

Michael Schulte-Mecklenbeck

CURRICULUM VITAE (SEPTEMBER 21, 2022)

CONTACT INFORMATION

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EDUCATION

Habilitation Business Administration <i>University of Bern</i> 'Opening the blackbox: Information processing in human decision making'	2017
PhD Psychology <i>University of Fribourg</i> 'Tracing the Decision Maker'	2001-2005
Certified teacher of higher education <i>University of Bern, Center for Higher Education</i> 'Using a Virtual Learning Environment in Practical Training'	2002-2005

APPOINTMENTS

Associate Professor <i>University of Bern, Switzerland</i>	2020–date
Senior Lecturer <i>University of Bern, Switzerland</i>	2017–2020
Lecturer <i>University of Bern, Switzerland</i>	2015–2017
Adjunct Research Scientist <i>Max Planck Institute for Human Development, Berlin, Germany</i>	2015–date
Post-doctoral Fellow <i>Max Planck Institute for Human Development, Berlin, Germany</i>	2012–2015
Research Scientist <i>Department of Psychology, University of Basel, Switzerland</i>	2011–2012
Visiting Research Scientist <i>Swiss Federal Institute of Technology, Zürich, Switzerland</i>	2010–2015
Research Scientist <i>Nestlé Research Center, Lausanne, Switzerland</i>	2009–2011
Post-doctoral Fellow <i>Department of Psychology, University of Bergen, Norway</i>	2006–2009
Post-doctoral Fellow <i>Marketing, Columbia Business School, New York, USA</i>	2005–2006
Pre-doctoral Fellow <i>University of Fribourg, Fribourg, Switzerland</i>	2000–2005

Publications

H-INDEX: 23, I10-INDEX: 32, OVERALL CITATIONS: 2802¹

SUBMITTED AND WORK IN PROGRESS

5. Wulff, D., Kieslich, P.J., Henninger, F., Haslbeck, J.M., & Schulte-Mecklenbeck, M. (2022). Movement-tracking as a window to cognition: A tutorial on implementation, analysis, and visualization. *Psychological Methods*.(under review).
4. Schulte-Mecklenbeck, M., Siegel, N.A., Spinner, C., Wagner, G.G. & Hertwig, R. (2022). Do we change our risk perceptions when the environment changes? A 24 months longitudinal study during the Covid-19 pandemic. (Manuscript in preparation).
3. Schulte-Mecklenbeck, M., Stöckli, S., de Bellis, E., Brucks, W., Girsperger, C., & Hertwig, R. (2022). The effect of luminance on driving speed: A field experiment. (Manuscript in preparation).
2. Rahal, R. & Schulte-Mecklenbeck, M. (2022). Do we understand what our hand does? Introspection into mouse-trajectories. (Manuscript in preparation).
1. Wulff, D.U., Haslbeck, J.M.B., & Schulte-Mecklenbeck, M. (2022). Measuring the (dis-) continuous mind. (Manuscript in preparation).

