



# Gabrielle Martins Van Jaarsveld

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## Work Experience

### Profile

I am an educational technology researcher, currently finalising my PhD in technology adoption in higher education. With a background in psychology I have spent the last four years researching how to design and implement emerging technologies at scale in complex environments. I have extensive experience in data driven technology evaluation, as well as working with stakeholders to support technology adoption. I am a strong communicator, with extensive knowledge of workplace technologies, and a passion for supporting the digitalisation of institutions in the modern world.

### Certifications & Courses

- University Teaching Qualification (BKO)

### Selection of Presentations

- 2024 Learning Analytics & Knowledge Conference
- 2023 European Association for Research on Learning and Instruction
- 2022 SURF Onderwijsdagen
- 2021 European Conference on Technology Enhanced Learning

### Relevant Skills

- Languages:
  - English (native)
  - Dutch (A2 - B1)
- Innovative technology design, implementation and evaluation
- Research & Data Analysis Skills
  - Data-driven decision making
  - SPSS, Excel, Python, Atlas.ti, Tableau.
- Knowledge about workplace technology such as M365, Adobe Suite, and Canva
- Experience supporting end users with the adoption of new technologies
- Knowledgeable about supporting technology transformations in diverse and complex organisations
- Experience with multiple LMSs
- Experience writing user manuals and creating learning materials
- Communicating & Presenting
  - GRD 2021 & 2023 Best Presentation Award
- Collaborating in large multidisciplinary projects with various stakeholders
- Academic level writing and speaking

References available upon request

### PhD Candidate in Learning Analytics

Erasmus University Rotterdam, LDE-CEL | Sep 2020 - Present

- **Project:** Using a Conversational Agent to Support Self-Regulated Learning and Performance
- **Progress:** I have completed all studies, and am finalising my dissertation for submission.
- During this project I designed, developed, and evaluated a conversational agent, built to improve performance in higher education settings.
- In this project I carried out multiple research studies, collaborated with experts from various disciplines, and extensively presented my work inside and outside of the academic industry.

### Social Data Science Fellow

Utrecht University | Oct 2024 - Present

- **Project Title:** LLM Assisted Text-Mining to Understand and Support SRL Processes
- A 4-month full-time position in the ODISSEI Social Data Science Team of the Methodology & Statistics department at Utrecht University.
- In this position I am conceptualising and testing a novel approach to using a large language model (LLM) to as a data analysis tool for textual data.
- The aim of this project is to explore the extent to which an LLM can be used for real-time detection of learning behaviours, in order to provide just-in-time support where needed.

### ErasmusU Online Fellow

Community for Learning & Innovation | May 2022 - May 2024

- A 2-year position running parallel to my PhD work. During this project I led a multidisciplinary team as we carried out an evaluation of the fully online MSc Psychology of Digital Media program, with a focus on the digital format of the program in a post-covid environment.
- This project aimed to evaluate the implementation and adoption of digital educational tools, by examining the effects and performance of students, educators, and administrative staff.
- Wrote a report on the extent to which this technology had been adopted, alongside recommendations for future innovative technology projects.

## Education

### MSc Clinical Psychology (Research Track)

Erasmus University Rotterdam | Sep 2019 - July 2020

### BSc Psychology (Specialisation: Brain & Cognition)

Erasmus University Rotterdam | Sep 2016 - July 2019

## Selection of Publications

Martins van Jaarsveld, G., Wong, J., Baars, M., Specht, M., Paas, F. (2024). Scaling goal-setting interventions in higher education using a conversational agent: Examining the effectiveness of guidance and adaptive feedback. Manuscript submitted for publication.

Loh, H. sen, Martins van Jaarsveld, G., Mesutoglu, C., & Baars, M. (2024). Supporting social interactions to improve MOOC participants' learning outcomes: a literature review. *Frontiers in Education*, 9, 1345205. <https://doi.org/10.3389/FEDUC.2024.1345205>

Martins van Jaarsveld, G., Wong, J., Baars, M., Paas, F., & Specht, M. (2021). Learning analytics supported goal setting in online learning environments. *Proceedings of the Doctoral Consortium of Sixteenth European Conference on Technology Enhanced Learning*.

Martins Van Jaarsveld, G. (2020). The effects of COVID-19 among the elderly population: A case for closing the digital divide. *Frontiers in Psychiatry*, 11, 577427. <https://doi.org/10.3389/FPSYT.2020.577427>