

Curriculum Vitae

Name: Jun.-Prof. Dr. Veronika Lerche
Current Position: Assistant Professor at the University of Mannheim
Office Address: Department of Psychology
University of Mannheim
L 13, 17; D-68131 Mannheim, Germany
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Education and Degrees

2016 Ph.D. (Dr. phil.), University of Heidelberg, Germany;
grade: summa cum laude; advisor: Prof. Dr. Andreas
Voss; title: “Parameter Estimation in Diffusion
Modeling: Guidelines on Requisite Trial Numbers and
Estimation Procedures“

2012 Diploma in Psychology (equivalent to M.Sc.), University
of Würzburg, Germany; grade: 1.0 (scale: 1 = very good
to 4 = sufficient)

2010 Russicum (Russian language, culture and geography),
University of Würzburg

2008 – 2009 Visiting Student, University of Padova, Italy

Professional Experience

2021 – current Assistant Professor in “Research Methods with
Specialization in Statistical Modeling of Psychological
Processes”, Department of Psychology, University of
Mannheim, Germany

2016 – 2021 Postdoctoral Researcher, Psychological Institute,
University of Heidelberg, Germany
Maternity and Parental Leave February – June 2021

2019 Visiting Scholar, Department of Psychological and Brain
Sciences, University of Delaware, US

2012 – 2016 PhD student, Psychological Institute, University of
Heidelberg, Germany

2012 – 2015 Methodological Consulting, Psychological Institute,
University of Heidelberg, Germany

Awards, Scholarships, and Grants

2020 Postdoctoral Fellowship for Leading Early Career
Researchers of the Baden-Württemberg Stiftung (topic:
“Diffusion modeling in Stereotype Research”;
135,000 €)

2020 Research Grant (topic: “Implicit Motives: Using
Diffusion Modeling to Assess Effects of Motive

- Frustration on Cognitive Processes”), German Research Foundation (348,100 €; LE 4379/2-1)
- 2019 Grant for Organization of an International Scientific Event, German Research Foundation (10,000 €)
- 2019 Olympia Morata Program Award, University of Heidelberg (funding of part-time position for two years)
- 2018 Research Grant, University of Heidelberg (11,300 €)
- 2018 Postdoctoral Conference Participation Award of the Society for Mathematical Psychology
- 2018 DAAD scholarship for conferences for attending the 51st Annual Meeting of the Society for Mathematical Psychology (MathPsych), Madison, USA
- 2016 Travel Grant of the Graduate Academy Heidelberg, Germany
- 2007 – 2012 Scholarship from the German National Academic Foundation (Studienstiftung des deutschen Volkes)
- 2008 – 2009 Exchange Scholarship of the University of Würzburg for a study visit at the University of Padova, Italy

Conference and Committee Work

- 2021 Organization of the 15th Meeting of the Section “Methods and Evaluation” in the German Psychological Society (virtual conference, September 15-17 2021; co-organizers: Thorsten Meiser, Beatrice G. Kuhlmann, Edgar Erdfelder, Anke Söllner, Dietrich Wagener)
- 2019 – 2021 Member of the faculty council of the Faculty of Behavioural and Cultural Studies, University of Heidelberg
- 2019 Organization of the 50th European Mathematical Psychology Group (EMPG) Meeting in Heidelberg (August 5-7 2019; co-organizer: Andreas Voss)
- 2017 – 2018 Member of two appointment committees, University of Heidelberg
- 2017 – 2021 Member of the examination board for Psychology, University of Heidelberg
- 2013 – 2020 Organization of the annual student poster congress of the Psychological Institute, University of Heidelberg (co-organizers: Andreas Voss, Dirk Hagemann)

Memberships

- since 2018 Society for Mathematical Psychology
- since 2017 German Psychological Society (DGPs; full member), Section “Methods and evaluation“ of the DGPs

