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CURRICULUM VITAE

Michael Schulte-Mecklenbeck

Education

- 2002–2005 University of Bern, Center for Higher Education.
Certified teacher of higher education
Thesis: *“Using a Virtual Learning Environment in Practical Training”*
- 2001–2005 University of Fribourg, Department of Psychology.
Ph.D. in Psychology
Empirical Thesis: *“Tracing the Decision Maker”*
- 1991–1998 University of Salzburg, Department of Psychology.
Master in Psychology
Empirical Thesis: *“Framing in Real versus Hypothetical Decision Situations”*

Professional Affiliations

- 2011–date Research Scientist, University of Basel and ETH Zürich (joint appointment), Switzerland
- 2010–2011 Visiting Research Scientist, ETH Zürich, Switzerland
- 2009–2011 Research Scientist, Nestlé Research Center, Switzerland
- 2006–2009 Post-doctoral Fellow, University of Bergen, Norway
- 2005–2006 Post-doctoral Fellow, Columbia Business School, USA
- 2000–2005 Pre-doctoral Fellow, University of Fribourg, Switzerland
- 1996–2000 Technical Assistant, Department of Psychology, University of Salzburg, Austria
- 1995–1996 Network Manager, Central Computer Services, University of Salzburg, Austria

Edited Book

Schulte-Mecklenbeck, M., Kühberger, A. & Ranyard, R. (Eds.). (2011). *A Handbook of Process Tracing Methods for Decision Research: A Critical Review and User’s Guide*. New York: Taylor & Francis.

Publications

- 2011 Schulte-Mecklenbeck, M., Kühberger, A., & Ranyard, R. (in press). The Role of Process Data in the Development and Testing of Process Models of Judgment and Decision Making. *Judgment and Decision Making*.
- Schulte-Mecklenbeck, M. & Murphy, R.O. (in press). Flashlight as an online Process Tracing Method. *Encyclopedia of Cyber Behavior*.
- Schulte-Mecklenbeck, M., Murphy, R.O., & Hutzler, F. (2011). Flashlight: Recording information acquisition online. *Computers in human behavior*, 27, 1771–1782.
- Huber, O., Huber, O.W., & Schulte-Mecklenbeck, M. (2011). Determining the information participants need - Methods of Active Information Search. In M. Schulte-Mecklenbeck, A., Kühberger & R. Ranyard (Eds.). *A Handbook of Process Tracing Methods for Decision Research: A Critical Review and User's Guide* (p. 65–87). New York: Taylor & Francis.
- Kühberger, A., Schulte-Mecklenbeck, M., & Ranyard, R. (2011). Windows for understanding the mind. In M. Schulte-Mecklenbeck, A. Kühberger & R. Ranyard (Eds.). *A Handbook of Process Tracing Methods for Decision Research: A Critical Review and User's Guide* (p. 1–19). New York: Taylor & Francis.
- 2010 Schulte-Mecklenbeck, M. (2010). Is Psychology Ready For Reproducible Research? *APS Observer*, 23(10).
- 2009 Boldt, A.S., Schulte-Mecklenbeck, M., & Murphy, R.O. (2009). Flashlight: Online Erfassung von Mausbewegungen. In: H. Wandke, S. Kain, & D. Struve (Eds.). *Mensch & Computer 2009: Grenzenlos frei!?, Interdisziplinäre Fachtagung, 6.-9. September 2009* (p. 475-478). Berlin: Oldenbourg Verlag.
- Norman, E. & Schulte-Mecklenbeck, M. (2009). Take a careful click at that! MouseLab and eye-tracking as tools to measure intuition. In: A. Glöckner & C. Wittman (Eds.). *Foundations for Tracing Intuition: Challenges and Methods*. London: Psychology Press.
- Schulte-Mecklenbeck, M. & Murphy, R.O. (2009). Prozessdaten online erheben: Verschiedene Methoden im Überblick. In: N. Jakob, H. Schoen, & T. Zerback. *Sozialforschung im Internet* (p. 197–209). Wiesbaden: Verlag für Sozialwissenschaften.
- 2008 Johnson, E.J., Schulte-Mecklenbeck, M., & Willemsen, M.C. (2008). Process models deserve process data: Comment on Brandstätter, Gigerenzer, and Hertwig (2006). *Psychological Review*, 115(1), 263-272.
- Johnson, E.J., Schulte-Mecklenbeck, M., & Willemsen, M.C. (2008). Postscript: Rejoinder to Brandstätter, Gigerenzer, and Hertwig (2008). *Psychological Review*, 115(1), 272–273.
- Schulte-Mecklenbeck, M., Murphy, R.O., & Hutzler, F. (2008). Spotlight: Validation of an online eye tracking replacement. *International Journal of Psychology*, 43(3-4), 375–375.
- Schulte-Mecklenbeck, M. (2008). Brave new World ... Wide Web: Blending old teaching methods with a cutting-edge virtual learning environment. In: B. Perlman, L.I. McCann, & S.H. McFadden (Eds.), *Lessons Learned (Vol. 3): Practical advice for the teaching of psychology* (p. 109–118). Washington: Association for Psychological Science.
- 2007 Schulte-Mecklenbeck, M. (2007). Information processing as one key for a unification? *Behavioral and Brain Sciences*, 30(1), 40–40.

