

CV MAX LOUWERSE

Prof. dr. Max M. Louwerse

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Professor by Special Appointment, Maastricht University
Principal Investigator, Brightlands Institute for Smart Society (BISS)
Smedestraat 2, 6411 CR Heerlen, The Netherlands

DEGREE	DISCIPLINE	INSTITUTION	YEAR
Ph.D.	Linguistics	Un. of Edinburgh (Scotland)	2001
MA (<i>Cum Laude</i>)	Literary Studies	Un. of Utrecht (Netherlands)	1996
MA	Dutch Language and Literature	Un. of Utrecht (Netherlands)	1996

POSITIONS	DEPARTMENT	INSTITUTION	PERIOD
Professor by Special Appointment; PI	Brightlands Institute for Smart Society (BISS)	Maastricht University	2022-
Professor Cognitive Psychology and AI	Dept. of Cognitive Science & Artificial Intelligence	Tilburg University	2018-
Scientific Director	DAF Technology Lab	Tilburg University	2014-
Professor Cognitive Psychology and AI	Dept. of Communication and Information Sciences	Tilburg University	2013-2018
Director	Institute for Intelligent Systems	University of Memphis	2011-2013
Full Professor (tenured)	Dept. of Psychology/ Institute for Intelligent Systems	University of Memphis	2011-2013
Associate Professor (tenured)	Dept. of Psychology/ Institute for Intelligent Systems	University of Memphis	2007-2011
Assistant Professor (tenure-track)	Dept. of Psychology/ Institute for Intelligent Systems	University of Memphis	2003-2007
Visiting Assistant Professor	Dept. of Psychology	University of Memphis	2001-2003
Postdoctoral Fellow	Dept. of Psychology	University of Memphis	2000-2001
Editor, translator		Publishing House <i>Het Spectrum B.V.</i> , Utrecht, the Netherlands	1991-2004
Project coordinator		Rhetorical Systems, Edinburgh Scotland	2000
Free-lance interpreter		High Court of Justiciary, Edinburgh, Scotland	1996-2000
Research associate		Dutch Centre of Folkculture, Utrecht, The Netherlands	1993-1994

HONORS/AWARDS	INSTITUTION /ORGANIZATION	YEAR
Finalist InAVation Award (category Education)	Integrated Systems Europe (ISE)	2024
Nominated for the National Surgery Prize	National Surgery Prize	2024
Impact Award	Tilburg University	2021
Nomination Distinguished Teaching Award	Un. of Memphis	2011
Early Career Research Award	Un. of Memphis	2007
Nomination Distinguished Teaching Award	Un. of Memphis	2006
Elected for President of the International Association of Empirical Studies of Literature and Media	International Association of Empirical Studies of Lit. and Media	2006
Outstanding Researcher (EB1 visa)	United States National Visa Center	2005
Excellence in Teaching Award	Un. of Memphis Honors Program	2002
Jason Albrecht Outstanding Young Scientist Award	Society for Text and Discourse	2001
Faculty Group Research Award	Un. of Edinburgh	1996-2000

CV MAX LOUWERSE

FOUNDER / CO-FOUNDER	INSTITUTION /ORGANIZATION	YEAR
MindLabs (co-founder)	Tilburg University, Fontys University of Applied Science, ROC Tilburg, DPG Media, Municipality Tilburg, Province of Noord-Brabant	2017
Jheronimus Academy of Data Science (co-founder)	Tilburg University, Eindhoven University of Technology	2015
DAF Technology Lab (founder)	Tilburg University	2014