Review Activities

Ad-hoc	Acta Psychologica, Behavior Research Methods, Behaviour Research and Therapy, Cognition, Cognitive Psychology, Computational Brain & Behavior, Emotion, Frontiers in Psychology, Neuropsychologia, Journal of Experimental Child Psychology, Journal of Experimental Social Psychology, Journal of Mathematical Psychology, Meta-Psychology, PLOS ONE, Psychological Research, Psychonomic Bulletin & Review, Quarterly Journal of Experimental Psychology, The Quantitative Methods for Psychology
Editorial Board	Computational Brain & Behavior
Grants	Israel Science Foundation, National Science Foundation, Swiss National Science Foundation

Teaching

Fall 2020	Seminar “Bayesian Statistics”
Spring 2020	Seminar “Inferential Statistics”
Spring 2020	Seminar “Introduction to Multilevel Modeling”
Fall 2019	Seminar “Introduction to Diffusion Modeling”
Fall 2019	Seminar “Statistical data analysis using R
Spring 2019	Seminar “Eye-tracking in Usability Research”
Fall 2018	Seminar “Introduction to Diffusion Modeling”
Fall 2018	Seminar “Statistical data analysis using R
Spring 2018	Seminar “Eye-tracking in Usability Research”
Fall 2017	Seminar “Statistical data analysis using R“
Spring 2017	Seminar “Eye-tracking in Usability Research”
Spring 2016	Lecture “Experimental Design“
Spring 2016	Seminar “Presentation of own research“
Fall 2015	Seminar “Data visualization with R“
Spring 2015	Empirical Project Seminar
Fall 2014	Seminar “Statistical data analysis using R“
Spring 2014	Seminar “Human Machine Interaction: Usability“
Fall 2013	Seminar “Human Machine Interaction: Usability“
2012 – 2015	Statistical Consulting for Students

Supervision of qualification theses

8 Bachelor’s theses and 14 Master’s theses

Journal Publications ($N = 22$, h-Index according to Google Scholar = 14)

2021

Mertens, A., Mertens, U. K., & Lerche, V. (2021). On the difficulty to think in ratios: a methodological bias in Stevens’ magnitude estimation procedure. *Attention, Perception, & Psychophysics*. doi: 10.3758/s13414-021-02266-5

2020

- von Krause, M., **Lerche, V.**, Schubert, A.-L., & Voss, A. (2020). Do Non-Decision Times Mediate the Association between Age and Intelligence across Different Content and Process Domains? *Journal of Intelligence*, 8 (3), 33. doi: 10.3390/jintelligence8030033
- ***Lerche, V.**, *von Krause, M., Voss, A., Frischkorn, G. T., Schubert, A.-L., & Hagemann, D. (2020). Diffusion Modeling and Intelligence: Drift rates show both domain-general and domain-specific relations with intelligence. *Journal of Experimental Psychology: General*. doi: 10.1037/xge0000774
- Lerche, V.**, & Voss, A. (2020). When accuracy rates and mean response times lead to false conclusions: A simulation study based on the diffusion model. *The Quantitative Methods for Psychology*, 16(2), 107-119. doi: 10.20982/tqmp.16.2.p107
- Neubauer, A. B., **Lerche, V.**, Koehler, F., & Voss, A. (2020). What do you (think you) need? Perceived vs. experienced effects of need fulfillment on well-being. *Journal of Research in Personality*, 86, 103938. doi: 10.1016/j.jrp.2020.103938
- Theisen, M., Lerche, V., von Krause, M., & Voss, A. (2020). Age differences in diffusion model parameters: a meta-analysis. *Psychological Research*. doi: 10.1007/s00426-020-01371-8

2019

- Janczyk, M., & **Lerche, V.** (2019). A diffusion model analysis of the response-effect compatibility effect. *Journal of Experimental Psychology: General*, 148(2), 237-251. doi: 10.1037/xge0000430
- Lerche, V.**, Bucher, A., & Voss, A. (2019). Processing emotional expressions under fear of rejection: Findings from diffusion model analyses. *Emotion*. doi: 10.1037/emo0000691
- Lerche, V.**, & Voss, A. (2019). Experimental validation of the diffusion model based on a slow response time paradigm. *Psychological Research*, 83(6), 1194-1209. doi: 10.1007/s00426-017-0945-8
- Voss, A., **Lerche, V.**, Mertens, U., & Voss, J. (2019). Sequential sampling models with variable boundaries and non-normal noise: A comparison of six models. *Psychonomic Bulletin & Review*, 26(3), 813-832. doi: 10.3758/s13423-018-1560-4

