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"This program contains product placement": Effects of sponsorship disclosure on television viewers' responses

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CURRICULUM VITAE

Sophie Boerman was born on the 15th of October in 1986, in Willemstad, Curaçao. Despite this tropical birth place she grew up in Dieren, The Netherlands. She obtained a Bachelor's degree in Communication and Information Science in 2008 at the Utrecht University. During this bachelor program, she spent one semester at the Monash University in Melbourne, Australia. In 2010, she finished the Research Master in Communication Science (cum laude) at the University of Amsterdam. For her Master's thesis, that used eye tracking data to study people's attention to magazine advertisements, she received the SWOCC thesis price in 2011.

Between February 2010 and February 2014, she worked on her dissertation on the effects of disclosing sponsored television content on viewers' responses. This work has been recognized with awards from the International Communication Association (ICA) and the European Advertising Academy (EAA)

At present, Sophie is an Assistant Professor at the Amsterdam School of Communication Research (ASCoR) in the department of Persuasive Communication at the University of Amsterdam.

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