Terken, J. M. B. (2007). The Digital Workbook: Using Web 2.0 for Generative Research Purposes. In *Proceedings of MobileHCI 2007.*

[42] Al Mahmud, A., Kaptein, M. C., Moran, O., Van De Garde-Perik, E., & Markopoulos, P. (2007). Understanding Compliance to Privacy Guidelines Using Text-and Video-Based Scenarios. In *Proceedings of HumanComputer Interaction INTERACT 2007* (pp. 156-168). Springer Berlin / Heidelberg.

[43] Romero, N., Szóstek, A. M., Kaptein, M. C., & Markopoulos, P. (2007). Behaviours and Preferences when Coordinating Mediated Interruptions : Social and System influence. In *Proceedings of CSCW 2007* (pp. 123-132). Kluwer Press.

ARXIV SUBMISSIONS

[44] Kaptein, M.C. and Iannuzzi, D. (2015). Lock in Feedback in Sequential Experiments. http://arxiv.org/pdf/1502.00598.pdf

[45] Eckles, D. and Kaptein, M.C. (2014). Thompson Sampling with the Online Bootstrap. http://arxiv.org/abs/1410.4009

PATENTS

[46] Van Halteren, A. T., Lacroix, J. P. W., Geleijnse, G., Pijl, M. J., Saini, P. K., Kaptein, M. C., Ferron, J.L.G. & Holmes, R. (2013). Coaching system that builds coaching messages for physical activity promotion. U.S. Patent Application 14/056,152.

UNDER SUBMISSION

[47] Kaptein, M.C., & Iannuzzi, D. (2015). Lock in Feedback in Sequential Experiments. *Applied Stochastic Models in Business and Industry.*

[48] Poyry, P., Kaptein, M.C., & Parvinen, P. (2015) Image-Motivated Pay What You Want Price Decisions The Role of Customer Engagement. *Journal of Business Research.*

[49] Kaptein, M.C. (2015) Operative vs. Meta-Judgemental Measures in Interactive Marketing. *Journal of Research in Interactive Marketing.*

[50] Ippel, L, Kaptein, M.C., & Vermunt, J. (2015). Streaming EM Approximation for online Estimation of simple Multilevel Models. *Psychometrika.*

[51] Kaptein, M.C., & Eckles, D. Thompson Sampling with the Online Bootstrap. *Statistics and Computing*.

WORKING PAPERS [52] Kaptein, M.C., McFarland, R. & Parvinen, P. (2015). Persuasion Profiling: Dynamic Adaptation of Promotional Web Content on the Fly.

[53] Kaptein, M. C., & Parvinen, P. (2015). Sequential Learning of Profit Maximizing Sales Prices for Consumer Loans.

OTHER
PUBLICATIONS [54] Kaptein, M.C. (2012). *Personalized Persuasion in Ambient Intelligence.* PhD. thesis at the Eindhoven University of Technology.

[55] Kaptein, M.C. (2007). *The Digital Workbook: Methods and Applications of Online Contextmapping.* PdEng. thesis at the Eindhoven University of Technology

[56] Kaptein, M.C. (2005). *An Exploration of Fad Products and Explanations for their Unusually high Adoption Rates.* Master Thesis at the University of Tilburg.

BOOKS [57] Kaptein, M.C. & Robertson, J. (Forthcoming) *Moderns Statistical Methods for Human Computer Interaction*. Springer, Berlin-Heidelberg. Expected January 2016.

[58] Kaptein, M.C. (Forthcoming) *Wiskunde en het Web*. Business Contact, Amsterdam. Expected summer 2016.

[59] Kaptein, M.C. (2012). *Digitale Verleiding: Hoe beinvloedingsprofielen de online marketing op z'n kop zetten*. Business Contact, Amsterdam, the Netherlands.
- Dutch popular book about my Ph.D. work.
- Currently in it's fourth print (over 6000 copies sold).
- English Translation "Persuasion Profiling" published in April 2015.

MEDIA **Featured in popular media (selected):**
- Speaker for "De Universiteit van Nederland" (link)
- Personalized Persuasion (Volkskrant – 2014) (link)
- Persuasion profiling (Wired – 2011) (link)
- Interview Persuasion Profiling (Blink – 2012) (link)
- Interview on "Digitale Verleiding" (Managementboek – 2012) (link)

GRANTS **FOM Valorisation grant**
Grant for work on Lock-in Amplification.
PI: Prof. Dr. Davide Iannuzzi (VU, Amsterdam). July 2015 (40k).

Donders Centre for Cognition Student Assistant Grant
Grant for a student assistant for software development. November 2014 (5k).

Aalto visiting Scholar Travel Grant
"Excellent visitors grant", February 2012.
Visit to Aalto University school of Economics to lecture on the topic of persuasion profiling (25k).

