

# Erik Bijleveld

curriculum vitae

## Personal information

Work address: Radboud University Nijmegen  
Behavioural Science Institute  
Montessorilaan 3  
6525HR Nijmegen  
The Netherlands  
Phone: +31 (0)24 3612636  
E-mail: e. bijleveld@psych.ru.nl  
Born: September 8, 1983, Alphen aan den Rijn (NL)

## Education

2007-2012 PhD, *cum laude*  
Psychology  
Thesis title: The unconscious and conscious foundations of human reward pursuit  
Supervisors: dr. Ruud Custers, prof. Henk Aarts  
Graduation date: February 17, 2012  
Utrecht University (NL)

2005-2007 MPhil, *cum laude*  
Social and Organizational Psychology  
Thesis topic: The psychophysiology of intergroup interactions  
Thesis grade: 9  
Supervisors: dr. Daan Scheepers, prof. Naomi Ellemers  
Leiden University (NL)

2002-2005 BSc, *cum laude*  
Psychology  
Thesis topic: Organizational conflict  
Thesis grade: 9  
Supervisors: prof. Karen Jehn, dr. Manuela Barreto  
Leiden University (NL)

1996-2002 Pre-university education  
Mendelcollege, Haarlem (NL)

## Employment

04/2014 – present	<i>Assistant Professor</i> Behavioural Science Institute Radboud University Nijmegen (NL)
09/2011 – 03/2014	<i>Researcher/Teacher</i> Department of Social and Organizational Psychology, Utrecht University (NL)
09/2007 – 08/2011	<i>PhD candidate</i> Department of Social and Organizational Psychology, Utrecht University (NL)
09/2006 – 05/2007	<i>Teaching assistant</i> Department of Methodology and Statistics, Leiden University (NL)

## Organization and administration

2014	Program committee of the National Association for Scientific Social Psychology (ASPO) annual meeting.
2014	Behavioural Science Institute's Best Paper Award Jury Committee.
2014	Program committee of the Kurt Lewin Institute's (KLI) bi-annual meeting.
2013 – 2014	Fellow of Utrecht University's Strategic Theme 'Institutions'
2013 – 2014	Organizer of monthly social events, Department of Social and Organizational Psychology, Utrecht University
2013	Co-organizer Conference symposium: Controlled by emotions: How affect and motivation regulate goal-directed action. <i>APS 2013</i> , Washington, DC.
2012	Co-organizer Conference: National Association for Scientific Social Psychology (ASPO).
2012	Organizer Conference symposium: Money as motivator: From brain to behavior. <i>SPSP 2012</i> , San Diego.
2011 – present	Organizer Social and Organizational Psychology Colloquium Series at Utrecht University.
2011	Organizer Conference symposium: On unconscious takeoffs and conscious touchdowns: Roots and consequences of motivation. <i>EASP 2011</i> , Stockholm, Sweden.
2007 – 2009	Laboratory coordinator, Utrecht University
2007	Assistant of the organization of the annual conference of the National Association for Scientific Social Psychology (ASPO).
2006 – 2007	Student member of the daily board, Department of Social and Organizational Psychology, Leiden University (NL)
2003 – 2006	Various administrative duties at student organization SSR-Leiden (e.g., organizing activities for the community, mentoring new students).

