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Ward van Zoonen Ph.D.
Curriculum Vitae

Assistant Professor
Amsterdam School of Communication Research
University of Amsterdam

Duivenkamp 41
3607 AB, Maarssen
The Netherlands
Telephone: 0031 6 462 612 05
E-mail: mail@wardvanzoonen.nl

Professional Experience

- **Assistant Professor** at the Amsterdam School of Communication Research (ASCoR) at the University of Amsterdam. *Teaching organizational communication at the undergraduate and graduate level. Research focuses on the implication of smart technologies and information and communication technologies for the nature and organization of work and life.*
- **PhD Candidate** at the University of Amsterdam (September 2014 – June 24, 2017). *The dissertation is about social media use in the workplace. The research focuses on the content, causes and consequences related to the use of public social media in the workplace.*
- **Visiting Researcher** at the Department of Communication, University of California, Santa Barbara September – November, 2016. *Working on research focused on the consequences of information and communication technologies in the workplace.*
- **Lecturer** Corporate Communication at the University of Amsterdam (August 2013 – August 2014). Teaching theory and methodological courses in the field of corporate communication at both the graduate and undergraduate level.
- **Research Assistant** (September 2012- August 2013). *Working on a cross-European project (ECOPSI) focused on the current and future state of the communication profession. My tasks involved research on communication skills and competences of communication professionals. And valorization of research findings to academia, practice, and the media.*
- **Assistant manager** (2005 – August 2013). *Retail sector. Dirk van den Broek, part-time*
- **Employee Corporate Actions** (2009). *Fortis Bank Netherlands, Full-time internship.*

Teaching experience

- **Strategic communication in organizations (graduate level) 2015 – present**
- **Thesis supervision (Graduate level) 2017 - present**
- **Research practice Seminar (graduate level) 2015- present**
- **Graduation seminar (undergraduate level) 2013-2015**
- **Content analysis (Research Master program, graduate level) 2013-2014**
- **Qualitative research methods (undergraduate level) 2013-2014**
- **Communication ethics (undergraduate level) 2013-2014**
- **Mass media and Society (undergraduate level) 2013-2014**
- **Survey Design (undergraduate level) 2013-2014**
- **Content Analysis (undergraduate level) 2013-2014**

Education

- **Ph.D: Doctor of Philosophy in social science** (2014-2017), University of Amsterdam.
- **MSc: Research Master in Communication Science** (2011 – 2013), University of Amsterdam. GPA: 8.0
- **BSc: Bachelor in Communication Science** (2009-2011), University of Amsterdam
- **BBA: Bachelor in Business Administration** (2005-2009), Amsterdam University of Applied Sciences (HvA), specialising in marketing and economics

Additional courses & Skills

- **Causal Modeling Using Stata** – Summer course Free University Amsterdam (2012). Summer course provided by Pete Diprete (Columbia University), introducing causal inference for point and time varying treatments. Topics included: regression and causality, matching and instrumental variable estimators of causal effects, fixed effects, differences-in-differences and panel data. Course was successfully completed (equivalent to 3 EC).
- Advanced knowledge of computer programs
Advanced knowledge of statistical programs (e.g. SPSS, AMOS, EQS, STATA)
Working knowledge of content analysis tools (e.g. Atlasti, dtsearch)
Advanced knowledge of data gathering tools (e.g. LexisNexis, Wikiscraper, Topsy)
Basic knowledge of programming language Python.
- Languages: Dutch (native) and English

Academic publications

11. Van Zoonen, W. & Rice, R. E. (2017). Paradoxical implications of personal social media use for work. *New Technology, Work, and Employment*, XX.