TEACHING
EXPERIENCE
Qualified University Lecturer – "BKO" obtained in November 2014.

Radboud University, Nijmegen, the Netherlands.

Lecturer   **August 2014 to present**
- Lecturer for the Master course *"AI at a Webscale"*.
  - Lectures on Online Classification, Recommender Systems, Online Learning, etc.
  - Part of 2 year master Artificial Intelligence program (30+ students).
  - Fully responsible for the development of the course. Evaluated 8.5 out of 10.

Tilburg University, Tilburg, the Netherlands.

Lecturer   **September 2012 to August 2014**

- Lecturer for the courses *"Multi-level models for categorical data"* and *"Analysis and Construction of Questionnaires"*.
    - Lectures on the use of hierarchical models, cluster analysis & factor analysis.
    - Teaching both Bachelor (350+) and Master level students.
    - Average student evaluation 4.3 out of 5.
    - Obtained Teaching Certificate (BKO)

Eindhoven University of Technology, Eindhoven, the Netherlands

Lecturer   **August 2011 to present**

- Instructor for "Persuasive Technology"
    - Full week course for post master program User System Interaction.
    - Lectures and assignments on the topic of Persuasive Technology.

Aalto School of Economics, Helsinki, Finland.

Lecturer   **From October 2011 to April 2013**

- Instructor for 23E52000: Sales Management.
    - Lectures on e-selling and the use of persuasion in e-commerce.
    - Student essay assignment on the differences between face-to-face persuasionand human-computer persuasion.

Eindhoven University of Technology, Eindhoven, the Netherlands

Lecturer   **April 2007 to August 2010**

- Instructor for "Quantitative Analysis Methods".
    - Lectures on parametric statistics and the use of analysis software (SPSS).
    - Final analysis project concerned a re-analysis of a large usability study.

University of Tilburg, Tilburg, the Netherlands

Student Assistent   **August 2003 to August 2005**

- Student Assistant on Several Research Method courses.
    - Supervision of SPSS assignments.
    - Small-scale lectures on research methods and parametric statistics.

STUDENT ADVISING (SELECTION)

Lianne Ippel MSc.,
Ph.D. Student Research Methods and Statistics. Supervision of Ph.D. Thesis *"Bayesian Online Estimation of Treatment Heterogeneity"*. In progress. (Tilburg University)

Jasper van Whaa,
Master Student Artificial Intelligence *"Interactive Reinforcement Learning"*. Graduated cum-laude. (Radboud Universiteit Nijmegen)

Vladimir Orekov,
Master Student Computer Science *"Extensions of the PersuasionAPI algorithm"*. Graduated (8/20). (Eindhoven University of Technology)

Tess Speelpenning,
Master Student Human Technology Interaction. Supervision of Master Thesis project *"Your menu Choice: Exploring how tailored persuasive messaging influences the healthiness of menu choices"*. Graduated cum-laude. (Eindhoven University of Technology)

Deonne Casteneda,
Bachelor Student Computer Science and Engineering. Supervisor of Bachelor project *"Extending the Similarity-Attraction Effect: The Effects of When-Similarity in Computer-Mediated Communication"*. (Stanford University)

PROFESSIONAL SERVICE

Referee Service (Selected)
- *International Conference System Sciences (HICSS).*
  2012, 2013, 2014, 2015
- *Journal of Interactive Marketing.*
- *British Journal of Mathematical Psychology.*
- *International Conference on Human Computer Interaction (CHI).*
  2010, 2011, 2012, 2013, 2014
- *International Conference on Persuasive Technology (Persuasive).*
  2010, 2011, 2013, 2015
- *Transaction on Interactive Intelligent Systems.*
- *Personal and Ubiquitous Computing.*

PROFESSIONAL EXPERIENCE & APPOINTMENTS

PersuasionAPI / Science Rockstars, Amsterdam, the Netherlands

Founder, Owner, and Chief Scientist   **October 2011 to present**
- Founder of a startup together with Arjan Haring, Jay de Groot, and Sjoerd Mulder.
- Provides an API for a set of machine learning algorithms to dynamically adapt influence strategy selection to individual customers.
- Compay sold to Webpower B.V. in November 2014.
- Clients (e.g.): UPC, Booking.com, Rovio, KLM, NIBC, ING, G-Star, etc.
- http://www.sciencerockstars.com
  http://www.persuasionapi.com
  http://www.webpower.nl

Philips Research, Eindhoven, the Netherlands

Research Scientist   **September 2008 to August 2012**
- Member of the Brain Body and Behaviour Group
- Research projects in collaboration with Philips DirectLife aimed at improving the performance of their persuasive technology (the Philips Activity Monitor
- Supervisor: Dr. Boris de Ruyter

De Vos en Jansen Marktonderzoek, Nijmegen, the Netherlands

Research Development Manager   **September 2007 to September 2008**
- Responsible for the development of new standardized research methods.
- Software engineer writing the online analysis software of the company. Implementing (e.g.) linear regression and analysis of variance in PHP.
- Supervisor: Drs. Ronald Jansen

Vodafone Group R&D, Maastricht, the Netherlands

Customer Insight Specialist   **January 2007 to September 2007**
- Member of the Customer Insight Group
- Development and implementation of digital research tools

PROFESSIONAL MEMBERSHIPS

Member of the ACM
Association for Computing Machinery.