PEER-REVIEWED JOURNAL PAPERS

32. Holmqvist, K., Örbom, S. L., Hooge, I. T., Niehorster, D. C., Alexander, R. G., Andersson, R., Schulte-Mecklenbeck ... & Hessels, R. S. (2022). Eye tracking: empirical foundations for a minimal reporting guideline. *Behavior Research Methods*.
31. Schweinsberg, M., Feldman, M., Staub, N., van den Akker, O. R., van Aert, R., Van Assen, M. A., ... & Schulte-Mecklenbeck, M. (2021). Same data, different conclusions: Radical dispersion in empirical results when independent analysts operationalize and test the same hypothesis. *Organizational Behavior and Human Decision Processes*, 165, 228-249.
30. Fiedler, S., Schulte-Mecklenbeck, M., Renkewitz, F., & Orquin, J. L. (2020). Guideline for Reporting Standards of Eye-tracking Research in Decision Sciences. <https://doi.org/10.31234/osf.io/f6qcy>.
29. Georgii, C., Schulte-Mecklenbeck, M., Richard, A., & Blechert, J. (2020). The dynamics of self-control: Within-participant modeling of binary food choices and underlying decision processes as a function of restrained eating. *Psychological Research*, 84, 1777-1788.
28. Crüwell, S., van Doorn, J., Etz, A., Makel, M.C., Moshontz, H., Niebaum, J.C., Orben, A., Parsons, A., & Schulte-Mecklenbeck, M. (2019). Seven Easy Steps to Open Science: An Annotated Reading List. *Zeitschrift für Psychologie*, 227(4), 237-248.
27. Erkhova, D., Ehrensperger, E., Krohmer, H., & Schulte-Mecklenbeck, M. (2019). The role of brand prominence and extravagance of product design in luxury brand building: What drives consumers' preferences for loud versus quiet luxury? *Journal of Brand Management*, 27, 195-210.

¹Google Scholar, September 21, 2022

26. Schoemann, M., Schulte-Mecklenbeck, M., Renkewitz, F., & Scherbaum, S. (2019). Forward inference in risky choice: Mapping gaze and decision processes. *Journal of Behavioral Decision Making*, 32(5), 521-535.
25. Lejarraga, T., Schulte-Mecklenbeck, M., Pachur, T. & Hertwig, R. (2019). The attention–aversion gap: how allocation of attention relates to loss aversion. *Evolution and Human Behavior*, 40(5), 457-469.
24. Kühberger, A., & Schulte-Mecklenbeck, M. (2018). Selecting target papers for replication. *Behavioral and Brain Sciences*, 41, E139.
23. O'Donnell et al. (2018). Registered replication report: Dijksterhuis & van Knippenberg (1998). *Current Directions in Psychological Science*, 13(2), 268-294.
22. de Bellis, E., Schulte-Mecklenbeck, M., Brucks, W., Herrmann, A., & Hertwig, R. (2018). Blind haste: As light decreases, speeding increases. *PLoS One*, 13(1): e0188951. [Shared first authorship]
21. Stöckli, S., Schulte-Mecklenbeck, M., Borer, S., & Samson, A. (2018). Validation of iMotions emotional facial expression analysis with the AFFDEX and FACET modules. *Behavior Research Methods*, 50(4), 1446-1460.
20. Pachur, T., Schulte-Mecklenbeck, M., Murphy, R.O., & Hertwig, R. (2018). Prospect theory reflects selective allocation of attention. *Journal of Experimental Psychology: General*, 147(2), 147-169.
19. Schulte-Mecklenbeck, M., Kühberger, A., Gagl, S., & Hutzler, F. (2017). Inducing thought processes: Bringing process measures and cognitive processes closer together. *Journal of Behavioral Decision Making*, 30(5), 1001-1013.
18. Schulte-Mecklenbeck, M., Johnson, J.G., Böckenholt, U., Goldstein, D., Russo, J., Sullivan, N., & Willemsen, M. (2017). Process tracing methods in decision making: On growing up in the 70ties. *Current Directions in Psychological Science*, 26(5), 442-450.
17. Lejarraga, T., Schulte-Mecklenbeck, M., & Smedema, D. (2017). The pyeTribe: Simultaneous eye-tracking for economic games. *Behavior Research Methods*, 49(5), 1769-1779. [Shared first authorship]
16. Schulte-Mecklenbeck, M., Spaanjaars, N.L., & Witteman, C.L.M. (2017). The (in)visibility of psychodiagnosticians' expertise. *Journal of Behavioral Decision Making*, 30, 89-94.
15. Skvortsova, A., Schulte-Mecklenbeck, M., Jellema, S., Sanfey, A., & Witteman, C.L.M. (2016). Deliberative versus intuitive diagnostic decision. *Psychology*, 7, 1438-1450.
14. Schulte-Mecklenbeck, M. & Kühberger, A. (2014). Out of sight – out of mind? Information acquisition patterns in risky choice framing. *Polish Psychological Bulletin*, 45(1), 21-28.
13. Schulte-Mecklenbeck, M., Sohn, M., De Bellis, E., Martin, N., & Hertwig, R. (2013). A Lack of appetite for information and computation: Simple heuristic in food choice. *Appetite*, 71, 242-251. [Shared first authorship]
12. Schulte-Mecklenbeck, M., Kühberger, A., & Ranyard, R. (2011). The role of process data in the development and testing of process models of judgment and decision making. *Judgment and Decision Making*, 6(8), 733-739.
11. Schulte-Mecklenbeck, M., Murphy, R.O., & Hutzler, F. (2011). Flashlight: Recording information acquisition online. *Computers in Human Behavior*, 27, 1771–1782.
10. 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. [Shared first authorship]