## International journal articles

- Bijleveld, E., Custers, R., & Aarts, H. (2009). The unconscious eye opener: Pupil dilation reveals strategic recruitment of resources upon presentation of subliminal reward cues. *Psychological Science, 20*, 1313-1315.
- Bijleveld, E., Custers, R., & Aarts, H. (2010). Unconscious reward cues increase invested effort, but do not change speed-accuracy tradeoffs. *Cognition, 115*, 330-335.
- Bijleveld, E., Custers, R., & Aarts, H. (2011). Once the money is in sight: Distinctive effects of conscious and unconscious rewards on task performance. *Journal of Experimental Social Psychology, 47*, 865-869.
- Bijleveld, E., Custers, R., & Aarts, H. (2011). When favourites fail: Tournament trophies as reward cues in tennis finals. *Journal of Sports Sciences, 29*, 1463-1470.
- Aarts, H., Bijleveld, E., Custers, R., Dogge, M., Deelder, M., Schutter, D., & van Haren, N.E.M. (2012). Positive priming and intentional binding: Eye blink rate predicts reward information effects on the sense of agency. *Social Neuroscience, 7*, 105-112.
- Bijleveld, E., Custers, R., & Aarts, H. (2012). Human reward pursuit: From rudimentary to higher-level functions. *Current Directions in Psychological Science, 21*, 194-199.
- Bijleveld, E., Scheepers, D., & Ellemers, N. (2012). The cortisol response to anticipated intergroup interactions predicts self-reported prejudice. *PLoS ONE, 7*, e33681.
- Zedelius, C.M., Veling, H., Bijleveld, E., & Aarts, H. (2012). Promising high monetary rewards for future task performance increases intermediate task performance. *PLoS ONE, 7*, e42547.
- Bijleveld, E., Custers, R., & Aarts, H. (2012). Adaptive reward pursuit? How effort requirements modulate unconscious reward responses and conscious reward decisions. *Journal of Experimental Psychology: General, 141*, 728-742.
- Vink, M., Pas, P., Bijleveld, E., Custers, R. & Gladwin, T. (2013). Ventral striatum is related to within-subject learning performance. *Neuroscience, 250*, 408-416.
- Bijleveld, E., & Veling, H. (2014). Separating chokers from non-chokers: Predicting real-life tennis performance under pressure from behavioral tasks that tap into working memory functioning. *Journal of Sport and Exercise Psychology, 36*, 347-356.
- Bijleveld, E., Custers, R., Van der Stigchel, S., Aarts, H., Pas, P., & Vink, M. (2014). Distinct neural responses to conscious vs. unconscious monetary reward cues. *Human Brain Mapping, 35*, 5578-5586.
- Pas, P., Custers, R., Bijleveld, E., & Vink, M. (2014). Effort responses to reward cues are related to striatal dopaminergic functioning. *Motivation and Emotion, 38*, 759-770.
- Zedelius, C.M., Veling, H., Custers, R., Bijleveld, E., Chiew, K.S., & Aarts, H. (2014). A new perspective on human reward research: How consciously and unconsciously perceived reward information influences performance. *Cognitive, Affective, and Behavioral Neuroscience, 14*, 493-508.
- Bijleveld, E., & Veling, H. (2014). Separating chokers from non-chokers: Predicting real-life tennis performance under pressure from behavioral tasks that tap into

working memory functioning. *Journal of Sport and Exercise Psychology*, 36, 347-356.

## Books and book chapters

Bijleveld, E., & Aarts, H. (Eds.) (2014). *The psychological science of money*. New York: Springer.

Bijleveld, E., & Aarts H. (2014) A psychological perspective on money. In E. Bijleveld and H. Aarts (Eds.), *The psychological science of money*. New York: Springer.

## International publications in preparation

Balk, Y.A., de Vilder, L., & Bijleveld, E. (submitted). Mapping elite athletes' subjective experiences before and during high-stakes competitive events.

Baalbergen, J. & Bijleveld, E. (submitted). Prenatal testosterone (2D:4D) and social hierarchy together predict voice behavior in bankers.

Bijleveld, E. (in preparation). Online social network activity predicts facilitation of high-stakes human performance.

Bijleveld, E., & Mattarella-Micke, M. (in preparation). The overdosing hypothesis of choking under pressure.

## Publications in Dutch

Bijleveld, E., Scheepers, D., & Ellemers, N. (2008). Meer of juist minder vooroordeel als gevolg van bedreiging tijdens intergroepsinteracties: De modererende rol van inter-persoonlijke overeenkomsten. [More or less prejudice due to threats during intergroup interactions: The moderating role of interpersonal similarity]. *Jaarboek Sociale Psychologie 2007*, 35-44.