PUBLIC SERVICE

Chairman of the board of the "Stichting Skateboarding Nijmegen"
- Chairman and end-responsible for a non-profit that runs an indoor skateboard park and youth center called "Waalhalla Centrum" in the city of Nijmegen, the Netherlands.
- Turn-over of Waalhalla Centrum is around € 500.000, with five full time employees.

Active contributor to [R] packages
- RStorm author of a package for the development of online algorithms based on the design of Storm. Released September 2013.
- nParLD package for non-parametric statistics. Provided an online interface to the package for CHI 2011.

PUBLIC SPEAKING (SELECTION)	**Active presenter at several academic and commercial conferences.** **Represented by "the Next Speaker".** http://thenextspeaker.com

- Academic (e.g.): Keynote speaker at: *Ambient Intelligence* 2014, *Persuasive* 2012. Speaker at: *IFCS* 2013, *HICSS* 2013, *Persuasive* 2009, 2010, *CHI* 2010, 2011, 2012, *Interact* 2009.
- Commercial (e.g.): Keynote speaker at: *The Webanalytics conference*, 2013, *Neuro Marketing World Forum* 2013. Speaker at:*TEDxTilburg*, 2012, *Philips MediaX Summer Sessions* 2010, *TEDxHU* 2011, *Design for Conversion* 2011, *Digital Marketing Life* 2012. and many others.
- Speaker for "De Universiteit van Nederland" (October 2014). Public lecture series on research methods and statistics broadcasted on national television.

SOFTWARE SKILLS   Computer Programming:
- [R], Java, JavaScript, PHP, Phyton, HTML, UNIX shell scripting, SQL, MySQL, ActionScript, SPSS scripting, MongoDB.

Statistics / statistical computing:
- [R]: Large scale experience with usage of R for analysis. Experience programming own function. Experience with lattice for graphing and lme4 and nlme for model fitting.
- MapReduce: Experienced writing map reduce queries for MongoDB and Hadoop.
- JAGS: Experience building Bayesian hierarchical models using [R] and JAGS.
- SPSS: Very experienced SPSS user. Ability to write SPSS syntax, scripts, and connections to MS Office applications using Basic.

EXPERTISE   **Persuasion / Influence:**
- Persuasion, Persuasive Technology, Influence, Similarity effect, (Social) Influence Strategies, Computer-tailored education, Persuasion Profiles.

Research methods & Statistics:
- Experimental Methods, Correlational Methods, Model Fitting, Non-parametric Statistics, Bayesian Statistics, Machine Learning.

AWARDS   **2013: Outstanding Doctoral Research Award BCSI 2013**
- For paper entitled: *"Pricing new Products with Pay-What-You-Want"*. Together with Poyry, E. & Parvinen, P.

2013: Best Doctoral Thesis TU/e (Industrial Design) 2012
- Best doctoral thesis: *"Personalised Persuasion in Ambient Intelligence."*

2010: Best Paper Award Persuasive 2010
- Best paper award for the paper entitled: *"Individual Differences in Persuadability in the Health Promotion Domain"*

2005: Unilever Research Prize 2005
- Best master thesis 2005 for the thesis *"An Exploration of Fad Products and Explanations for their Unusually high Adoption Rates."*

REFERENCES AVAILABLE TO CONTACT   **Prof.Dr. Panos Markopoulos** (e-mail: p.markopoulos@tue.nl; phone: +31 40 247 5247)
- Professor Industrial Design, Technical University of Eindhoven
Industrial Design
Den Dolech 2,
5600 MB Eindhoven.

Dr. Martha Russell (e-mail: nass@stanford.edu; phone: +1-650-723-1616)
- Director, MediaX, Stanford University
  450 Sierra Mall,
  Stanford CA, USA.

Prof.Dr. Petri Parvinen (e-mail: petri.parvinen@aalto.fi; phone: +35-850 3120905)
- Professor of Sales Management
  Aalto University School of Economics (Marketing Department)
  P.O. Box 21230, FI-00076,
  Aalto, Finland.

More references available upon request.

MORE
INFORMATION

For more information please contact Dr. Maurits Kaptein, (e-mail: maurits@mauritskaptein.com; phone: +31-6 21262211)