9. Johnson, E.J., Schulte-Mecklenbeck, M., & Willemsen, M.C. (2008). Postscript: Rejoinder to Brandstätter, Gigerenzer, and Hertwig (2008). *Psychological Review*, *115*(1), 272–273. [Shared first authorship]
8. 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.
7. Schulte-Mecklenbeck, M. (2007). Information processing as one key for a unification? *Behavioral and Brain Sciences*, *30*(1), 40–40.
6. 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.
5. 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.
4. 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.
3. Kühberger, A., Schulte-Mecklenbeck, M., & Perner, J. (2002). Framing decisions: hypothetical and real. *Organizational Behavior and Human Decision Processes*, *89*, 1162–1175.
2. 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.
1. 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.

EDITED BOOKS

2. Schulte-Mecklenbeck, M., Kühberger, A., & Johnson, G.J. (Eds.). (2019). *A Handbook of Process Tracing Methods (2nd ed.)*. New York: Taylor & Francis.
1. 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.

BOOK CHAPTERS

14. Kieslich, P., Wulff, D., Haslbeck, J., Henninger, F., & Schulte-Mecklenbeck, M. (2019). Mouse-tracking: A practical guide to implementation and analysis. In M. Schulte-Mecklenbeck, A. Kühberger, & J.G. Johnson (Eds.). *A Handbook of Process Tracing Methods* (p. 108–127). New York: Taylor & Francis.
13. Wulff, D., Haslbeck, J., Kieslich, P., Henninger, F., & Schulte-Mecklenbeck, M. (2019). Mouse-tracking: Detecting types in movement trajectories. In M. Schulte-Mecklenbeck, A. Kühberger, & J.G. Johnson (Eds.). *A Handbook of Process Tracing Methods* (p. 128–142). New York: Taylor & Francis.
12. Huber, O., Kühberger, A., & Schulte-Mecklenbeck, M. (2019). Determining the information that participants need: Methods of active information search. In M. Schulte-Mecklenbeck, A. Kühberger, & J.G. Johnson (Eds.). *A Handbook of Process Tracing Methods* (p. 300–310). New York: Taylor & Francis.

11. Stöckli, S., Schulte-Mecklenbeck, M., Borer, S., & Samson, A. (2019). Automatic, video based emotion classification: An evaluation. In M. Schulte-Mecklenbeck, A. Kühberger, & J.G. Johnson (Eds.). *A Handbook of Process Tracing Methods* (p. 196–214). New York: Taylor & Francis.
10. Kühberger, A. & Schulte-Mecklenbeck, M. (2017). Economic decision making: risk, value and affect. In R. Ranyard (Ed.). *Economic Psychology* (p. 20–31). John Wiley & Sons, Ltd: Chichester, UK.
9. Schulte-Mecklenbeck, M. & Murphy, R.O. (2012). Flashlight as an online process tracing method. In Z. Yan (Ed.). *Encyclopedia of Cyber Behavior* (p. 88–95). IGI Global: Hershey, PA.
8. 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.
7. 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.
6. Boldt, A.S., Schulte-Mecklenbeck, M., & Murphy, R.O. (2009). Flashlight: Online Erfassung von Mausebewegungen. 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.
5. 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* (p. 123–142). London: Psychology Press.
4. 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.
3. 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.
2. Schulte-Mecklenbeck, M. (2006). Assessment durch Feedback. In: F. Gertsch (Ed.). *Das Moodle Praxisbuch* (p. 407–414). München: Addison Wesley.
1. Schulte-Mecklenbeck, M. (2006). Virtual learning environment. Planung und Durchführung einer webbasierten Übung in der Psychologie. In: S. Wehr (Ed.). *Hochschullehre - adressatengerecht und wirkungsvoll* (p. 57–92). Bern: Haupt Verlag.

