Feeling & thinking in attitudes
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Biography

Helma van den Berg started her career as a scientist at the age of six, when she put her hamster in the silverware drawer to find out whether it really was very dark when closed. Having received her diploma from the Stedelijk Gymnasium in Arnhem, she started studying Psychology at the University of Amsterdam. After graduating in Psychonomics in 1995, she started to work as a tutor at this same University, while at the same time starting an education at the midwifery college in Amsterdam. After successfully finishing her first year, she finally realized that science was her calling. She started working as a PhD student at the Department of Psychonomics of Utrecht University, but discontinued this PhD project for personal reasons. While still working as a tutor at the University of Amsterdam, she started the PhD project of which the present dissertation is the result. Helma van den Berg currently works as an assistant professor at the Department of Social Psychology of the University of Amsterdam.
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