EXTERNAL			AGENCY/SOURCE	AMOUNT	PERIOD
31.	PI	BeNeDrone: Drone route estimator and simulator for medical unmanned aerial vehicles (Maastricht University)	Interreg	€4,400,000	2025-2028
30.	PI	CU in Court (Cave Utilities in Court)	CLICKNL PPS	€ 323,740	2025-2026
29.	Co-PI	AI for EVAR: Optimization of treatment, education, and follow-up of abdominal aneurysms.	ZonMw	€1,042,655	2025-2028
28.	Co-PI	See4YourFutureSelf: Pension engagement by inducing future-self continuity (Maastricht University)	Netspar	€374,743	2025-2029
27.	Co-PI	NextGen Warehouse Heroes	Interreg Flanders-Netherlands	€2,799,030	2024-2027
26.	PI	oVRview: VR simulations for educational and training environments	TKI CLICKNL	€639,313	2023-2025
25.	PI	EUREKA: Development of virtual human templates using photogrammetry	TKI CLICKNL	€670,779	2022-2024
24.	PI	ARCUS: The Development and Clinical Usability of a Real-Time Depth-Based Markerless Navigation System for Hologram-Guided Surgery	Tilburg University / Elisabeth Twee Steden Hospital & W.L. Gore	€250,000	2022-2026
23.	PI	MasterMinds: Human and Artificial Minds in Aerospace, Education, Logistics, Maintenance, and Prediction (Innovation Center for Artificial Intelligence (ICAI) Lab)	Dutch government, Region Deal	€7,822,500	2020-2024
22.	Co-PI	Coordination and complexity: Augmenting team adaptive performance in crisis situations with wearable technology	Foundation (NWO)	€641,521	2019-2023
21.	PI	Virtual Humans in the Brabant Economy (VIBE; PI)	European Union, Dept. of Economic Affairs, OP Zuid, Brabant	€7 million	2018-2022
20.	PI	Personnel training using virtual reality: Measuring behavioral and physiological responses (PI) (CAMPIONE; Co-PI)	European Union, Dept. of Economic Affairs, OP Zuid, Brabant	€12 million	2015-2019
19.	PI	User profiling and customized information delivery	European Bank	€314,600	2016-2018
18.	PI	Mixed Reality Lab (DAF Technology Lab)	PACCAR Foundation	€400,000	2014
17.	PI	Computationally Estimating Geographical Information from User-Contributed Data	Intelligence Community	\$249,269	2012-2014
16.	Co-PI	Mississippi River Water Color Study (Waldron, PI)	City of Memphis	\$290,000	2012-2015
15.	PI	The Importance of Language Characteristics in Documenting Clinical Encounters	National Institutes of Health	\$850,248	2009-2011
14.	PI	The Effects of Visual Syntactic Text Formatting in Reading Comprehension	LiveInk, Inc.	\$12,000	2009
13.	Senior researcher	Modeling Discourse and Social Dynamics in Authoritarian Regimes (Graesser, PI)	National Science Foundation	\$582,000	2009-2011
12.	PI	Tracking Multimodal Communication in Humans and Agents	National Science Foundation	\$699,949	2004-2008

CV MAX LOUWERSE

11.	PI	Research Experience for Undergraduate Students Supplement	National Science Foundation	\$12,000	2007-2008
10.	PI	Research Experience for Undergraduate Students Supplement	National Science Foundation	\$12,000	2006-2007
9.	Co-PI	Examining professional competency (Koschmann, PI)	National Institutes of Mental Health	\$100,000	2006-2008
8.	Co-PI	Coh-Metrix: Automated Cohesion and Coherence Scores to Predict Text Readability and Facilitate Comprehension (McNamara, PI)	Institute of Education Sciences	\$1,425,200	2002 -2005
7.	Co-PI	Developing AutoTutor for Computer Literacy and Physics (Graesser, PI)	National Science Foundation	\$1,274,075	2001-2004
6.	Co-PI	Developing and Testing a Computer Tool that Critiques Survey Questions (Graesser, PI)	National Science Foundation	\$205,990	2000-2003
5.	Senior research er	Monitoring Emotions While Students Learn with AutoTutor (Graesser, PI)	National Science Foundation	\$1,250,000	2003-2008
4.	Senior research er	iSTART: Interactive Strategy Training for Active Reading and Thinking (McNamara, PI)	Institute of Education Sciences	\$1,770,514	2004-2007
3.	Senior research er	Why2000: A Tutor that Teaches Mental Models Using Natural Language Dialogs (Graesser, PI)	Office of Naval Research	\$1,168,700	2000-2005
2.	Academic PI	Speech interface architecture for human to agent interactions (Glenn, PI)	STTR with CHI Systems	\$30,000	2002-2003
1.	Co- PI	Building and testing a question answering system for army learning environments (Streeter, PI)	SBIR with K-A-T Systems	\$30,000	2004

PATENTS

- Louwerse (2017). System and method for evaluating reading fluency using underlining. *U.S. Patent No. 20,140,065,581*. Washington, DC: U.S. Patent and Trademark Office.
- Louwerse, M.M. (2014). System and method for dynamically applying line breaks in text. *U.S. Patent No. 20,120,053,928*. Washington, DC: U.S. Patent and Trademark Office.