INVITED TALKS

27. Workshop for Clinical Reasoning and Decision Making, Switzerland	2022
26. Swiss Postal Services, HR Strategy Education, Switzerland	2021
25. GSERM, University of St. Gallen, Switzerland	2021
24. Fernfachhochschule Schweiz, Switzerland	2020
23. Vattenfall, Corporate Management Summit, Germany	2019
22. GSERM, University of St. Gallen, Switzerland	2019
21. University of St. Gallen, Institute for Customer Insight, Switzerland	2019
20. University of Lausanne, Department of Organizational Behavior, Switzerland	2018
19. University of Bern, Tag der Lehre, Switzerland	2018
18. University of Bern, Department of Sociology, Switzerland	2018
17. University of Erfurt, Department of Psychology, Germany	2017
16. University of Geneva, Faculty of Economics and Management, Switzerland	2017
15. University of Salzburg, Department of Psychology, Austria	2017
14. Universitat de les Illes Balears, Department of Business Economics, Spain	2017
13. University of Bern, Department of Psychology, Switzerland	2015
12. Graduate School of Decision Sciences, Universität Konstanz, Germany	2014
11. University of Hamburg, Marketing, Germany	2013
10. European Group for Process Tracing Studies, United Kingdom	2012
9. University of Salzburg, Department of Psychology, Austria	2011
8. University of Graz, Department of Psychology, Austria	2011
7. Universität Bern, Institut für Marketing und Unternehmensführung, Switzerland	2011
6. ETH Zürich, Switzerland	2010
5. University of Fribourg, Switzerland	2009
4. MPI for Common Goods, Bonn, Germany	2008
3. University of Bolton, United Kingdom	2007
2. University of Basel, Department of Psychology, Switzerland	2004
1. University of Salzburg, Department of Psychology, Austria	2004

Courses

I taught on the undergraduate and graduate level at the following institutions: University of Bern (CH), University of Basel (CH), University of St. Gallen (CH), University of Fribourg (CH), University of Geneva (CH), University of Salzburg (AT), University of Bergen (NO), Marketing and Innovation Institute of the University of Hamburg (DE), Fachhochschule der Nordwestschweiz (FHNW) and in the International Max Planck Research School on the Life Course (DE).

This teaching experiences included the following, alphabetically ordered, courses [number of times the course was taught in brackets]:

1. **Advanced Datascience with R** [2x]
Data curation, analysis, visualization; markdown presentation, reproducible science
2. **Basics of computer usage** [3x]
OS basics, shell commands, office applications
3. **CAS: Marketingforschung** [1x]
Research methods, research design, statistics
4. **CAS: Neuromarketing** [1x]
Implicit and explicit methods for preference measurement
5. **Communicating and Visualizing Data with R** [2x]
Utilizing R to communicate scientific results to the public.
6. **Consumer decision making** [4x]
How do consumers decide in shopping situations? Models and methods.
7. **Decision making** [8x]
Heuristics and biases, fast and frugal heuristics, decision making under risk
8. **Experimental methods in psychology** [9x]
Data collection methods, experiments, observational studies
9. **Expertise as a psychological construct** [2x]
The 10000 hour rule, child prodigies, from chess to music, how to study expertise
10. **Food choice** [5x]
Food choice models, heuristic food choice behavior, dieting, nutrition labels
11. **Datascience with R** [10x]
R and RStudio, data preparation, ggplot
12. **Marketing research methods** [8x]
Questionnaires, experiments, planning of studies, statistics
13. **Moodle - an online learning environment** [2x]
Integration of Moodle into different teaching scenarios
14. **Process tracing with MouselabWeb** [4x]
Process tracing introduction, technical setup, data download and analysis
15. **Scientific Integrity in the Social Sciences and Humanities** [1x]
Open Science, Open Data, Replication, Ethics
16. **Statistics for Psychology, basics** [6x]
Probability theory, descriptive statistics, t-test, correlation, regression
17. **Statistics for Psychology, advanced** [6x]
Mixed effect models, factor analysis, cluster analysis, PCA

