

# Leonhard Reiter, M.Sc

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Last updated February, 2025

## EDUCATION

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### University of Vienna

Phd in Management

Vienna, Austria

February 2025–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

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### 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,  $\text{\LaTeX}$ , 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,  $\text{\LaTeX}$ , 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

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- Reiter, L.**, Jörling, M., Fuchs, C., & Böhm, R. (2025). Students' (mis)use of generative ai tools for university-related tasks [In Press]. *International Journal of Human-Computer Interaction*.
- 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) [RKR]. *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

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- **Programming languages/Software:** R, L<sup>A</sup>T<sub>E</sub>X, 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

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

## SCHOLARSHIPS AND AWARDS

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

## MEDIA COVERAGE

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

## PERSONAL

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Born 1999 in Vienna