10. Van Zoonen, W., Verhoeven, J.W.M., & Vliegenthart, R. (2017). Understanding the consequences of social media use for work. *European Management Journal*, 1 -11.
9. Van Zoonen, W., Verhoeven, J.W.M., & Vliegenthart, R. (2016). Social media's dark side: Inducing boundary conflicts. *Journal of Managerial Psychology*, 31(8), 1-15.
8. Van Zoonen, W. & Van der Meer, G. L. A. (2016). Social media research: The application of supervised machine learning in organizational communication research. *Computers in Human Behavior*, 63, 132-141. Doi: 10.1016/j.chb.2016.05.028
7. Schafraad, P., Van Zoonen, W., & Verhoeven, P. (2016). The news value of Dutch corporate press releases as a predictor of corporate agenda building power. *Journal of Public Relation Review*, 42(3), 451-458. Doi: 10.1016/j.pubrev.2015.11.014
6. Van Zoonen, W., Verhoeven, J.W.M., & Vliegenthart, R. (2016). How employees use Twitter to talk about work: A typology of work-related tweets. *Computers in Human Behavior*, 56, 329-339. Doi: 10.1016/j.chb.2015.09.021
5. Ter Hoeven, C. L., Van Zoonen, W., & Fonner, K. L. (2016). The practical paradox of technology: The influence of communication technology on employee well-being, *Communication Monographs*, 83(2), 239-263. Doi: 10.1080/03637751.2015.1133920
4. Ter Hoeven, C. L. & Van Zoonen W. (2015). Flexible work designs: Helping or hindering employee well-being? Testing the autonomy paradox. *New Technology, Work and Employment*, 30(3), 237-255. Doi: 10.1111/ntwe.12052
3. Van Zoonen, W. & Van der Meer, G. L. A. (2015). Crisis communication in a socially mediated era. *Journal of Public Relations Research*, 27(5), 371-388. Doi: 10.1080/1062726X.2015.1062382
2. Van Zoonen, W., Van der Meer, G. L. A., & Verhoeven, J. W. (2014). Employees work-related social-media use: His master's voice. *Public Relations Review*, 40(5), 850-852. Doi: 10.1016/j.pubrev.2014.07.001
1. Van Zoonen, W., Verhoeven, J.W.M., & Elving, W.J.L. (2014). Understanding employees' work-related social media use: An extension of theory of planned behavior. *International Journal of Management, Economics and Social Sciences*, 3(4), 164-183.

Manuscripts under review

6. van Zoonen, W., Bartels, J., van Prooijen, A. M., & Schouten, A. P. (submitted). Predicting employees' online ambassadorship behaviors on Facebook and LinkedIn. *Journal of Vocational Behaviour*.
5. Van Zoonen, W. & Ter Hoeven, C. L. (March, 2017). Helping behaviour doesn't tolerate the inconvenience of distance. *Human Relations*.

4. Van Zoonen, W. & Treem, J. W. (Submitted). Twitter at work: The role of career commitment and organizational engagement in work related communication technology use. *Information and Organization*
3. Schafraad, P. & Van Zoonen, W. (2nd round of review). How news values in corporate press release influence journalistic capital investment. *Journalism Studies*.
2. Van Zoonen, W., & Rice, R. E., (under review). The shackles of freedom: Paradoxical consequences of personal social media use for work. *New Technology, Work and Employment*.
1. Van Zoonen, W. & Banghart, S. (under review) What comes first social media use for work or engagement? A three-wave panel study. *Journal of Computer-Mediated Communication*.

Conferences Presentations & Invited Talks

19. Van Zoonen, W., (2016). What comes first social media use for work or engagement? A three-wave panel study. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2016, Tilburg, Netherlands.
18. Van Zoonen, W., (2016). The shackles of freedom: Paradoxical consequences of personal social media use for work. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2016, Tilburg, Netherlands.
17. Van Zoonen, W. (2016). Social media's dark side: Inducing boundary conflicts. Paper presented at 66th conference of the International Communication Association, June 6-12, Fukuoka, Japan. **Received top student paper award organizational communication division**
16. Van Zoonen, W. (2016). Twitter at work: The role of career commitment and organizational engagement in work related communication technology use. Paper presented at 66th conference of the International Communication Association, June 6-12, Fukuoka, Japan.
15. Van Zoonen, W. (2016). Social Media's Dark side. Corporate Communication an international conference, June 2 – 4, New York, United States.
14. Van Zoonen, W., (2016). Two sides of the same coin: Identifying social media related demands and resources. Poster presentation at 66th conference of the International Communication Association, June 6-12, Fukuoka, Japan
13. Van Zoonen, W., (2016). Two sides of the same coin: Identifying social media related demands and resources. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2016, Amsterdam, Netherlands.