Committee work and services

17. [Transferable Skills Program for \(Post\)Docs](#), Instructor, University of Bern 2022–date
16. [Swiss Reproducibility Network](#), Node Leader, University of Bern 2020–date
15. [ViProc](#) - Virtual Online Conference, Co-Founder 2020–2022
14. Organizer and founder of the [BernR-meetup](#) 2018–date
13. Member of the ‘Departmentsrat BWL’, University of Bern 2018–date
12. Member of the ‘Fakultätsrat Wirtschaftswissenschaften’, University of Bern 2017–date
11. Organizer of the 5th European Association for Decision Making Summer School 2018
10. Organizer of the 34th Meeting of the European Group for Process Tracing Studies 2015
9. Member of the Internal Review Board (Ethikkommission) of the Max Planck Institute for Human Development, Berlin, Germany 2012–2015
8. Steering committee of the European Association for Decision Making 2011–date
7. Associate Website Editor for the European Association for Decision Making 2008–2011
6. Co-Organizer of the 29th Meeting of the European Group for Process Tracing Studies 2008
5. Poster Judge for the Society for Judgment and Decision Making 2005–2012
4. Steering committee of the Society for Computers in Psychology 2007–2010
3. Founder of the Bergen Virtual Laboratory, Norway 2007
2. Organizer and Founder of the Lunchtime Seminar series University of Fribourg, Switzerland 2003–2005
1. Committee Member of the Assistants Association Section Communication, University of Fribourg, Switzerland 2001–2003

Editorial and reviewer activities

PUBLONS REVIEWER PROFILE

EDITORIAL BOARD

2. Collabra: Psychology
1. Journal of Behavioral Decision Making

REVIEWER IN SCIENTIFIC JOURNALS

Acta Psychologica; Analyses of Social Issues and Public Policy; Appetite; Applied Cognitive Psychology; Behavior Research Methods; Biological Psychology; Cognitive, Affective, & Behavioral Neuroscience; Cognitive Science Society; Colabra; Computers in Human Behavior; European Journal of Marketing; European Journal of Social Psychology; Experimental Psychology; Food Quality and Preference; Journal of Applied Research in Memory and Cognition; Journal of Business Research; Journal of Cognitive Psychology; Journal of Behavioral Decision Making; Journal of Economic Psychology; Journal of Experimental Psychology: Applied; Journal of Experimental Psychology: General; Journal of Experimental Psychology: Learning, Memory and Cognition; Journal of Experimental Social Psychology; Journal of Eye Movement Research; Journal of the Association for Information Systems; Judgment and Decision Making; Medical Decision Making; Management Science; Nature Human Behavior; PLoS ONE; Political Analysis; Psychonomic Bulletin & Review; Quarterly Journal of Experimental Psychology; Risk Decision and Policy; Society for Consumer Psychology; Synthese; The International Journal of Internet Science; Theory and Decision; Zeitschrift für Psychologie.

REVIEWER FOR FUNDING INSTITUTIONS

1. Polish National Science Foundation
2. Polish-U.S. Fulbright Commission
3. Swiss National Science Foundation
4. US National Science Foundation