- 2006 Schulte-Mecklenbeck, M. (2006). Assessment durch Feedback. In: F. Gertsch (Ed.), *Das Moodle Praxisbuch* (S. 407–414). München: Addison Wesley.
- Schulte-Mecklenbeck, M. (2006). Virtual learning environment. Planung und Durchführung einer webbasierten Übung in der Psychologie. In: S. Wehr (Ed.), *Hochschullehre - adressatengerecht und wirkungsvoll* (S. 57–92). Bern: Haupt Verlag.
- 2005 Schulte-Mecklenbeck, M. & Neun, M. (2005). WebDiP - a tool for information search experiments on the World-Wide-Web. *Behavior Research Methods*, 37(2), 293–300.
- 2004 Schulte-Mecklenbeck, M. (2004). Brave new World ... Wide Web: Blending old teaching methods with a cutting-edge virtual learning environment. *APS Observer*, 17(10), 48–53.
- 2003 Schulte-Mecklenbeck, M. & Huber, O. (2003). Information search in the laboratory and on the Web: With or without an experimenter. *Behavior Research Methods, Instruments & Computers*, 35(2), 227–235.
- 2002 Kühberger, A., Schulte-Mecklenbeck, M., & Perner, J. (2002). Framing decisions: hypothetical and real. *Organizational Behavior and Human Decision Processes*, 89, 1162–1175.
- 1999 Kühberger, A., Schulte-Mecklenbeck, M., & Perner, J. (1999). The effect of probabilities and payoff on framing: A meta-analysis and an empirical test. *Organizational Behavior and Human Decision Processes*, 78(3), 204–231.
- 1995 Kühberger, A., Perner, J., Schulte, M., & Leingruber, R. (1995). Choice or no choice. Is the Langer effect evidence against simulation? *Mind and Language*, 10(4), 423–436.

Submitted papers and work in progress

- Schulte-Mecklenbeck, M., Böhm, G., & Zeelenberg, M. (in preparation). Regret when it comes to consumption.
- De Bellis, E., Schulte-Mecklenbeck, M., Sohn, M., Martin, N., & Hertwig, R. (in preparation). The Effects of Mental and Physiological Resource Depletion on Risk Taking.
- Sohn, M., Schulte-Mecklenbeck, M., De Bellis, E., Martin, N., & Hertwig, R. (in preparation). Resource Depletion and Food Choice: Mapping Decision Strategies.
- Schulte-Mecklenbeck, M., De Bellis, E., Sohn, M., Murphy, R.O., & Hertwig, R. (in preparation). The Beauty Contest Game: How Rational Behavior Changes Under Resource Depletion.
- Schulte-Mecklenbeck, M. & Hirsch, B. (in preparation). Behavioral controlling in multi-attribute decision making situations.

Lectures and Conference Presentations

- 2011 de Bellis, E., Schulte-Mecklenbeck, M., Sohn, M. & Hertwig, R. (2011). Mapping Decision Strategies in Food Choice. Summer Institute on Bounded Rationality 2011. Berlin, Germany.
- Schulte-Mecklenbeck, Sohn, M., de Bellis, E., Martin, N. & Hertwig, R. (2011). Fast and Frugal Heuristics in Food Choice [Poster]. Subjective Probability, Utility and Decision Making Conference. Kingston, UK.