PUBLICATIONS

Books and journals (authored, edited, translated)

- Louwerse, M.M. (2024). *Understanding artificial minds through human minds: The psychology of artificial intelligence*. London: Taylor & Francis / Routledge. Translated in Dutch: *AI* (Athenaeum).
- Louwerse, M.M. (2021). *Keeping those words in mind: How language creates meaning*. New York: Prometheus Books / Rowman & Littlefield
- Louwerse, M.M. & Van Peer, W. (Eds.) (2002). *Thematics: Interdisciplinary studies*. Amsterdam: Benjamins.
- Propp, V. (1997). *De morfologie van het toversprookje. Vormleer van een genre* [The Morphology of the Folktale. Formal Study of a Genre; transl. M. M. Louwerse]. Utrecht: Het Spectrum.

Journal publications

- Porras, D. C., & Louwerse, M. M. (2025). The right eye for fixations. Eye asymmetries modulate gaze patterns towards speakers. *Psychonomic Bulletin & Review*.
- Groenenberg, A., Heyligers, J. M., Burhani, B., Rutten, G. J. M., & Louwerse, M. M. (2026). A markerless, real-time, augmented reality-based surgical navigation system for neurosurgical biopsies. *Acta Neurochirurgica*.
- van Weelden, E., Wiltshire, T. J., Alimardani, M., Louwerse, M. M., Roy, R. N., & Dehais, F. (2025). Assessment of individual and dyadic workload of student and instructor pilots in real and simulated flight: An exploratory study. *Applied Ergonomics*, 129, 104606.
- van Eindhoven, K. H., Wiltshire, T. J., Halgas, E. A., Gevers, J. M., & Louwerse, M. (2025). Team Coordination Breakdowns: Examining Physiological Features Underlying Transitions in Coordination Dynamics. *Journal of Cognitive Engineering and Decision Making*, 15553434251328803.
- Dai, L., Kritskaia, V., van der Velden, E., Vervoort, R., Blankendaal, M., Jung, M. M., ... & Louwerse, M. M. (2024). Text-to-speech and virtual reality agents in primary school classroom environments. *Journal of Computer Assisted Learning*, 40(6), 2964-2984.
- De Back, T. T., Tinga, A. M., & Louwerse, M. M. (2024). Natural-and redirected walking in virtual reality: Spatial performance and user experience. *Multimedia Tools and Applications*, 1-19.
- Groenenberg, A., Brouwers, L., Bemelman, M., Maal, T. J., Heyligers, J. M., & Louwerse, M. M. (2024). Feasibility and accuracy of a real-time depth-based markerless navigation method for hologram-guided surgery. *BMC Digital Health*, 2(1), 11.

