

# Michael Schulte-Mecklenbeck

CURRICULUM VITAE (OCTOBER 18, 2020)

## CONTACT INFORMATION

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## EDUCATION

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<b>Habilitation Business Administration</b> <i>University of Bern</i> ‘Opening the blackbox: Information processing in human decision making’	2017
<b>PhD Psychology</b> <i>University of Fribourg</i> ‘Tracing the Decision Maker’	2001-2005
<b>Certified teacher of higher education</b> <i>University of Bern, Center for Higher Education</i> ‘Using a Virtual Learning Environment in Practical Training’	2002-2005
<b>Master in Psychology</b> <i>University of Salzburg</i> ‘Framing in Real versus Hypothetical Decision Situations’	1991-1998

## APPOINTMENTS

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

# Publications

H-INDEX: 20, I10-INDEX: 25, OVERALL CITATIONS: 2004<sup>1</sup>

## SUBMITTED AND WORK IN PROGRESS

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8. Sohn, M., Hirsch, B., & Schulte-Mecklenbeck, M. (2020). The effects of information search and attention distribution on the common measure bias in performance evaluations *Accounting and Business Research*. (under review).
7. Schulte-Mecklenbeck, M., Fiedler, S., Renkewitz, F., & Orquin, J. (2020). Reporting eye-tracking results effectively: The i-Guidelines. *Behavior Research Methods*. (under review).
6. Hessels, R.S., Oerbom, S., ..., Schulte-Mecklenbeck, M., & Holmqvist, K. (2020). What to report in eye-tracking research, and what is relevant? Empirical foundations for reporting guidelines *Behavior Research Methods*. (under review).
5. Schulte-Mecklenbeck, M., Mata, J., & Hertwig, R. (2020). Understanding nutrition labels. A boosting approach. (Manuscript in preparation).
4. Schulte-Mecklenbeck, M., Pachur, T., & Hertwig, R. (2020). The relationship between search cost and choice. (Manuscript in preparation).
3. Wulff, D.U., Haslbeck, J.M.B., & Schulte-Mecklenbeck, M. (2020). Measuring the (dis-) continuous mind. (Manuscript in preparation).
2. Iking, I., Woyke, I., Heuvelmans, V., Wols, A., Roelofs, K., Schulte-Mecklenbeck, M., & Figner, B. (2020). The influence of testosterone administration on intertemporal choice and its underlying mechanisms. (Manuscript in preparation).
1. Stöckli, S., Schulte-Mecklenbeck, M., de Bellis, E., Brucks, W., Girsperger, C., & Hertwig, R. (2021). The effect of luminance on driving speed: A registered field experiment. (Manuscript in preparation).

## PEER-REVIEWED JOURNAL PAPERS

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30. 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.
29. 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.
28. 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.
27. Schoemann, M., Schulte-Mecklenbeck, M., Renkewitz, F. & Scherbaum, S. (in press). Forward inference in risky choice: Mapping gaze and decision processes. *Journal of Behavioral Decision Making*, 32(5), 521-535.

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<sup>1</sup>Google Scholar, October 18, 2020

26. 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.
25. Kühberger, A., & Schulte-Mecklenbeck, M. (2018). Selecting target papers for replication. *Behavioral and Brain Sciences*, 41, E139.
24. O'Donnell et al. (2018). Registered replication report: Dijksterhuis & van Knippenberg (1998). *Current Directions in Psychological Science*, 13(2), 268-294.
23. 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]
22. 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.
21. 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.
20. 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.
19. 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.
18. 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]
17. 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.
16. Kieslich, P. J., Wulff, D. U., Henninger, F., Haslbeck, J. M. B., & Schulte-Mecklenbeck, M. (2016). Mousetrap: An R package for processing and analyzing mouse-tracking data. *CRAN*.
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

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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

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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 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.
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. Witteman (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

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23. Fernfachhochschule Schweiz, Switzerland	2020
22. Vattenfall, Corporate Management Summit, Germany	2019
21. University of St. Gallen, Insitute 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

## SELECTED CONFERENCE PRESENTATIONS

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I gave over 60 presentations at international conferences during my career - below find a selection from these.