2018

- Böhm, U., Annis, J., Frank, M., Hawkins, G., Heathcote, A., Kellen, D., Kryptos, A., **Lerche, V.**, Logan, G., Palmeri, T., van Ravenzwaaij, D., Servant, M., Singmann, H., Starns, J., Voss, A., Wiecki, T., Matzke, D., Wagenmakers E.-J. (2018). Estimating Across-Trial Variability Parameters of the Diffusion Decision Model: Expert Advice and Recommendations. *Journal of Mathematical Psychology*, 87, 46-75. doi: 10.1016/j.jmp.2018.09.004
- Dutilh, G., Annis, J., Brown, S. D., Cassey, P., Evans, N. J., Grasman, R. P. P. P., Hawkins, G. E., Heathcote, A., Holmes, W. R., Kryptos, A.-M., Kupitz, C. N., Leite, F. P., **Lerche, V.**, Lin, Y.-S., Logan, G. D., Palmeri, T. J., Starns, J. J., Trueblood, J. S., van Maanen, L., van Ravenzwaaij, D., Vandekerckhove, J., Visser, I., Voss, A., White C. N., Wiecki T. V., Rieskamp, J., & Donkin, C. (2018). The Quality of Response Time Data Inference: A Blinded, Collaborative Assessment of the Validity of Cognitive Models. *Psychonomic Bulletin & Review*, 26(4). doi: 10.3758/s13423-017-1417-2

Lerche, V., Christmann, U., & Voss, A. (2018). Impact of context information on metaphor elaboration: A diffusion model study. *Experimental Psychology*, *65*(6), 370-384. doi: 10.1027/1618-3169/a000422

Lerche, V., Neubauer, A. B., & Voss, A. (2018). Effects of implicit fear of failure on cognitive processing: A diffusion model analysis. *Motivation and Emotion*, *42*(3), 386-402. doi: 10.1007/s11031-018-9691-5

Lerche, V., & Voss, A. (2018). Speed–accuracy manipulations and diffusion modeling: Lack of discriminant validity of the manipulation or of the parameter estimates? *Behavior Research Methods*, *50*(6), 2568-2585. doi: 10.3758/s13428-018-1034-7

Neubauer, A. B., **Lerche, V., & Voss, A. (2018).** Interindividual differences in the intraindividual association of competence and well-being: Combining experimental and intensive longitudinal designs. *Journal of Personality*, *86*, 698–713. doi: 10.1111/jopy.12351

2017

Lerche, V., & Voss, A. (2017). Retest reliability of the parameters of the Ratcliff diffusion model. *Psychological Research*, *81*(3), 629-652. doi: 10.1007/s00426-016-0770-5

Lerche, V., Voss, A., & Nagler, M. (2017). How many trials are required for parameter estimation in diffusion modeling? A comparison of different optimization criteria. *Behavior Research Methods*, *49*(2), 513-537. doi: 10.3758/s13428-016-0740-2

2016

Hesse, T.-M., **Lerche, V., Seiler, M., Knoess, K., & Paech, B. (2016).** Documented decision-making strategies and decision knowledge in open source projects: An empirical study on Firefox issue reports. *Information and Software Technology*, *79*, 36-51. doi: 10.1016/j.infsof.2016.06.003

Lerche, V., & Voss, A. (2016). Model complexity in diffusion modeling: Benefits of making the model more parsimonious. *Frontiers in Psychology*, *7*(1324). doi: 10.3389/fpsyg.2016.01324

2015

Voss, A., Voss, J., & **Lerche, V. (2015).** Assessing cognitive processes with diffusion model analyses: a tutorial based on fast-dm-30. *Frontiers in Psychology*, *6*(336). doi: 10.3389/fpsyg.2015.00336

2013

Voss, A., Nagler, M., & **Lerche, V. (2013).** Diffusion models in experimental psychology: A practical introduction. *Experimental Psychology*, *60*(6), 385-402. doi: 10.1027/1618-3169/a000218

(* shared authorship)

Invited Talks

Lerche, V. (November 2019). *Introduction to Diffusion Modeling*. Invited Talk at the Research Colloquium of the Department of General and Applied Psychology (Prof. Dr. Gesine Dreisbach), University of Regensburg, Regensburg, Germany.

