

Leonhard Reiter, M.Sc

Website: leonhardreitr.github.io
Email: leonhard.reiter@univie.ac.at
LinkedIn: Leonhard Reiter
GitHub: github.com/leonhardreitr
Last updated February, 2025

EDUCATION

University of Vienna

Phd in Management

Vienna, Austria

October 2024–Today

University of Vienna

MSc in Psychology

Vienna, Austria

October 2022–June 2024

- Graduated with honors (Grade average: 1.12 with 1.0 being the lowest possible)
- Two merit scholarships

University of Vienna

BSc in Psychology

Vienna, Austria

October 2019 –June 2022

EXPERIENCE

University of Vienna

Pre-doctoral researcher at the Department of Marketing and International Business

Vienna, Austria

Sep. 2024 –Today

- Doing research, teaching introductory courses in Marketing to undergraduates
- Using R, Github, HTML, \LaTeX , Python & all Microsoft Office Products
- Reference: Univ.-Prof. Dr. Christoph Fuchs (Head of the Research Group), Professor of Marketing at the University of Vienna.

University of Vienna

Student assistant at the Social and Economic Psychology Group

Vienna, Austria

Oct. 2022 –July 2024

- Assisting in research, data analyses, designing websites, creation of surveys
- Using R, Github, HTML, \LaTeX , Python & all Microsoft Office Products
- Reference: Univ.-Prof. Dipl.-Psych. Dr. Robert Böhm (Head of the Research Group), Professor of Psychology at the University of Vienna.

WU Vienna

Research intern at the Institute for Cognition and Behavior

Vienna, Austria

Sept. 2023–Jan. 2024

- Preparing a Bachelor Course about Meta-Science, p/z-curve analysis and detecting research fraud
- Using R and Github
- Reference: Prof. Dr. Susann Fiedler, Professor for Business and Psychology, Wirtschaftsuniversität Wien, Department of Strategy and Innovation, Institute for Cognition and Behavior

University of Vienna

Research intern

Vienna, Austria

Feb. 2022–Aug. 2022

- Research on reward processing in patients with anorexia nervosa
- Conducting behavioural and physiological (EMG) measurements
- Reference: Emilio Chiappini, PhD

University of Vienna

Research intern

Vienna, Austria

Aug. 2020–Mar. 2021

- Research on the dopaminergic and opioidergic regulation during the anticipation and reception of social and non-social rewards
- Execution of the Trier Social Stress Test Protocol
- Reference: Claudia Massaccesi, PhD

PUBLICATIONS

- Reiter, L.**, Jörling, M., Fuchs, C., group ‘Artificial Intelligence in Higher Education’, W., & Böhm, R. (2025). Student (mis) use of generative ai tools for university-related tasks. *International Journal of Human–Computer Interaction*, 1–14.
- Reiter, L.**, Voracek, M., Betsch, C., & Böhm, R. (2024). Emphasizing herd immunity in vaccine advocacy: A systematic review and three-level meta-analysis. *Preprint, Under Review at Health Psychology Review*. <https://doi.org/10.31234/osf.io/esk7h>
- Thiedmann, P., Dejardin, F., **Reiter, L.**, & Tran, U. S. (2024). Very brief online mindfulness interventions do not improve cognitive-bias-task performance: A two-study conceptual replication of a randomized controlled trial of maymin and langer (2021) [R&R]. *Mindfulness*.
- Wagner, D., **Reiter, L.**, Lechner, S., & Reiter, J. (2024). Echoes of dissent: Sentiment analysis of messages in german/austrian telegram groups against covid-19 measures. *Preprint*. <https://doi.org/10.31234/osf.io/h6n2m>
- Böhm, R., Jörling, M., **Reiter, L.**, & Fuchs, C. (2023). People devalue generative ai’s competence but not its advice in addressing societal and personal challenges. *Communications Psychology*, 1(1). <https://doi.org/10.1038/s44271-023-00032-x>

SKILLS

- **Programming languages/Software:** R, L^AT_EX, Stan, Qualtrics, Python
- **Programming skills:** Tidyverse (data wrangling & visualisation), brms, Rmarkdown/Quarto, Scraping
- **Statistical skills:** (G)LM, (G)MLM, Bayesian Statistics (using MCMC), Meta-Analysis, p/z-curve

LANGUAGES

- German:** Native speaker
English: Full professional fluency
Italian: Un poco

SCHOLARSHIPS AND AWARDS

- | | |
|--|-----------|
| • Merit scholarship of the University of Vienna (931 Euros) | 2023–2024 |
| • Merit scholarship of the University of Vienna (1246 Euros) | 2024–2025 |

MEDIA COVERAGE

My research was picked up by popular media such as the Forbes Magazine.

PERSONAL

Born 1999 in Vienna