77. Porras, D. C., & Louwerse, M. M. (2025). Face to face: The eyes as an anchor in multimodal communication. *Cognition*, 256, 106047.
76. van Limpt-Broers, H. A. T., Postma, M., & Louwerse, M. M. (2025). Measuring transformative virtual reality experiences in children's drawings. *Memory & Cognition*, 53(1), 96-115.
75. van Limpt-Broers, H. A. T., Postma, M., van Weelden, E., Pratesi, S., & Louwerse, M. M. (2024). Neurophysiological evidence for the overview effect: a virtual reality journey into space. *Virtual Reality*, 28(3), 140.
74. van Weelden, E., Wiltshire, T. J., Alimardani, M., & Louwerse, M. M. (2024). Exploring the impact of virtual reality flight simulations on EEG neural patterns and task performance. *Cognitive Systems Research*, 88, 101282.
73. Linders, G. M., & Louwerse, M. M. (2023). Lingualyzer: A computational linguistic tool for multilingual and multidimensional text analysis. *Behavior Research Methods*.
72. Mousavi, S.M.A., Powell, W.A., Louwerse, M.M., Hendrickson, A.T. (2023). Behavior and self-efficacy modulate learning in virtual reality simulations for training: A structural equation modeling approach. *Frontiers in Virtual Reality*. <https://doi.org/10.3389/frvir.2023.1250823>.
71. Linders, G. M., & Louwerse, M. M. (2023). Surface and contextual linguistic cues in dialog act classification: A cognitive science view. *Cognitive Science*, 47(10), e13367.
70. Tinga, A. M., Menger, N. S., de Back, T. T., & Louwerse, M. M. (2023). Age differences in learning-related neurophysiological changes. *Journal of Psychophysiology*.
69. Vaitonytė, J., Alimardani, M., & Louwerse, M. M. (2022). Scoping review of the neural evidence on the uncanny valley. *Computers in Human Behavior Reports*, 100263.
68. Vaitonytė, J., Alimardani, M., & Louwerse, M. M. (2022). Corneal reflections and skin contrast yield better memory of human and virtual faces. *Cognitive Research: Principles and Implications*, 7(1), 1-15.
67. van Weelden, E., Alimardani, M., Wiltshire, T. J., & Louwerse, M. M. (2022). Aviation and neurophysiology: A systematic review. *Applied Ergonomics*, 105, 103838.
66. Dai, L., Jung, M. M., Postma, M., & Louwerse, M. M. (2022). A systematic review of pedagogical agent research: Similarities, differences and unexplored aspects. *Computers & Education*, 104607.
65. Linders, G. M., & Louwerse, M. M. (2022). Zipf's law revisited: Spoken dialog, linguistic units, parameters, and the principle of least effort. *Psychonomic Bulletin & Review*, 1-25.
64. Louwerse, M. M. (2022). Mapping out the road from corpus linguistics to psycholinguistics. *Revista Signos. Estudios de Lingüística*, 54(107).
63. De Back, T. T., Tinga, A. M., & Louwerse, M. M. (2021). Learning in immersed collaborative virtual environments: Design and implementation. *Interactive Learning Environments*, 1-19.
62. de Back, T. T., Tinga, A. M., & Louwerse, M. M. (2021). CAVE-based immersive learning in undergraduate courses: examining the effect of group size and time of application. *International Journal of Educational Technology in Higher Education*, 18(1).
61. Tinga, A. M., Clim, M. A., de Back, T. T., & Louwerse, M. M. (2021). Measures of prefrontal functional near-infrared spectroscopy in visuomotor learning. *Experimental Brain Research*, 239(4), 1061-1072.
60. Vaitonyte, J., Blomsma, P., Alimardani, M., & Louwerse, M.M. (2021). Realism of the face lies in skin and eyes: Evidence from virtual and human agents. *Computers in Human Behavior Reports*.
59. van Limpt-Broers, H. A. T., Postma, M., & Louwerse, M. M. (2020). Creating ambassadors of planet Earth: The Overview Effect in K12 education. *Frontiers in Psychology*, 11.
58. de Back, T. T., Tinga, A. M., Nguyen, P., & Louwerse, M. M. (2020). Benefits of immersive collaborative learning in CAVE-based virtual reality. *International Journal of Educational Technology in Higher Education*.
57. Louwerse, M. M., Postma, M., Van Limpt-Broers, A., de Back, T. T., Tinga, A. M., & Horden, M. (2020). Beyond the frontiers of education: How immersive media changes the way we learn. *ITU Journal: ICT Discoveries*, 3(1). <http://handle.itu.int/11.1002/pub/8153d789-en>.
56. Tinga, A. M., de Back, T. T., & Louwerse, M. M. (2020). Neurophysiological changes in visuomotor sequence learning provide insight in general learning processes: Measures of brain activity, skin conductance, heart rate and respiration. *International Journal of Psychophysiology*, 151, 40-48. doi:10.1016/j.ijpsycho.2020.02.015
55. He, D., He, X., Zhao, T., Wang, J., Li, L., & Louwerse, M. (2020). Does number perception cause automatic shifts of spatial attention? A study of the Att-SNARC effect in numbers and Chinese months. *Frontiers in Psychology*, 11, 680.
54. Tinga, A. M., de Back, T. T., & Louwerse, M. M. (2020). Non-invasive neurophysiology in learning and training: Mechanisms and a SWOT analysis. *Frontiers in Neuroscience*, 14, 589. doi:10.3389/fnins.2020.00589
53. Tinga, A. M., de Back, T. T., & Louwerse, M. M. (2019). Non-invasive neurophysiological measures of learning: A meta-analysis. *Neuroscience & Biobehavioral Reviews*, 99, 59-89.
52. Tinga, A.M., Nyklíček, I., Jansen, M.P., de Back, T., Louwerse, M.M. (2019). Respiratory biofeedback does not facilitate lowering arousal in meditation through virtual reality. *Applied Psychophysiology and Biofeedback*, 44, 51-59.

