The value of tailored communication in promoting medication intake behavior

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Citation for published version (APA):

Download date: 09 Oct 2019
Annemiek Linn was born on the 18th of January 1984 in Heemstede, the Netherlands. After finishing secondary education (atheneum) at College Hageveld in Heemstede in 2003, she studied Communication Science at the University of Amsterdam and specialized in Persuasive Communication. Her master thesis about recall and treatment adherence in patients with inflammatory bowel disease received a ‘Best Paper Award’.

In 2009, she started working at the University of Amsterdam as a lecturer in Persuasive Communication. In addition to her teaching duties, she started with the research described in this dissertation, under the supervision of prof. dr. Edith Smit, dr. Julia van Weert and dr. ir. Liset van Dijk. She applied for several grants for the PhD project, resulting in two grants and additional financial support of the Amsterdam School of Communication Research / ASCoR. In 2011, she formally became a part-time PhD student.

After finishing her dissertation she will remain working at the Department of Communication Science of the University of Amsterdam as an assistant professor Health Communication. In her future research she wants to combine insights from health communication, marketing and computer-mediated research to gain more insight and understanding into the effectiveness of tailored new media strategies and interpersonal communication, and their effect on health behavior.
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