15. Schulte-Mecklenbeck, M., Wulff, D.U., & Renkewitz, F. (2019). Higher or lower than 2495 meters? Anchoring effects and their boundary conditions evaluated with mouse-tracking. Subjective Probability, Utility and Decision Making. Amsterdam, Holland.
14. Schulte-Mecklenbeck, M. (2018). Tracking emotions with AFFDEX and FACET. Consortium of European Research on Emotion (CERE). Glasgow, UK.
13. Schulte-Mecklenbeck, M., DeBellis, E., Hermann, A., & Hertwig, R. (2018). Blind Haste: As Light Decreases, Speeding Increases. Tagung experimentell arbeitender Psychologen, Marburg, Germany.
12. Schulte-Mecklenbeck, M. & Fiedler, S. (2017). You win some, you lose some - Part 2. Tracking how emotions (not) evolve. European Group for Process Tracing Studies. Galway, Ireland.
11. Schulte-Mecklenbeck, M., Pachur, T., Murphy, R.O., & Hertwig, R. (2016). Prospect Theory tracks selective allocation of attention. Thurgau Experimental Economics, Kreuzlingen, Switzerland.
10. Schulte-Mecklenbeck, M. & Fiedler, S. (2016). You win some, you lose some. Tracking how emotions evolve. European Group for Process Tracing Studies. Bonn, Germany.
9. Schulte-Mecklenbeck, M., Kühbberger, A., Gagl, S., & Hutzler, F. (2015). Revealing the train of thought. Tagung experimentell arbeitender Psychologen. Hildesheim, Germany.
8. Schulte-Mecklenbeck, M., Pachur, T., Murphy, R.O., & Hertwig, R. (2014). Does search determine choice? Tagung experimentell arbeitender Psychologen. Giessen, Germany.
7. Schulte-Mecklenbeck, M., Kühberger, A., Gagl, S., & Hutzler, F. (2014). The reverse inference problem in process tracing studies. European Group for Process Tracing Studies. Salzburg, Austria.
6. Schulte-Mecklenbeck, M., Pachur, T., Murphy, R.O., & Hertwig, R. (2013). Does Prospect Theory Capture Psychological Processes? Tagung experimentell arbeitender Psychologen. Vienna, Austria.
5. Schulte-Mecklenbeck, M. & Murphy, R.O. (2012). Online Attention Tracking and Decision Making. Society for Risk Analysis. Zürich, Switzerland.
4. Schulte-Mecklenbeck, M., Pachur, T., & Hertwig, R. (2012). The (Mis-)Measurement of Risky Choice. Society for Judgment and Decision Making. Minneapolis, USA.
3. Schulte-Mecklenbeck, M., Alexander, E., & Hertwig, R. (2010). Resource depletion in food choice [Poster]. Society for Judgment and Decision Making. St. Louis, USA.
2. Schulte-Mecklenbeck, M., Böhm, G., & Zeelenberg, M. (2009). Regret in pre- and post-decisional processes. Subjective Probability, Utility and Decision Making Conference. Rovereto, Italy.
1. Schulte-Mecklenbeck, M. (2008). Flashlight: An online eye-tracking replacement. Society for Computers in Psychology. Chicago, USA.

# Editorial and reviewer activities

PUBLONS REVIEWER PROFILE

- Editorial board: Colabra and 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 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, Judgment and Decision Making, Medical Decision Making, Management Science, PlosOne, 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: US National Science Foundation, Polish National Science Foundation, Polish-U.S. Fulbright Commission



# Committee work and services

- [Swiss Reproducibility Network](#), Node Leader University of Bern 2020–date
- [ViProc](#) - Virtual Online Conference, Co-Founder 2020–date
- Organizer and founder of the [BernR-meetup](#) 2018–date
- Member of the ‘Departmentsrat BWL’, University of Bern 2018–date
- Member of the ‘Fakultätsrat Wirtschaftswissenschaften’, University of Bern 2017–date
- Organizer of the 5<sup>th</sup> European Association for Decision Making Summer School 2018
- Organizer of the 34<sup>th</sup> Meeting of the European Group for Process Tracing Studies 2015
- Member of the Internal Review Board (IRB; Ethikkommission) of the Max Planck Institute for Human Development, Berlin, Germany 2012–2015
- Steering committee of the European Association for Decision Making 2011–date
- Associate Website Editor for the European Association for Decision Making 2008–2011
- Co-Organizer of the 29<sup>th</sup> Meeting of the European Group for Process Tracing Studies 2008
- Poster Judge for the Society for Judgment and Decision Making 2005–2012
- Steering committee of the Society for Computers in Psychology 2007–2010
- Founder of the Bergen Virtual Laboratory, Norway 2007
- Organizer and Founder of the Lunchtime Seminar series University of Fribourg, Switzerland 2003–2005
- Committee Member of the Assistants Association Section Communication, University of Fribourg, Switzerland 2001–2003