Bijleveld, E., Custers, R., & Aarts, H. (2009). Onbewuste motivatie in de pupil: Strategische inspanning met het oog op beloningen. [Unconscious motivation in the pupil: Strategic effort with an eye on rewards]. *Jaarboek Sociale Psychologie 2008*.

Bijleveld, E., Custers, R., & Aarts, H. (2010). Wanneer het bewustzijn op eieren loopt. [When consciousness is better safe than sorry]. *Jaarboek Sociale Psychologie 2009*.

Bijleveld, E., Custers, R., & Aarts, H. (2012). Waarom moeilijk doen als het makkelijk kan? Over onbewuste spaarzaamheid. [Why choose the hard way? On unconscious sparseness]. *Jaarboek Sociale Psychologie 2011*.

Bijleveld, E., & Meijer, R. (2012). Presteren en falen op de tennisbaan. [Performance and failure on the tennis court]. *Jaarboek Sociale Psychologie 2012*.

Ornee, D.A., Bijleveld, E., & Dotsch, R. (in press). Angstconditionering verandert visuele stereotypen van out-groups. [Fear conditioning changes visual stereotypes of out-groups]. *Jaarboek Sociale Psychologie 2013*.

Eismann, M., Lipman, S., van der Gun, A., & Bijleveld, E. (in press). Financiële keuzes voor andere mensen: een crossculturele studie [Financial decisions for other people: A cross-cultural study]. *Jaarboek Sociale Psychologie 2013*.

De Theije, V., & Bijleveld, E. (in press). De psychologie van de strafschop. *In-mind magazine NL*.

## Presentations and conference contributions

- Bijleveld, E., Scheepers, D., Ellemers, N. (December 14, 2007). Meer of juist minder vooroordeel als gevolg van bedreiging tijdens intergroepsinteracties [More or less threat as a consequence of threat during intergroup interactions]. *Presentation at ASPO 2007 [Dutch Organization for Social Psychology]*, Wageningen University, The Netherlands.
- Bijleveld, E., Custers, R., & Aarts, H. (May 15, 2008). Effort in the service of reward attainment: Pupil studies on nonconscious motivation. *Presentation at Social Cognition meeting of the Kurt Lewin Institute [Dutch Graduate School for Social Psychology]*, Utrecht University, The Netherlands.
- Bijleveld, E., Custers, R., & Aarts, H. (September 5, 2008). Nonconscious motivation and the instrumental recruitment of mental effort: A pupillometric approach. *Presentation at ESCON 2008*, Volterra, Italy.
- Bijleveld, E., Custers, R., & Aarts, H. (November 5, 2008). Strategies in the pursuit of conscious vs. nonconscious rewards. *Presentation at Social Cognition meeting of the Kurt Lewin Institute*, University of Amsterdam, The Netherlands.
- Bijleveld, E., Custers, R., & Aarts, H. (December 12, 2008). Onbewuste motivatie in de pupil: Strategische inspanning met het oog op beloningen [Nonconscious motivation in the pupil: Strategic effort with an eye on rewards]. *Presentation at ASPO 2008*, VU University, Amsterdam, The Netherlands.
- Bijleveld, E., Custers, R., & Aarts, H. (February 7, 2009). Pupil size reveals nonconscious motivation: Mental resources are recruited strategically in order to attain rewards. *Poster presented at SPSP 2009*, Tampa, FL, USA.
- Bijleveld, E., Custers, R., & Aarts, H. (June 4, 2009). Priming 50 cent: Get rich or die tryin'. *Presentation at Social Cognition meeting of the Kurt Lewin Institute*, Utrecht University, The Netherlands.
- Bijleveld, E., Custers, R., & Aarts, H. (August 28, 2009). Different Responses to Subliminal vs. Supraliminal Reward Cues: Evidence From a Speed-Accuracy Tradeoff Paradigm. *Presentation at ESCON 2009*, Warsaw, Poland.
- Bijleveld, E., Custers, R., & Aarts, H. (September 4, 2009). In pursuit of rewards, with or without conscious awareness. *Presentation at TIBER Symposium [Tilburg Institute for Behavioral Economics Research]*, Tilburg, The Netherlands.
- Bijleveld, E., Custers, R., & Aarts, H. (December 10, 2009). Wanneer het bewustzijn op eieren loopt [When consciousness is better safe than sorry]. *Presentation at ASPO 2009*, Nijmegen, The Netherlands.
- Bijleveld, E., Custers, R., & Aarts, H. (January 28, 2010). Nonconscious rewards boost performance, but do not change speed-accuracy tradeoffs. *Poster presented at SPSP 2010*, Las Vegas, Nevada, USA.
- Bijleveld, E., Custers, R., & Aarts, H. (June 24, 2010). Onbewuste beloningen en de economie van het menselijk lichaam [Unconscious rewards and the economy of the human body]. *Talk at the annual meeting of the Linschoten Institute*. Utrecht, The Netherlands.
- Bijleveld, E. (September 16, 2010). Voor beloningen lopen we allemaal warm, maar wie gaat er met de beker naar huis? [We all work for rewards, but who takes home the cup?]. *Presentation at ASPO Blits, Amsterdam, The Netherlands*.

