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Verena M. Wottrich, Eva A. van Reijmersdal, Edith G. Smit

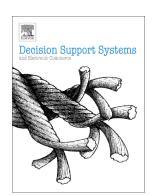
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Verena M. Wottrich, Eva A. van Reijmersdal, & Edith G. Smit

Amsterdam School of Communication Research, ASCoR, University of Amsterdam

<u>Correspondence</u> may be addressed to: V.M.Wottrich, M.Sc., Amsterdam School of Communication Research, University of Amsterdam, P.O. Box 15793, 1001 NG Amsterdam, The Netherlands, Phone +31 6 11 77 8144, Email: v.m.wottrich@uva.nl

Brief professional biography of each author:

Verena M. Wottrich (M.Sc.) is a PhD Candidate at the Amsterdam School of Communication Research ASCoR, Department of Communication Science, University of Amsterdam, The Netherlands. Her research focuses on the causes and consequences of Internet users' privacy decisions in (branded) mobile apps. Her work has appeared in the International Journal of Advertising, the sixth volume Advances in Advertising Research published by the European Advertising Academy (EAA), Advertising in new formats and media: Current research and implications for marketers, Emerald Publishing, and it has been acknowledged by awards from the International Communication Association and the European Advertising Academy.

Eva A. van Reijmersdal (Ph.D) is Associate Professor at the Amsterdam School of Communication Science ASCoR, Department of Communication Science, University of Amsterdam, The Netherlands. Her research focuses on the effects of sponsored content on adults and children as well as on the effects of branded apps. She has published over 40 book chapters and articles in academic peer reviewed journals, including International Journal of Advertising, Computers in Human Behavior, Communication Theory, Psychology &

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