- Schulte-Mecklenbeck, M. (2011). Discussant in the Symposium: Recent Methodological and Analytical Advances in Decision Research. Subjective Probability, Utility and Decision Making Conference. Kingston, UK.
- Schulte-Mecklenbeck, Sohn, M., de Bellis, E., Martin, N. & Hertwig, R. (2011). Fast and Frugal Heuristics in Food Choice. Subjective Probability, Utility and Decision Making Conference. Kingston, UK.
- Schulte-Mecklenbeck, M. (2011). Eye-tracking methodology in consumer research [Invited lecture]. Institut für Marketing und Unternehmensführung, Consumer Behavior. Bern, Switzerland.
- 2010 Schulte-Mecklenbeck, M., Alexander, E., & Hertwig, R. (2010). Resource depletion in food choice [Poster]. Society for Judgment and Decision Making. St. Louis, USA.
- Schulte-Mecklenbeck, M. (2010). Industrial Consumer Research: balancing pleasure and health [Invited lecture]. ETH Zürich, Switzerland.
- Schulte-Mecklenbeck, M. (2010). Industrial Consumer Research at the Nestlé Research Center [Invited lecture]. University of Basel, Switzerland.
- 2009 Schulte-Mecklenbeck, M. (2009). Process models and methods in decision making [Invited lecture]. University of Fribourg, Switzerland.
- Schulte-Mecklenbeck, M. (2009). Flashlight - online eye-tracking. European Group for Process Tracing Studies. Fribourg, Switzerland.
- Boldt, A., Schulte-Mecklenbeck, M., & Murphy, R.O. (2009). Flashlight: Online Erfassung von Blickbewegungen zur Evaluation von Webseiten [Poster]. Mensch und Computer 2009. Berlin, Germany.
- Schulte-Mecklenbeck, M., Böhm, G., & Zeelenberg, M. (2009). Regret in pre- and post-decisional processes. Subjective Probability, Utility and Decision Making Conference. Rovereto, Italy.
- 2008 Schulte-Mecklenbeck, M. (2008). Process models and methods in decision making [Invited lecture]. MPI for Common Goods. Bonn, Germany.
- Schulte-Mecklenbeck, M. & Kühberger, A. (2008). Deep and surface structure in framing: Processes behind the framing effect. EGPROC Meeting. Bergen, Norway.
- Schulte-Mecklenbeck, M. (2008). Spotlight: Validation of an online eye tracking replacement. International Congress of Psychology. Berlin, Germany.
- Schulte-Mecklenbeck, M. (2008). Flashlight: An online eye-tracking replacement. Society for Computers in Psychology. Chicago, USA.
- Schulte-Mecklenbeck, M., Böhm, G., & Zeelenberg, M. (2008). Regret from a process perspective [Poster]. Society for Judgment and Decision Making. Chicago, USA.
- Schulte-Mecklenbeck, M. (2008). Flashlight: An online eye-tracking replacement. Society for Judgment and Decision Making. Chicago, USA.
- 2007 Schulte-Mecklenbeck, M. & Murphy, R.O. (2007). The collection of process data via the Internet: An overview of different methods. Society for Computers in Psychology. Long Beach, USA.