- Bijleveld, E., Custers, R., & Aarts, H. (November 12, 2010). Tapping into reward. *Presentation at workshop of the Kurt Lewin Institute*, Utrecht University, The Netherlands.
- Bijleveld, E. (November 25, 2010). Foreseeing failure. *Presentation at Social Cognition meeting of the Kurt Lewin Institute*, University of Amsterdam, The Netherlands.
- Bijleveld, E. (January 7, 2011). How nonconscious and conscious reward cues impact performance. *Presentation at the Human Performance Lab*, University of Chicago, USA.
- Bijleveld, E., Custers, R., & Aarts, H. (January 28, 2011). Exertion of task-unrelated physical effort makes people more sensitive to nonconscious rewards. *Poster presented at SPSP 2011*, San Antonio, Texas, USA.
- Bijleveld, E., Custers, R., & Aarts, H. (July 16, 2011). When the going gets tough, rewards get us going. *Presentation at EASP 2011*, Stockholm, Sweden.
- Bijleveld, E. (November 4, 2011). Human reward pursuit: From rudimentary to higher-level functions. *Invited presentation at Tilburg University*.
- Bijleveld, E., Custers, R., & Aarts, H. (December 16, 2011). Waarom moeilijk doen als het makkelijk kan? Over onbewuste spaarzaamheid. [Why choose the hard way? On unconscious sparseness]. *Presentation at ASPO 2011*.
- Bijleveld, E., Custers, R., & Aarts, H. (January 28, 2012). How money creates motivation: From rudimentary valuations to conscious decisions. *Presentation at SPSP 2012*, San Diego.
- Bijleveld, E., Custers, R., & Aarts, H. (September 7, 2012). Why and when do people choke under pressure? A real-world examination. *Presentation at ESCON 2012*, Estoril, Portugal.
- Bijleveld, E. (October 9, 2012). The unconscious and conscious foundations of human reward pursuit. *Invited presentation at University of Geneva*.
- Bijleveld, E. (October 17, 2012). The unconscious and conscious foundations of human reward pursuit. *Invited presentation at Leiden University*.
- Bijleveld, E., & Meijer, R. (December 11, 2012). Presteren en falen op de tennisbaan. [Performance and failure on the tennis court]. *Presentation at ASPO 2012*.
- Bijleveld, E. (December 12, 2012). The unconscious and conscious foundations of human reward pursuit. *Invited presentation at ASPO 2012*.
- Bijleveld, E. (January 31, 2012). The unconscious and conscious foundations of human reward pursuit. *Invited presentation at University of Amsterdam*.
- Bijleveld, E., Custers, R., & Aarts, H. (May 24, 2013). Tournament trophies as distracting reward cues in tennis finals. *Presentation at APS 2013*.
- Bijleveld, E. (September 1, 2013). Op de toppen van je kunnen. [To the best of ability]. *Invited presentation at Studium Generale, Utrecht University*.
- Bijleveld, E. (April 16, 2014). Op de toppen van je kunnen [To the best of ability]. *Presentation for a lay audience at Spui 25, Amsterdam*.
- Bijleveld, E. (May 22, 2014). The overdosing hypothesis of high-stakes performance. *Presentation at KLI 2014*.
- Bijleveld, E. (June 11, 2014). The overdosing hypothesis of high-stakes performance. *Invited presentation at the Motivational and Cognitive Control Lab, Donders Institute, Radboud University Nijmegen*.
- Bijleveld, E. (July 9, 2014). Online social facilitation: A Big Data approach to predicting high-stakes human performance. *Presentation at EASP 2014*.