Lerche, V. (October 2019). *Introduction to Diffusion Modeling*. Invited Talk at the Social Dept. Brown Bag at University of Delaware, Newark, Delaware, US.

- Lerche, V. (Juli 2019). *Diffusionsmodellierung: Mehr als mittlere Reaktionszeiten und Fehlerraten [Diffusion modeling: More than mean response times and error rates]*. Invited Keynote Address at the Empiriepraktikumskongress, University of Regensburg, Germany.
- Lerche, V. (November 2018). *Introduction to Diffusion Modeling*. Invited talk at the Research Colloquium of the Department of Social Psychology (Prof. Dr. Klaus Fiedler), University of Heidelberg, Heidelberg, Germany.
- Lerche, V. (October 2017). *Data Visualization using R*. Invited talk at the Workshop "Discourse, Multimodality and Experimental Methods: Discourse Processing using Eye Tracking Technology", University of Heidelberg, Heidelberg, Germany.
- Lerche, V. (September 2017). *Introduction to Diffusion Modeling*. Invited talk at the Summer School of the Priority Program of the German Research Foundation (SPP 1772), University of Freiburg, Freiburg, Germany.
- Lerche, V. (May 2017). *Diffusion Modeling: Why and How?* Invited talk at the Research Colloquium of the Department of Cognitive and Experimental Psychology (Prof. Dr. Iring Koch), University of Aachen, Aachen, Germany.

Conference Contributions

- Lerche, V.** (Juli 2020). *Effects of frustration of the achievement motive on task processing: Findings from diffusion model analyses*. Talk at the "53rd Annual Meeting of the Society for Mathematical Psychology (MathPsych)" 2020 (virtual conference).
- Muhr, M., **Lerche, V.**, Villmen, D., & Knoess, K. (September 2019). *Neuland adé. Wie können wir virtuelle Realitäten evaluieren?* Talk at the Mensch und Computer (MuC) 2019 in Hamburg.
- von Krause, M., **Lerche, V.**, Theissen, M., & Voss, A. (September 2019). *Age differences in diffusion model parameters*. Talk at the "15. Tagung der Fachgruppe Differentielle Psychologie, Persönlichkeitspsychologie und Psychologische Diagnostik (DPPD)" 2019 in Dresden.
- Lerche, V.**, Karl, J., Buelow, A., Melchner, E., Voss, A., & Hertel, S. (August 2019). *Do achievement-motivated individuals increase their effort after receiving negative performance feedback? - A diffusion model analysis*. Poster presented at the "50th European Mathematical Psychology Group Meeting (EMPG)" 2019 in Heidelberg.
- Theissen, M., **Lerche, V.**, v. Krause, M., & Voss, A. (August 2019). *Slower, but why? A meta-analysis on age differences in diffusion model parameters*. Poster presented at the "50th European Mathematical Psychology Group Meeting (EMPG)" 2019 in Heidelberg.
- Neubauer, A.B., **Lerche, V.**, Koehler, F., & Voss, A. (May 2019). *Know thy needs? Assessing inter-individual differences in perceived and observed associations between need fulfillment and well-being*. Talk at the "7th Self-Determination Theory Conference" 2019 in Egmond aan Zee, Netherlands.
- Lerche, V.**, Neubauer, A.B., Bucher, A., & Voss, A. (February 2019). *The diffusion model provides new insights into the field of motivational psychology*. Talk at the "Australian Mathematical Psychology Conference (AMPC)" 2019 in Melbourne, Australia.
- Lerche, V.**, & Voss, A. (September 2018). *Weapon Identification Task: Is the Prime x Target Interaction Effect attributable to Stereotype or Brightness Priming?* Talk at the "51. Kongress der Deutschen Gesellschaft für Psychologie (DGPs)" 2018 in Frankfurt a. M.