- Schulte-Mecklenbeck, M. & Kühberger, A. (2007). Why the 400 not saved matter: Framing from a process perspective [Poster]. Society for Judgment and Decision Making. Long Beach, USA.
- Schulte-Mecklenbeck, M. (2007). Process models deserve process data: The Priority Heuristic from a process perspective. Subjective Probability, Utility and Decision Making Conference. Warsaw, Poland.
- Kobbeltvedt, T. & Schulte-Mecklenbeck, M. (2007). Regulatory focus and gambles. European Group for Process Tracing Studies. Barcelona, Spain.
- Schulte-Mecklenbeck, M. (2007). The beauty lies within the process [Invited Talk]. Bolton, United Kingdom.
- 2006 Schulte-Mecklenbeck, M., Johnson, E.J., & Willemsen, M. (2006). (Re-)presentation of process data. Society for Computers in Psychology. Houston, USA.
- Schulte-Mecklenbeck, M. (2006). Frames, computers and decision processes. BDL meeting. Bergen, Norway.
- Johnson, E.J., Schulte-Mecklenbeck, M., & Willemsen, M. (2006). Process Models Deserve Process Data. The Application of Conversational Pragmatics to Understanding Reasoning and Decision Making. Toulouse, France.
- 2005 Schulte-Mecklenbeck, M. (2005). Recording and analysis of complex behaviors on the WWW. Society for Computers in Psychology. Toronto, Canada.
- Schulte-Mecklenbeck, M. (2005). Process Tracing with WebDiP (WEB DecISion Processes) [Poster]. Society for Judgment and Decision Making. Toronto, Canada.
- Schulte-Mecklenbeck, M. & Neun, M. (2005). WebDiP - Tracing the decision maker on the net. General Online Research. Zürich, Switzerland.
- Schulte-Mecklenbeck, M., Reisen, N., & Huber, O. (2005). Wie man den Framing Effekt beseitigen kann. Tagung experimentell arbeitender Psychologen. Regensburg, Germany.
- Schulte-Mecklenbeck, M., Reisen, N., & Huber, O. (2005). A new process tracing technique - WebDiP. European Group for Process Tracing Studies. Rovereto, Italy.
- 2004 Schulte-Mecklenbeck, M. (2004). Den Entscheider verfolgen: Informationssuche bei risikoreichen Entscheidungen [Invited Talk]. Department of Psychology. University of Salzburg, Austria.
- Schlömicher-Their J., Weikert, M., Tropper, H., & Schulte-Mecklenbeck, M. (2004). Occupational Medicine Investigations on the Voice-Intensive Profession of Austrian Elementary School Teachers by Comparison of a Curative and a Preventive Collective During the School Year 1997/98. The Voice Foundation's 33rd Annual Symposium. Philadelphia, USA.
- Schulte-Mecklenbeck, M. & Neun, M. (2004). WebDiP - a Web based DecISion Processes tracking tool. Society for Computers in Psychology. Minneapolis, USA.
- Schulte-Mecklenbeck, M. (2004). WebDiP - Ein Open Source Werkzeug zur Entscheidungsverfolgung [Invited Talk]. Department of Applied Cognitive Science. University of Basel, Switzerland.
- 2003 Schulte-Mecklenbeck, M. (2003). Symposium: Decision Making and the Web. Subjective

- Probability, Utility and Decision Making Conference. Zürich, Switzerland.
- Schulte-Mecklenbeck, M. (2003). The Web, the Lab, the decision in between. European Group for Process Tracing Studies. Nijmegen, Netherlands.
- 2002 Schulte-Mecklenbeck, M. (2002). With or without you: Decision making in the lab and on the Internet. Society for Computers in Psychology. Kansas City, USA.
- Schulte-Mecklenbeck, M. (2002). Lab versus Net -> really the same? Association of Internet Researchers Conference. Maastricht, Netherlands.
- Schulte-Mecklenbeck, M. (2002). What the lab can do and the Internet can't? German Online Research. Hohenheim, Germany.
- Schulte-Mecklenbeck, M. (2002). Decision Making: With or without you. Swiss Graduate Program in Cognitive Psychology. University of Geneva, Switzerland.
- Schulte-Mecklenbeck, M. (2002). What the lab can do and the Internet can't? Department of Psychology. University of Fribourg, Switzerland.
- Schulte-Mecklenbeck, M. (2002). Information search on the Internet. Tagung experimentell arbeitender Psychologen. Chemnitz, Germany.
- Schulte-Mecklenbeck, M. (2002). Entscheidungen im Labor und im Netz. Deutsche Gesellschaft für Psychologie. Berlin, Germany.
- 2001 Schulte-Mecklenbeck, M., Kühberger, A., & Perner, J. (2001). Framing effects for real. Subjective Probability, Utility and Decision Making Conference. Amsterdam, Netherlands.
- Schulte-Mecklenbeck, M. (2001). Decision Making Online. Psychology and the Internet a European Perspective. Farnborough, Great Britain.
- 2000 Schulte-Mecklenbeck, M., Kühberger, A., & Perner, J. (2000). Zur externen Validität des Framing-Effekts. Deutsche Gesellschaft für Psychologie. Jena, Germany.
- 1998 Schulte-Mecklenbeck, M. (1998). Computerprogramme für Forschung und Lehre. Department of Psychology. University of Salzburg, Austria.
- Kühberger, A. & Schulte-Mecklenbeck, M. (1998). Entscheiden. Money for nothing, nothing for money? Department of Psychology. University of Salzburg, Austria.
- 1997 Kühberger, A., Schulte-Mecklenbeck, M., & Perner, J. (1997). Lab decision research and decisions in real life. European Group for Process Tracing Studies. University of Leeds, Great Britain.

Teaching Experience

I taught on the undergraduate, graduate and postdoc level at the following institutions: University of Salzburg, University of Bern, University of Fribourg, University of Bergen and the Center for Higher Education in Bern.

