

## PUBLICATIONS

### **International publications**

1. Waterlander WE, de Haas WE, van Amstel I, et al. Energy density, energy costs and income - how are they related? *Public Health Nutr* 2010;13(10):1599-1608.
2. Waterlander WE, Steenhuis IH, de Vet E, Schuit AJ, Seidell JC. Expert views on most suitable monetary incentives on food to stimulate healthy eating. *Eur J Public Health* 2010;20(3):325-331.
3. Waterlander WE, de Mul A, Schuit AJ, Seidell JC, Steenhuis IHM. Perceptions on the use of Pricing Strategies to stimulate Healthy Eating among Residents of deprived Neighbourhoods: a Focus Group Study. *Intl J Beh Nutr Phys Act* 2010;7(44):doi:10.1186/1479-5868-7-44.
4. Waterlander WE, Scarpa M, Lentz D, Steenhuis IH. The Virtual Supermarket: An Innovative Research Tool to Study Consumer Food Purchasing Behaviour. *BMC Public Health, Software* 2011;11(1):589.
5. Steenhuis IHM, Waterlander WE, de Mul A. Consumer food choices: the role of pricing and pricing strategies. *Public Health Nutr* 2011; 14(12):2220-2226
6. Waterlander WE, Steenhuis IHM, de Boer MR, Schuit AJ, Seidell JC. The effects of a 25% discount on fruits and vegetables: results of a randomized trial in a three-dimensional web-based supermarket. *Int J Beh Nutr Phys Act* 2012; 9(1): doi:10.1186/1479-5868-9-11
7. Waterlander WE, Steenhuis IHM, de Boer MR, Schuit AJ, Seidell JC. Introducing taxes, subsidies or both: the effects of various food pricing strategies in a web-based supermarket randomized trial. *Prev Med* 2012; doi: 10.1016/j.ypmed.2012.02.009.
8. Waterlander WE, Steenhuis IHM, de Boer MR, Schuit AJ, Seidell JC. Sign or discount? The effects of various price and promotion strategies on food purchases in a randomized controlled web-based supermarket trial. *Appetite* 2012; under review.
9. Waterlander WE, de Boer MR, Schuit AJ, Seidell JC, Steenhuis IHM. Price discounts significantly enhance fruit and vegetable purchases when combined with nutrition education: a randomized controlled supermarket trial. *BMJ* 2012; under review.
10. Van Kouwen M, Waterlander WE, Steenhuis IHM. Quality differences in

nutritional values of similar food items from leading, generic, and discount brands. *Public Health Nutr*; revision under review

### **Dutch publications:**

1. de Mul A, Waterlander WE, Steenhuis IHM, Seidell JC. Prijs als factor in voedingskeuze (Price as factor in food choice) Een onderzoek naar de rol van prijs in voedingskeuze en de mogelijkheden van prijsmaatregelen om gezonder voedingsgedrag te stimuleren. Amsterdam, Department of Health Sciences and the EMGO Institute for Health and Care Research, Faculty of Earth and Life Sciences, VU University Amsterdam. 2009
2. van Rijnsoever MP, Tromp E, Waterlander WE, Schutz FM, Steenhuis IHM. Verschillen in leefstijl en gezondheid tussen mensen met en zonder schulden. *Tijdschrift voor Gezondheidswetenschappen (TSG)* 2011;89(1): 43-50.

### **Book chapter**

1. Waterlander WE, Ni Mhurchu C, Steenhuis IHM. The use of virtual reality in studying complex interventions in our every-day food environment. In: Tang X (ed). *Virtual Reality, Book 2* (Chapter submitted), InTech Publishers, Rijeka, Croatia– to be published in July 2012

### **Other publications**

1. Venbrux M. Wilma Waterlander over prijspeil en gezond eten. 25% Goedkopere agf = 25% meer verkoop. *Food Personality*; 2012; 28(1) .
2. Mussche A. Twee worsten halen drie betalen. *VU Magazine*; 2010 7(2):23-25  
<http://vu.onlinetouch.nl/1/3#/22>

### **Conference presentations**

1. Waterlander WE, Ni Mhurchu C, Steenhuis IHM. Using Virtual Reality to measure consumer food purchasing behaviour. Eighth International Conference on Social Science Methodology. Sydney, July 2012 (oral presentation).
2. Steenhuis IHM, Waterlander WE. Is it the sign or the discount? The effects of various promotion strategies on food purchases at a three-dimensional web-based supermarket. Accepted for an oral presentation at the International Society for Behavioral Nutrition and Physical Activity, Texas, USA, May 2012.
3. Steenhuis IHM, Waterlander WE. The effect of a 25 percent price reduction on fruit and vegetable purchases: A RCT using the 'Virtual Supermarket'.

International Society for Behavioral Nutrition and Physical Activity. Melbourne, June 2011 (oral presentation).

4. Waterlander WE, Steenhuis IHM, Scarpa M. The Virtual Supermarket: an innovative research tool to study consumer behavior. World Social Marketing Conference. Dublin, Ireland April 2011 (oral presentation).
5. Waterlander WE, Steenhuis IHM, Scarpa M. The Virtual Supermarket: an innovative research tool to study consumer behavior. Social Marketing in Public Health Conference. Clearwater Beach, Florida. June 2010 (oral presentation).
6. Waterlander WE, Steenhuis IHM, Lentz D, Seidell JC. The Virtual Supermarket: an innovative research tool to study consumer behavior. European Public Health Association. Amsterdam November 2010 (oral presentation).
7. Waterlander WE, de Haas W, van Amstel I, Schuit AJ, Twisk JWR, Visser M, Seidell JC, Steenhuis IHM. Energy density, energy costs, and income – how are they related? EGEA Conference. Brussels, May 2010 (poster presentation).
8. Waterlander WE, de Mul A, Seidell JC, Steenhuis IHM. Consumer perceptions regarding financial barriers and pricing strategies as a factor in food choice. International Society for Behavioral Nutrition and Physical Activity. Lisbon. May 2009 (oral presentation).
9. Waterlander WE, de Haas W, van Amstel I, Schuit AJ, Seidell JC, Steenhuis IHM. The association between diet composition and diet costs and purchasing differences by level of income in the Netherlands. European Congress on Obesity (ECO). Amsterdam May 2009 (oral presentation).
10. Aarts M, Beenackers M, Waterlander WE, Vermeer WM, Tak N, Kamphuis C, Rodenburg G, de Vries S. Speed-dating session for junior researchers (Speed-daten met jonge onderzoekers over (beleids)interventies gericht op de obesogene omgeving). Dutch Conference on Public Health (Nederlands Congres Volksgezondheid). Rotterdam. April, 2009 (oral presentation).
11. Waterlander WE, de Haas W, van Amstel I, Schuit AJ, Twisk JWR, Visser M, Seidell JC, Steenhuis IHM. Energy density, energy costs, and income – how are they related? Dutch Association on the Study of Obesity (NASO). Den Bosch. 2009 (oral presentation).