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CURRICULUM VITAE

## Michael Schulte-Mecklenbeck

### Education

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- 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

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- 2010–date Visiting Research Scientist, ETH Zürich, Switzerland
- 2009–date 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
- 1998–2000 Lecturer in Psychology, University of Salzburg, Austria
- 1996–2000 Technical Assistant, Department of Psychology, University of Salzburg, Austria
- 1995–1996 Network Manager, Central Computer Services, University of Salzburg, Austria
- 1993–1998 Tutor, Department of Psychology, University of Salzburg, Austria

### Edited Book

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Schulte-Mecklenbeck, M., Kühberger, A. & Ranyard, R. (Eds.). (2010). A Handbook of Process Tracing Methods for Decision Making. New York: Taylor & Francis.

## Publications

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- Huber, O., Huber, O.W., & Schulte-Mecklenbeck, M. (2010). Determining the information participants need - Methods of Active Information Search. In M. Schulte-Mecklenbeck, A., Kühberger, A. & R. Ranyard (Eds.). *A Handbook of Process Tracing Methods for Decision Making*. New York: Taylor & Francis.
- Kühberger, A., Schulte-Mecklenbeck, M., & Ranyard, R. (2010). How process data lead to theory. In M. Schulte-Mecklenbeck, A., Kühberger, A. & R. Ranyard (Eds.). *A Handbook of Process Tracing Methods for Decision Making*. New York: Taylor & Francis.
- 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.
- 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.
- Schulte-Mecklenbeck, M. (2007). Information processing as one key for a unification? *Behavioral and Brain Sciences*, *30*(1), 40–40.
- 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.
- 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.
- 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.
- 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.
- Kühberger, A., Schulte-Mecklenbeck, M., & Perner, J.(2002). Framing decisions: hypothe-

tical and real. *Organizational Behavior and Human Decision Processes*, 89, 1162–1175.

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.

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

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Schulte-Mecklenbeck, M., Murphy, R.O., & Hutzler, F. (under review). Flashlight: Recording Information Acquisition Online (May 13, 2010). Available at SSRN: <http://ssrn.com/abstract=1433225>

Schulte-Mecklenbeck, M., & Figner, B. (in preparation). Influence of mood on information integration in risky decision making: A process tracing study.

Schulte-Mecklenbeck, M., & Kühberger, A. (in preparation). How ‘400 will not be saved’ matters: Framing from a process perspective.

Schulte-Mecklenbeck, M., Böhm, G. & Zeelenberg, M. (in preparation). Regret from a process perspective.

## Lectures and Conference Presentations

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2010 Schulte-Mecklenbeck, M. (2009). Industrial Consumer Research: balancing pleasure and health [Invited lecture]. ETH Zürich, 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 DecIision 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, Holland.

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

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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

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- 2008 Travel Grant, Meltzerfond (Norway) - EUR 2,500.-
- 2008 Guestresearch Grant (together with G. Böhm), University of Bergen, Faculty of Psychology (Norway) - NOK 2,500.-
- 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 Småforsk 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

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Behavior Research Methods, Experimental Psychology, Journal of Behavioral Decision Making, Judgment and Decision Making, Risk Decision and Policy, The International Journal of Internet Science, Journal of Experimental Psychology: Learning, Memory and Cognition, Judgment and Decision Making

## Professional Affiliations

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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

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

## Business and Management related knowledge

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Training in Finance  
Line management technicians  
Project management in large scale research projects  
Deputy group leader

## Software/Computer related knowledge

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Eye Tracking with the SMI system (iViewX, BeGaze)  
Linux Server Administration (Mandrake, Debian, Red Hat)  
Online Learning Environment (Moodle)  
Serious Document Preparation ( $\text{\LaTeX}$ )

Statistical Toolbox (R, Matlab)

Web programming, Databases (HTML, PHP, MySQL)

## Language skills

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German: fluent (Native Speaker)

English: fluent

Norwegian: basic

French: basic