51. Louwerse, M.M. (2018). Knowing the meaning of a word by the linguistic and perceptual company it keeps. *Topics in Cognitive Science*, 10, 573–589.
50. Tillman, R. & Louwerse, M. (2018). Estimating emotions through language statistics and embodied cognition. *Journal of Psycholinguistic Research*, 47, 159-167.
49. Abney, D. H., Dale, R., Louwerse, M. M., & Kello, C. T. (2018). The bursts and lulls of multimodal interaction: Temporal distributions of behavior reveal differences between verbal and nonverbal communication. *Cognitive Science*, 143, 1297-1316.
48. Hutchinson, S. Louwerse, M.M. & (2018). Extracting social networks from language statistics. *Discourse Processes*, 55, 607-618.
47. Louwerse, M.M. & He, X. (2017). 语言加工中的符号相互依存: 语言统计和知觉模拟的交互作用 (Symbol interdependency in language processing: Interactions between language statistics and perceptual simulation). *Journal of South China Normal University*, 2, 51-60.
46. Louwerse, M., & Qu, Z. (2016). Estimating valence from the sound of a word: Computational, experimental, and cross-linguistic evidence. *Psychonomic Bulletin & Review*, 1-7.
45. Recchia, G. & Louwerse, M.M. (2016). Archaeology through computational linguistics: Inscription statistics predict excavation sites of Indus Valley artifacts. *Cognitive Science*, 40, 2065-2080.
44. Price, K.W., Meisinger, E.B., Louwerse, M.M. & D'Mello, S. (2015): The contributions of oral and silent reading fluency to reading comprehension. *Reading Psychology*, 37, 167-201.
43. Louwerse, M. M., Hutchinson, S., Tillman, R., & Recchia, G. (2015). Effect size matters: the role of language statistics and perceptual simulation in conceptual processing. *Language, Cognition and Neuroscience*, 30, 4, 430-447.
42. Recchia, G., & Louwerse, M. M. (2014). Reproducing affective norms with lexical co-occurrence statistics: Predicting valence, arousal, and dominance. *Quarterly Journal of Experimental Psychology*, 68 (8), 1584-1598.
41. Datla, V., Lin, K. & Louwerse, M. (2014). Linguistic features predict the truthfulness of short political statements. *International Journal of Computational Linguistics and Applications*, 79-94.
40. Hutchinson, S., & Louwerse, M. M. (2014). Language statistics explain the spatial-numerical association of response codes. *Psychonomic Bulletin and Review*, 21, 470-478.
39. Hutchinson, S., & Louwerse, M. M. (2013). Statistical linguistic context and embodiment predict metaphor processing but participant gender determines how much. *Cognitive Linguistics*, 24, 667–687.
38. Tillman, R., Langston, W., Louwerse, M. (2013). Attribution of responsibility by Spanish and English speakers: How native Language affects our social judgments. *Revista Signos*, 46, 408-422.
37. Louwerse, M.M. & Hutchinson, S. (2012). Neurological evidence linguistic processes precede perceptual simulation in conceptual processing. *Frontiers in Psychology*, 16, 385. doi: 10.3389/fpsyg.2012.00385.
36. Louwerse, M. M. & Benesh, N. (2012). Representing spatial structure through maps and language: Lord of the Rings encodes the spatial structure of Middle Earth. *Cognitive Science*, 36, 1556-69.
35. Louwerse, M. M., Dale, R. A., Bard, E. G., Jeuniaux, P. (2012). Behavior matching in multimodal communication is synchronized. *Cognitive Science*, 36, 1404-1426.
34. Yang, F., Mo, L., Louwerse, M.M. (2012). Effects of local and global context on processing sentences with subject and object relative clauses. *Journal of Psycholinguistic Research*, 42, 227-237.
33. Price, K.W., Meisinger, E.B., D'Mello, S.K., Louwerse, M.M. (2012). Silent reading fluency using underlining: Evidence for an alternative method of assessment. *Psychology in the Schools*, 49, 606–618.
32. Louwerse, M. M. (2011). Stormy seas and cloudy skies: conceptual processing is (still) linguistic and perceptual. *Frontiers in Psychology: Cognition*, 2, 1-4.
31. Louwerse, M.M. (2011). Symbol interdependency in symbolic and embodied cognition. *Topics in Cognitive Science (TopiCS)*, 3, 273-302.
30. Louwerse, M.M. & Connell, L. (2011). A taste of words: Linguistic context and perceptual simulation predict the modality of words. *Cognitive Science*, 35, 381-398.
29. Louwerse, M.M. & Bangerter, A. (2010). Effects of ambiguous gestures and language on the time course of reference resolution. *Cognitive Science*, 34, 1517-1529.
28. Louwerse, M.M. & Jeuniaux, P. (2010). The linguistic and embodied nature of conceptual processing. *Cognition*, 114, 96-104.
27. McNamara, D.S., Louwerse, M.M., McCarthy, P.M., & Graesser, A.C. (2010). Coh-Metrix: Capturing linguistic features of cohesion. *Discourse Processes*, 47, 292 – 330.
26. Mitchell, H.H., Graesser, A.C., Louwerse, M.M. (2010). The effect of context on humor: A constraint-based model of verbal jokes. *Discourse Processes*, 47, 104 – 129.
25. Louwerse, M.M., Graesser, A.C., McNamara, D.S. & Lu, S. (2010). Embodied conversational agents as conversational partners. *Applied Cognitive Psychology*, 23, 1244 – 1255.
24. Louwerse, M.M. & Zwaan, R.A. (2009). Language encodes geographical information. *Cognitive Science*, 33, 51-73.
23. Louwerse, M.M. (2008). Embodied representations are encoded in language. *Psychonomic Bulletin and Review*, 15, 838-844.
22. Louwerse, M.M., Crossley, S., & Jeuniaux, P. (2008). What if? Conditionals in educational registers. *Linguistics and Education*, 19, 56–69.
21. Louwerse, M.M. (2007). Disambiguating propositions. *Revista Signos*, 40, 337-356.
20. Crossley, S. A., Louwerse, M., & McNamara, D. S. (2008). Identifying linguistic cues that distinguish text types: A comparison of first and second language speakers. *Language Research*, 44, 361-381.
19. Crossley, S.A., Louwerse, M.M., McCarthy, P., & McNamara, D.S. (2007). What is an authentic text: A computational analysis of second language reading texts. *Modern Language Journal*, 91, 15-30.