12. Van Zoonen, W., (2016). The role of motivation and organizational identification in work related social media use. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2016, Amsterdam, Netherlands.
11. Van Zoonen, W., (2015, October). Round table discussion on the effects of social media for work. Invited panel member at the social conference, Amsterdam
10. Van Zoonen, W., (2015, May). The potential of social media technologies in the workplace, Invited talk at DnB NOR (Norwegian bank headquartered in Oslo).
9. Schafraad, P., & Van Zoonen, W. (2015). Do news factors in corporate press releases influence the way journalists treat these press releases?. Paper presented at the Future of Journalism, September, 10-11, Cardiff, Wales.
8. Van Zoonen, W., Verhoeven, J.W.M., & Vliegthart, R. (2015). Work-related social media content: The socially mediated workplace. Paper presented at 65th conference of the International Communication Association, May 20-25, San Juan, Puerto Rico.
7. Ter Hoeven, C., Van Zoonen, W., & Fonner, K. I. (2015). The practical paradox of technology: The influence of communication technology on employee well-being. Paper presented at 65th conference of the International Communication Association, May 20-25, San Juan, Puerto Rico.
6. Van Zoonen, W. & Van der Meer, G. L. A. (2015). Crisis communication in a socially mediated era. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2015, Antwerp, Belgium.
5. Van Zoonen, W., Verhoeven, J.W.M., & Elving, W.J.L. (2014). Explaining employees' work-related social-media use. Paper presented at Etmaal voor de Communicatiewetenschap, February 3-4, 2014, Wageningen, Netherlands.
4. Ter Hoeven, C. & van Zoonen, W. (2014). Flexible work designs and employee well-being. Paper presented at 64th conference of the International Communication Association, May 22-26, 2014, Seattle, United States.
3. Elving, W.J.L., Valentini, C.L., & Van Zoonen, W. (2014). SOS: Send our stuff? Social media engagement of big European corporations. Paper presented at Euprera Conference, September, 11-13, Brussels, Belgium.
2. Elving, W.J.L., Valentini, C.L., & Van Zoonen, W. (2014). Old wine in new bottles? About social media use of Corporations. Paper presented at 27th Bled.com conference, June 19-22, Bled, Slovenia.
1. Van Zoonen, W., Valentini, C., & Elving, W.J.L. (2013). CSR communication, dialogue strategies and social media: An empirical investigation of top corporations use of social media. Paper presented at the 2nd CSR Communication conference, September 18-20, Aarhus, Denmark.

Other publications

8. Van Zoonen, W., (2016). Social media business report: Paradoxes of social media. Canon, Amstelveen.
7. Van Zoonen, W., (2016). Business report: Informational needs and technology use. Deloitte, Rotterdam.
6. Van Zoonen, W., (2016). Social media research: It's consequences in the workplace. T-Mobile, Den Haag.
5. Van Zoonen (4 April, 2016). Do not force social media upon your employees. Interview with Emerce published online. <http://www.emerce.nl/interviews/zet-iedere-medewerker-op-social>
4. Dilmac, H. (6 Mei, 2015). Social media op de werkvloer: zegen of vloek? Gepubliceerd op hrpraktijk.nl
3. Van der ploeg, J. (29 April, 2015). Wanneer laat je de werknemers los op internet? Twitteren op het werk is zo gek nog niet. Volkskrant, p. 34.
2. Ter hoeven, C. L. & van Zoonen, W. (2015). *Onderzoek het slimme werken: Werken in BAM-huizen*, BAM, Bunnik.
1. Ter hoeven, C. L., Van Gemert, E., & Van Zoonen, W. (2015). *Het nieuwe werken en synergie: Samenwerken of tegenwerken?* Het nieuwe teamwerken. Gepubliceerd op hetnieuweteamwerken.be.

Additional information

Journal article reviewer:

Reviewing manuscripts in the field of corporate communications, with specific focus on organizational communication, technology use and structural research designs.

- Corporate Communications: An international journal
- Journal of Business Ethics
- Journal of public relations research
- International journal of human resource management
- Journal of Communication

Conference paper reviewer:

- Dutch & Flanders Communication conference
- International Communication Association

Awards

- Best paper organizational communication at the National Communication Association Conference in Dallas, Texas, USA, November 2017.

- Top paper award at the 66th International Communication Association conference in Fukuoka, Japan, June 2016.