Drs. Maurits Clemens Kaptein

CONTACT
INFORMATION

Maurits Clemens Kaptein
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RESEARCH
INTERESTS

Research Methods, Personalized Persuasion & Persuasion Profiles
Persuasion, Influence, Communication, Persuasion Profiles, Persuasive Technologies,
Marketing, Decision Making, Consumer Behavior, e-selling, Research Methods,
Bayesian Statistics, Nonparametric Statistics, Stochastic Difference Models.

ACADEMIC
APPOINTMENTS

Postdoctoral Researcher   **September 2011 to present**
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 present**
Department of Industrial Design, Eindhoven University of Technology.
- Promotor: Prof. Emile Aarts.
- Co-promotors: Prof. Panos Markopoulos & Dr. Boris de Ruyter.
    - *"Personalized Persuasion in Ambient Intelligence"*, PhD. thesis on on the effects of personalizing 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.
    - Defense scheduled on the 29th of March 2012.
    - 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.
- 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, Eindhoven, 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.

REFEREED JOURNAL PUBLICATIONS

[1] Kaptein, M. C., & van Halteren, A. (2012). Adaptive Persuasive Messaging to Increase Service Retention. *Journal of Personal and Ubiquitous Computing*, IN PRESS.

[2] Kaptein, M. C., Fernandez, N., Castaneda, D., & Nass, C. (2012). Extending the Similarity-Attraction Effect: The Effects of When-Similarity in Mediated Communication. *Journal of Computer-Mediated Communication*, IN PRESS.

[3] Kaptein, M. C., & Eckles, D. (2012). Heterogeneity in the Effects of Online Persuasion. *Journal of Interactive Marketing*, IN PRESS.

[4] Kaptein, M. C., de Ruyter, B., Markopoulos, P., & Aarts, E. (2012). Tailored Persuasive Text Messages to Reduce Snacking. *Transactions on Interactive Intelligent Systems*, IN PRESS.

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

[6] 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.

[7] 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.

[8] 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

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

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

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

[12] 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*. IN PRESS.

[13] 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.

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

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

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

[17] 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.

[18] 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.

[19] 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.

[20] 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.

[21] 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.

[22] 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.*

[23] 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).

[24] 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.

[25] 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.

[26] 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.*

[27] 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.

[28] 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.

SUBMITTED JOURNAL PUBLICATIONS

[29] Kaptein, M. C., Duplinsky, S., & Go, E. M. (2012). Combining Multiple Influence Strategies to Increase Consumer Compliance. *Submitted to: International Journal of Internet Marketing and Advertising.*

[30] Kaptein, M. C., & Nass, C. (2012). Nice to Know you: Familiarity and Influence in Social Networks. *Submitted to: Interacting with Computers.*

[31] Kaptein, M. C., & Markopoulos, P. (2012). On the Design of Adaptive Persuasive Systems. *Submitted to: ToCHI.*

[32] Kaptein, M. C., & Parvinen, P. (2012). Sequential Learning of Profit Maximizing Sales Prices. *Submitted to: Marketing Science.*

[33] Lindholm, J., Parvinen, P., & Kaptein, M. C. (2012). The Dangers of Engagement: How Substitution in Online Services Leads to Decreasing Revenues. *Submitted to: Journal of the Academy of Marketing Science.*

OTHER PUBLICATIONS

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

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

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

[37] Kaptein, M. C. (2011). Building Persuasion Profiles in the Wild: Using Mobile Devices as Identifiers Maurits Kaptein. *(CHI 2011 PINC workshop).* Vancouver, British Columbia, Canada.

[38] Kaptein, M. C., Markopoulos, P., de Ruyter, B., & Aarts, E. H. L. (2010). Social Connectedness and Compliance *(CHI 2010 Workshop on Social Connectedness).* Atlanta, USA.

BOOKS IN PREPARATION

[39] Kaptein, M.C. (2012) *Online invloed.* Forthcoming at Business Contact publishers, Amsterdam, the Netherlands.

GRANTS

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.

TEACHING
EXPERIENCE

Aalto School of Economics, Helsinki, Finland.

Lecturer   **October 2011 to present**
- 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 persuasion and human-computer persuaison.

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.

Univesity of Tilburg, Tilburg, the Netherlands

Student Assistent   **August 2003 to August 2005**
- Student Assistant on Several Research Method courses.
  - Supervision of SPSS assignements.
  - Small-scale lectures on research methods and parametric statistics.

STUDENT
ADVISING
(SELECTION)

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)

Mendel Broekhuizen,
Master Student Industrial Design. Supervision of Master level research project *"Protect your ears"*. Study on the effects of persuasive communication on compliance to a healthy audio level for headphones. (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
- *International Conference on Human Computer Interaction (CHI)*
  2010, 2011, 2012
- *International Conference on Persuasive Technology (Persuasive)*
  2010, 2011
- *Transaction on Interactive Intelligent Systems*
- *Personal and Ubiquitous Computing*

PROFESSIONAL
EXPERIENCE

PersuasionAPI, Amsterdam, the Netherlands

Co-founder and Chief Scientist   **October 2011 to present**
- Co-founder of a startup together with Arjan Haring, Jay de Groot, and Dimitra Retsina
- Provides an API for a set of machine learning algorithms to dynamically adapt influence strategy selection to individual customers
- Clients (e.g.): UPC, Booking.com, Rovio

Philips Research, Eindhoven, the Netherlands

Research Scientist **September 2008 to present**
- Member of the Brain Body and Behavior 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 **Member of the ACM**
MEMBERSHIPS Association for Computing Machinery.

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 € 300.000, with five full time employees.

Active contributor to `[R]` packages
- `nParLD` package for non-parametric statistics. Provided an online interface to the package.
- `lme4` released several additional functions to `lme4` to predict values of models with several crossed random effects. (Not yet formally released)

PUBLIC SPEAKING **Active presenter at several academic and commercial conferences**
(SELECTION)
- Academic (e.g.): *Persuasive* 2009, 2010, *CHI* 2010, 2011, 2012, *Interact* 2009.
- Commercail (e.g.): *Philips MediaX Summer Sessions* 2010, *TEDxHU* 2011, *Design for Conversion* 2011, *Digital Marketing Life* 2012.

SOFTWARE SKILLS Computer Programming:
- Java, JavaScript, Perl, PHP, Phyton, UNIX shell scripting, SQL, MySQL, `[R]`, 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.
- `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.

Productivity Applications:
- TEX (LATEX, BIBTEX), most common productivity packages (for Windows, OS X, and Linux platforms)

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

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

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. Clifford Nass (e-mail: nass@stanford.edu; phone: +1-650-7235499)
- Thomas M. Storke Professor, Stanford University
  Department of Communication
  Room 300E, McClatchy Hall,
  Stanford, CA. 94305-2050, 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.

Prof.Dr. Panos Markopoulos (e-mail: p.markopoulos@tue.nl; phone: +31 40 247 5247)
- Professor User Centred Engineering Group
  Technische Universiteit Eindhoven
  P.O. Box 513, Den Dolech 2,
  5600 MB Eindhoven, The Netherlands.

Dr. Boris de Ruyter (e-mail: boris.de.ruyter@philips.com; phone: +31-40 2747630)
- Principal Scientist
  Philips Research
  High Tech Campus 34 -WB-4.053,
  5656 AE Eindhoven, The Netherlands.

MORE
INFORMATION

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