18. Crossley, S.A. & Louwerse, M.M. (2007). Multi-dimensional register classification using collocations. *International Journal of Corpus Linguistics*, 12, 453–478.
17. Louwerse, M.M. & Van Peer (2006). Waar het over gaat in cijfers. Kwantitatieve benaderingen in tekst- en literatuurwetenschap. [What it is about in numbers: quantitative approaches in text- and literary studies]. *Tijdschrift voor Nederlandse Taal- en Letterkunde*, 122, 21-35.
16. Louwerse, M.M., Cai, Z., Hu, X., Ventura, M., & Jeuniaux, P. (2006). Cognitively inspired natural-language based knowledge representations: Further explorations of Latent Semantic Analysis. *International Journal of Artificial Intelligence Tools*, 15, 1021-1039.
15. Graesser, A.C., Cai, Z., Louwerse, M., & Daniel, F. (2006). Question Understanding Aid (QUAID): A web facility that helps survey methodologists improve the comprehensibility of questions. *Public Opinion Quarterly*, 70, 1-20.
14. Louwerse, M.M. & Ventura, M. (2005). How children learn the meaning of words and how LSA does it (too). *Journal of Learning Sciences*, 14, 301-309.
13. Louwerse, M.M., Graesser, A.C., Lu, S., & Mitchell, H.H. (2005). Social cues in animated conversational agents. *Applied Cognitive Psychology*, 19, 1-12.
12. Penumatsa, P., Ventura, M., Graesser, A.C., Franceschetti, D.R., Louwerse, M., Hu, X., Cai, Z., & the Tutoring Research Group (2004). The right threshold value: What is the right threshold of cosine measure when using latent semantic analysis for evaluating student answers? *International Journal of Artificial Intelligence Tools*, 12, 257-279.
11. Louwerse, M.M. & Kuiken, D. (2004). The effects of personal involvement in narrative discourse. *Discourse Processes*, 38, 169-172.
10. Louwerse, M.M. (2004). Un modelo conciso de cohesión en el texto y coherencia en la comprensión [A concise model of cohesion in text and coherence in comprehension]. *Revista Signos*, 37, 41-58.
9. Louwerse, M.M. (2004). Semantic variation in idiolect and sociolect: Corpus linguistic evidence from literary texts. *Computers and the Humanities*, 38, 207-221.
8. Graesser, A.C., McNamara, D.S., Louwerse, M.M., & Cai, Z. (2004). Coh-Metrix: Analysis of text on cohesion and language. *Behavior Research Methods, Instruments, and Computers*, 36, 193-202.
7. Graesser, A.C., Lu, S., Jackson, G.T., Mitchell, H., Ventura, M., Olney, A., & Louwerse, M.M. (2004). AutoTutor: A tutor with dialogue in natural language. *Behavioral Research Methods, Instruments, and Computers*, 36, 180-193.
6. Louwerse, M.M. & Mitchell, H.H. (2003). Towards a taxonomy of a set of discourse markers in dialog: a theoretical and computational linguistic account. *Discourse Processes*, 35, 199-239.
5. Louwerse, M.M. (2001). An analytic and cognitive parameterization of coherence relations. *Cognitive Linguistics*, 12, 291–315.
4. Louwerse, M.M. (1999). Computationale modellen in de literatuurwetenschap: bereken maar! [Computational models in literary studies: Count on it!] *Frame*, 3, 38-57.
3. Louwerse, M.M. (1999). Computational thematics: Where to start? *Journal of Literary Semantics*, 28, 1-19.
2. Louwerse, M.M. (1997). Survival of the fittest: kiezen of delen in de literatuurwetenschap [Survival of the fittest: Truth or dare in literary studies]. *Frame*, 1, 62-71.
1. Louwerse, M.M. (1997). Bits and pieces: Toward an interactive classification of folktales. *Journal of Folklore Research*, 34, 245-249.

