The value of tailored communication in promoting medication intake behavior

Linn, A.J.

Citation for published version (APA):

General rights
It is not permitted to download or to forward/distribute the text or part of it without the consent of the author(s) and/or copyright holder(s), other than for strictly personal, individual use, unless the work is under an open content license (like Creative Commons).

Disclaimer/Complaints regulations
If you believe that digital publication of certain material infringes any of your rights or (privacy) interests, please let the Library know, stating your reasons. In case of a legitimate complaint, the Library will make the material inaccessible and/or remove it from the website. Please Ask the Library: https://uba.uva.nl/en/contact, or a letter to: Library of the University of Amsterdam, Secretariat, Singel 425, 1012 WP Amsterdam, The Netherlands. You will be contacted as soon as possible.
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.
Publications