These courses included:

Experimental Methods [8x]

Statistics I and II [2x]

Basics of Computer usage [3x]
Seminar in General Psychology [3x]
Seminar in Decision Making [2x]
Seminar in Moodle - an online learning environment [2x]

Awards and Grants

2010 ETH workshop grant (together with Ryan O. Murphy), ETH Zürich (Switzerland) - EUR 21,000.-

2008 Travel Grant, Meltzerfond (Norway) - EUR 2,500.-

2008 Guestresearch Grant (together with G. Böhm), University of Bergen, Faculty of Psychology (Norway) - EUR 300.-

2008 Young Scientist Program, International Congress of Psychology 2008 (Germany), including a two weeks stay at the MPI Berlin

2007 Guestresearch Grant (together with G. Böhm), University of Bergen, Faculty of Psychology (Norway) - EUR 4,200.-

2007 Smorforsk Grant, Norwegian Research Foundation (Norway) - EUR 11,100.-

2006–2009 Post-doc Grant, Faculty of Psychology, University of Bergen (Norway) - EUR 148,380.-

2005–2006 “Forschungsstipendium für angehende Forscher”, Swiss National Science Foundation (Switzerland) - EUR 42,100.-

2004 Grant for participation in the “Summer Institute on Bounded Rationality in Psychology and Economics” (MPI-Berlin, Germany) - EUR 800.-

2003 Travel award for the “Workshop on Information Aggregation in Decision Making”. (University of Maryland, USA) - EUR 900.-

2002 Travel award for the “Advanced Training Institute on Internet-Technology”. (UC Fullerton, USA) - EUR 670.-

Ad-hoc Reviewer for the following scientific journals

Behavior Research Methods, Computers in Human Behavior, Experimental Psychology, Journal of Behavioral Decision Making, Journal of Experimental Psychology: Learning, Memory and Cognition, Judgment and Decision Making, Risk Decision and Policy, Society for Consumer Psychology, The International Journal of Internet Science, US National Science Foundation

Professional Affiliations

Associate of Behavioral and Brain Sciences, European Association for Decision Making (EADM), European Group of Process Tracing Studies in Judgment and Decision Making

(EGPROC), Society for Computers in Psychology (SCiP), Society for Judgment and Decision Making (SJDM)

Committee work and Services

<i>2011–date</i>	Newsletter Editor and Board Member of the European Association for Decision Making
<i>2008–2011</i>	Associate Website Editor for the European Association for Decision Making
<i>2008</i>	Co-Organizer of the 29th Meeting of the European Group for Process Tracing Studies
<i>2005–date</i>	Student Poster Judge for the Society for Judgement and Decision Making
<i>2007–2010</i>	Member of the Society for Computers in Psychology Steering Committee
<i>2007</i>	Founder of the Bergen Virtual Laboratory - http://vlab.uib.no Bergen, Norway
<i>2004</i>	Organizer of the Symposium: “Tools for Internet-based Research” SCiP in Minneapolis, USA
<i>2003–2005</i>	Organizer and Founder of the “Lunchtime Seminar” series (together with Pascal Gygax) University of Fribourg, Switzerland
<i>2003</i>	Organizer of the Symposium: “Decision Making and the Web” SPUDM19 in Zürich, Switzerland
<i>2001–2003</i>	Committee Member of the “Assistants Association” Responsible for the Section Communication, University of Fribourg, Switzerland

Master thesis supervision

<i>2010–2011</i>	De Bellis, E. (University of Basel)
<i>2010–2011</i>	Sohn, M. (University of Basel)
<i>2004–2005</i>	Reisen, N. (University of Fribourg)
<i>2003–2004</i>	Neun, M. (University of Fribourg)

Business and Management related knowledge

Training in Finance

Project management in large scale research projects

Deputy group leader

Line management of project personnel

Software/Computer related knowledge

Eye Tracking with the SMI system (iViewX, BeGaze)

Behavioral Coding with Noldus Observer and Sequential Analysis with Theme

Linux Server Administration (Mandrake, Debian, Red Hat)

Online Learning Environment (Moodle)

Serious Document Preparation (\LaTeX)

Statistical Toolbox (R, Matlab)

Web programming, Databases (HTML, PHP, MySQL)

Language skills

German: fluent (Native Speaker)

English: fluent

Norwegian: basic

French: basic