Refereed conference publications

81. Schippers, M., van Tulder, R., Louwerse, M. M., & Panas, D. C. (2025). Engaging Students with Sustainable Development Goals: A Performative Educational Toolkit with Virtual Reality Simulations, Letters to the Future and an SDG Strategy Assignment.
80. Verkennis, B., Van Weelden, E., Marogna, F. L., Alimardani, M., Wiltshire, T. J., & Louwerse, M. M. (2025, January). Predicting workload in virtual flight simulations using eeg spectral and connectivity features. In *2025 IEEE International Conference on Artificial Intelligence and eXtended and Virtual Reality (AIxVR)* (pp. 82-89). IEEE.
79. Alimardani, M., de Roode, R., Vaitonyte, J., & Louwerse, M. M. (2024, September). Effect of a Virtual Agent's Appearance and Voice on Uncanny Valley and Trust in Human-Agent Collaboration. In *Proceedings of the 24th ACM International Conference on Intelligent Virtual Agents* (pp. 1-7).
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6. Louwerse, M.M. & Graesser, A.C. (2006), Macrostructure. In: Keith Brown, (Editor-in-Chief) *Encyclopedia of Language & Linguistics, Second Edition*, 7 (pp. 426-429). Oxford: Elsevier.
5. Louwerse, M.M. & Graesser, A.C. (2005). Coherence in discourse. In Strazny, P. (ed.), *Encyclopedia of linguistics*. (pp. 216-218). Chicago: Fitzroy Dearborn.
4. Graesser, A.C., McNamara, D.S., & Louwerse, M.M. (2003). What do readers need to learn in order to process coherence relations in narrative and expository text. In A.P. Sweet and C.E. Snow (Eds.), *Rethinking reading comprehension* (pp. 82-98). New York: Guilford Publications.
3. Louwerse, M.M. & Van Peer, W. (2002). Introduction. In M. M. Louwerse & W. van Peer (eds.), *Thematics: Interdisciplinary Studies* (pp. 1-17). Amsterdam/Philadelphia, John Benjamins.
2. Louwerse, M.M. (2002). Computational retrieval of themes. In M. M. Louwerse & W. van Peer (eds.), *Thematics: Interdisciplinary studies* (pp. 189-212). Amsterdam/Philadelphia, John Benjamins.
1. Louwerse, M.M. (1997). Inleiding [Introduction]. In Vladimir Propp, *De morfologie van het toversprookje. Vormleer van een genre* [The Morphology of the Folktale. Formal Study of a Genre; transl. M. M. Louwerse]. Utrecht, Het Spectrum.

Nonrefereed publications

2. Ryder, J.M., Graesser, A.C., Le Mentec, J.-C., Louwerse, M.M., Karnavat, A., Popp, E.A., & Hu, X. (2004). A Dialog-based Intelligent Tutoring System for Practicing Battle Command Reasoning. Army Research Institute Technical Report). Alexandria, VA: US Army Research Institute for the Behavioral and Social Sciences.
1. Graesser, A.C., Louwerse, M.M., Burger, J., Carroll, J. et al. (2003). *Question generation and answering systems: R&D for technology-enabled learning systems*. Research roadmap for Federation of American Sciences.