- von Krause, M., **Lerche, V.**, Frischkorn, G., Schubert A.-L., & Voss, A. (September 2018). *Die Struktur kognitiver Verarbeitungsgeschwindigkeit und ihre Beziehung zu Intelligenz*. Talk at the "51. Kongress der Deutschen Gesellschaft für Psychologie (DGPs)" 2018 in Frankfurt a. M.
- Lerche, V.**, Neubauer, A.B., Bucher, A., & Voss, A. (July 2018). *Application of the diffusion model to the field of motivational psychology: Inter-individual differences in the implicit achievement and affiliation motive are associated with cognitive processing*. Talk at the "49th European Mathematical Psychology Group Meeting (EMPG)" 2018 in Genova.
- Lerche, V.**, von Krause, M., Voss, A., Frischkorn, G., & Schubert, A.-L. (July 2018). *Measuring domain-specific intelligence with the diffusion model*. Talk at the "51th Annual Meeting of the Society for Mathematical Psychology (MathPsych)" 2018 in Madison (Wisconsin).
- Lerche, V.**, Neubauer, A., & Voss, A. (March 2018). *Diffusion modeling in motivational psychology: Inter-individual differences in fear of failure predict cognitive processing*. Talk at the "60. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2018 in Marburg.
- von Krause, M., **Lerche, V.**, Frischkorn, G., Schubert, A.-L., & Voss, A. (March 2018). *The diffusion model can be used to analyse slow response time tasks*. Poster presented at the "60. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2018 in Marburg.
- Lerche, V.** & Voss, A. (September 2017). *Speed-Accuracy Manipulations: Are Effects in Non-Decision Time attributable to a Lack of Discriminant Validity of the Manipulation or to Trade-Offs in Parameter Estimation?* Talk at the "13. Tagung der Fachgruppe Methoden & Evaluation der Deutschen Gesellschaft für Psychologie (FGME)" 2017 in Tübingen.
- Radev, S. T., **Lerche, V.**, Mertens, U., & Voss, A. (September 2017). *Diffusion model analysis: a graphical user interface to fast-dm*. Poster presented at the "13. Tagung der Fachgruppe Methoden & Evaluation der Deutschen Gesellschaft für Psychologie (FGME)" 2017 in Tübingen.
- Lerche, V.** & Voss, A. (July 2017). *Effect of Speed-Accuracy Manipulations on Nondecision Time: Lack of Discriminant Validity of the Manipulation or the Parameter Estimation? – Simulation Studies based on the Diffusion Model*. Poster presented at the "50th Annual Meeting of the Society for Mathematical Psychology (MathPsych)" 2017 in Coventry.
- Radev, S. T., **Lerche, V.**, Mertens, U., & Voss, A. (July 2017). *Diffusion model analysis: a graphical user interface with fast-dm*. Poster presented at the "50th Annual Meeting of the Society for Mathematical Psychology (MathPsych)" 2017 in Coventry.
- Lerche, V.**, & Voss, A. (March 2017). *Weapon Identification Task: Stereotype or Brightness Effect?* Talk at the "59. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2017 in Dresden.
- Lerche, V.**, Voss, A., & Buelow, A. (June 2016). *Diffusion Model Analyses: Do we need fast responses?* Talk at the "47th European Mathematical Psychology Group Meeting (EMPG)" 2016 in Copenhagen.
- Spiertz, A., **Lerche, V.**, Skottke, E.-M. (March 2016). *Multilevel modelling of driving behaviour illustrated with driving simulator data*. Talk at the "58. Tagung

- experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2016 in Heidelberg.
- Buelow, A., Lueckel, M., Wicht, V., Morast, M., Schuchhardt, S., Stein, J., & **Lerche, V.** (March 2016). *Wer hat Furcht vor Misserfolg? - Einfluss eines impliziten Motivs auf die Informationsverarbeitung*. Poster presented at the "58. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2016 in Heidelberg.
- Lerche, V.**, & Voss, A., & Buelow, A. (March 2016). *Extending the Diffusion Model to Paradigms with Slower Responses*. Talk at the "58. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2016 in Heidelberg.
- Neubauer, A., & Voss, A., & **Lerche, V.** (March 2016). *Using parameters obtained in intensive longitudinal designs to predict experimental effects: Exploring reliability and power*. Talk at the "58. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2016 in Heidelberg.
- Lerche, V.**, & Voss, A. (February 2016). *Retest Reliability of the Parameters of the Ratcliff Diffusion Model*. Talk at the "Australian Mathematical Psychology Conference (AMPC)" 2016 in Hobart, Australia.
- Lerche, V.**, & Voss, A. (September 2015). *Requisite Trial Numbers in Diffusion Model Analyses*. Talk at the "12. Tagung der Fachgruppe Methoden & Evaluation der Deutschen Gesellschaft für Psychologie (FGME)" 2015 in Jena.
- Lerche, V.**, & Voss, A. (September 2015). *How Reliable are the Parameters of the Ratcliff Diffusion Model?* Talk at the "46th European Mathematical Psychology Group Meeting (EMPG)" 2015 in Padova.
- Lerche, V.**, Voss, A., & Neubauer, A. (March 2015). *Why Fear of Failure Decreases Task Performance – a Diffusion Model Analysis*. Poster presented at the "International Convention of Psychological Science (ICPS)" 2015 in Amsterdam.
- Neubauer, A., Voss, A., & **Lerche, V.** (March 2015). *The Best of Both Worlds: Combining Intensive Longitudinal and Experimental Designs via Multilevel Structural Equation Modeling*. Poster presented at the "International Convention of Psychological Science (ICPS)" 2015 in Amsterdam.
- Lerche, V.**, & Voss, A. (March 2015). *Test-Retest Reliability of the Parameters of the Ratcliff Diffusion Model*. Talk at the "57. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2015 in Hildesheim.
- Neubauer, A., Voss, A., & **Lerche, V.** (March 2015). *Need frustration decreases well-being—Evidence from a daily-diary experimental study design*. Talk at the "57. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2015 in Hildesheim.
- Voss, A., & **Lerche, V.** (March 2015). *Diffusion Model Analyses for Slow Decisions*. Talk at the "57. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2015 in Hildesheim.
- Lerche, V.**, & Voss, A. (July 2014). *Guidelines for required numbers of trials in diffusion model analyses*. Talk at the "45th European Mathematical Psychology Group Meeting (EMPG)" 2014 in Tuebingen.
- Voss, A., & **Lerche, V.** (July 2014). *Diffusion model analyses for slow decisions*. Talk at the "45th European Mathematical Psychology Group Meeting (EMPG)" 2014 in Tuebingen.

- Lerche, V., & Voss, A.** (July 2014). *The role of false fixations of parameters in diffusion model analysis*. Talk at the "47th Annual Meeting of the Society for Mathematical Psychology (MathPsych)" 2014 in Québec City.
- Lerche, V., & Voss, A.** (April 2014). *Less can be more - when more restricted parameter models lead to better estimates in diffusion model analysis*. Talk at the "56. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2014 in Giessen.
- Voss, A., & Lerche, V.** (September 2013). *Diffusionsmodellanalysen mit fast-dm*. Talk at the "11. Tagung der Fachgruppe Methoden & Evaluation der Deutschen Gesellschaft für Psychologie (FGME)" 2013 in Klagenfurt.
- Lerche, V., & Voss, A.** (August 2013). *How Many Trials are Needed for a Robust Diffusion Model Analysis? A Comparison of Different Optimization Criteria for Parameter Estimation*. Talk at the "46th Annual Meeting of the Society for Mathematical Psychology (MathPsych)" 2013 in Potsdam.
- Lerche, V., & Voss, A.** (March 2013). *I would like to apply a diffusion model to my experimental data – but do I have enough trials?* Talk at the "55. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2013 in Vienna.
- Voss, A., & Lerche, V.** (March 2013). *Diffusion Model Analyses for Slow Decisions: Is the Model useful for Research on Judgment and Decision Making?* Talk at the "55. Tagung experimentell arbeitender Psychologen (TeaP) [Conference of Experimental Psychologists]" 2013 in Vienna.