Bijleveld E. (October 16, 2014). Prestatie onder druk in voetbal [Performance under pressure in football]. *Presentation for a lay audience at Rhelico Football Club, Rumpt.*

## Teaching

### *Leiden University*

2006–2007 Introduction to Methods and Statistics, Experimental Design, Inferential Statistics, Multivariate Data Analysis, Psychometrics (SPSS tutorials)

### *Utrecht University*

2007, 2008 Experimentation and Measurement: E-prime (tutorial)  
2008, 2011 Social Cognition (tutorial)  
2009, 2012 Honours Track in Social Psychology (tutorial)  
2010 – present Social Neuroscience (lectures)  
2010 Intergroup and Intragroup processes (tutorial)  
2012, 2013 Social and Health Psychology: Integrative practicum (coordination, lectures, and supervision)  
2012, 2013 Social and Health Psychology: Research training (coordination and supervision)  
2012 – 2014 Von Humboldt College Honours Track  
2012 – 2014 Research Seminar in Social Neuroscience (coordination and seminar)  
2012 – 2014 Social Cognition (design, lectures, coordination)  
2010 – 2014 BSc and MSc theses (supervision)

### *Radboud University Nijmegen*

2014 – present Personnel Psychology (lectures)  
2014 – present Applied Research Methods (lecture)  
2014 – present Research Practicum (lectures, supervision, coordination)  
2014 – present BSc and MSc theses (supervision)  
2015 Motivation and Performance (design, lectures, coordination)

## Honours, grants and awards

2003-2004 Honours Class Lectures, Leiden University (NL)  
2004-2005 Honours Research Bachelor Project, Leiden University (NL)  
2007 John van de Geer Award for the best master's thesis in Psychology, Leiden University (NL)  
2010 Student Travel Award, SPSP (\$500)  
2010 Student Travel Award, JDM Preconference at SPSP (\$200)  
2011 Prins Bernhard Fellowship for my stay at the University of Chicago (€2500)  
2011 Grant from European Association of Social Psychology for my stay at the University of Chicago (€800)  
2012 Award for the best dissertation in Social Psychology, National Association for Social Psychology (ASPO)

2013

Maarten J.M. van Son award for the best young teacher of 2013,  
awarded by Utrecht University's Department of Psychology

## **Reviewing**

*Biological Psychology; Brain Sciences; Cognition; Cognitive, Affective and Behavioral Neuroscience; Cognitive Processing; Cortex; European Journal of Social Psychology; Frontiers in Cognition; Group Processes and Intergroup Relations; Israeli Science Council; Psychophysiology; Journal of Applied Social Psychology; Journal of Experimental Psychology: General; Journal of Experimental Social Psychology; Journal of Psychology; PLoS ONE; Psychological Science; Psychophysiology*