COURSES	INSTITUTION
Language and Literature (UG)	Un. of Florida
Linguistics I (UG) – tutor	Un. of Edinburgh
Linguistics II (UG) – tutor	Un. of Edinburgh
Statistics (UG) – tutor	Un. of Edinburgh
Introduction Psychology (Honors) (UG)	Un. of Memphis
Cognitive Psychology (G)	Un. of Memphis
Psychology of Language (G)	Un. of Memphis
Cognitive Science Seminar (G)	Un. of Memphis
Language, Cognition and Computation (UG)	Tilburg University
Mind, Brains and Computers (UG)	Tilburg University
Language, Cognition and Computation (G)	Tilburg University
Cognitive Science & Data Science (UG)	Tilburg University / Eindhoven Un. of Technology (JADS)
Cognitive Science & Data Science (G)	Tilburg University / Eindhoven Un. of Technology (JADS)

OTHER Society/Organization/Journal	COMMITTEE/EDITORIAL BOARD/OFFICE	PERIOD
Cognitive Science	Associate Editor	Since 2011
Linguistic Approaches to Literature	Editor	2010-2014
Information Design Journal	Special Section Editor	2005-2021
Information Design Journal	Editorial Board	2005-2022
Discourse Processes	Editorial Board	Since 2010
Frontiers in Cognition	Editorial Board	Since 2010
Cognitive Science	Editorial Board	Since 2010
Scientific Studies of Literature	Associate Editor	
Linguistic Approaches to Literature	Editorial Board	2009-2010
11 th Biennial Conference of the International Society of Empirical Studies of Literature (IGEL)	Chair and organizer	2008
18 th Annual Meeting of the Society for Text and Discourse	Chair and organizer	2008
<i>Information technology</i>	Editorial Board	Since 2006
<i>Revista Signos</i>	Editorial Board	Since 2004
President of the International Society of Empirical Studies of Literature (IGEL)	President	2006-2008
Society for Text and Discourse	Governing Board	Since 2007
<i>Annual Conference of the Cognitive Science Society</i>	Program Committee member	2007
<i>Acta Psychologica; Applied Cognitive Psychology; Applied Psychophysiology; Artificial Intelligence; Cognition; Cognitive Linguistics; Cognitive Science; Computers and Education; Discourse Processes; Educational Psychology; Field Methods; Frontiers; Health Education & Behavior; Journal of Pragmatics; Language, Cognition and Neuroscience; Language and Cognitive Processes; Language and Speech; Memory and Cognition; Memory and Language; Nature; Natural Language Engineering; PLoS ONE; Psychological Science; Psychonomic Bulletin and Review; Quarterly Journal of Experimental Psychology; Topics in Cognitive Science</i>	Ad hoc reviewer	Since 2001
Special Issue <i>Discourse Processes</i> on Effects of Personal Involvement in Narrative.	Guest Editor	2004
Swiss Research Council, Switzerland; Open University The Netherlands; Canadian Research Council; Research Council Catholic University Louvain; Israel Science Foundation; Romanian Science Foundation; Volkswagen Stiftung	Ad hoc reviewer	2004-2006
Erlbaum; Pearson; WW Norton	Ad hoc reviewer	2003-2004
Society for Text and Discourse	Treasurer and Governing Board member	2000-2004

CV MAX LOUWERSE

NWO panels (4 different programs)	Reviewer	Since 2014
NSF panels (6 different programs)	Reviewer	Since 2006
International Joint Conference on Neural Networks	Reviewer	2006
Florida Artificial Intelligence Society (FLAIRS)	Program Committee and Reviewer	Since 2005
Annual Conference of the Cognitive Science Society	Reviewer	Since 2002
Annual Meeting of the Society for Text & Discourse	Reviewer	Since 2000
Workshop and roadmap for research on Question Generation and Answering in Learning Environments, Learning Federation of the Federation of American Scientists.	Organizer	2002
Participated and contributed to all workshops and roadmaps in Learning Environments, Learning Federation of the Federation of American Scientists.	University representative	2002-2004

EXTERNAL POSITION / CONSULTING / ADVISORY BOARDS

ORGANIZATION/COMPANY	PERIOD
Member Advisory Board Discovery Museum, Kerkrade	Since 2023
Member Advisory Board Artificial Intelligence (Fontys University of Applied Sciences)	Since 2023
First Thought, New York	Since 2021
Member Advisory Board Data Science & Artificial Intelligence BUas (Breda University of Applied Sciences)	Since 2021
Member Advisory Board Data Science & Artificial Intelligence (Province of Noord-Brabant)	Since 2020
Member of Advisory Board Project SAMEN (World Class Maintenance)	Since 2020
Member of Advisory Board Project Royal Netherlands Airforce Man & Aviation	Since 2019
Member of the Learning and Education Theme, Digital Society Program of the Universities of the Netherlands	Since 2018
Member Steering Committee Smart Industry	Since 2016
Member Scientific Committee Fryske Akademy	2013-2020
Educational Testing Service	2011-2014
College Board	2004-2005
Knowledge Analysis Technologies (KAT)	2004
Learning Federation (Federation of American Scientists)	2002-2004
CHI Systems	2002-2003