

# MORITZ INGENDAHL

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## WORK EXPERIENCE

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### **Chair of Consumer and Economic Psychology**

09/2019 - present

*Research Assistant / PhD Candidate*

- Research on experience-based attitude learning in applied contexts
- Supervision of Bachelor + Master theses
- Teaching of Seminars in Consumer Psychology (Bachelor level)

### **Chair of Consumer and Economic Psychology**

01/2015 - 08/2019

*Student Assistant*

- Design + Technical implementation of online and lab experiments
- Data management + analysis
- Assistance with literature search and manuscript preparation

### **Chair for Psychological Methods**

02/2017 - 06/2019

*Tutor for Quantitative Methods*

- Conceptualization and Teaching of Tutorials for Quantitative Methods (I and II)

### **Chair for Biological/Clinical Psychology and Psychotherapy**

09/2015 - 01/2017

*Tutor for Biological Psychology*

- Conceptualization and Teaching of Tutorials for Biological Psychology

## VOLUNTEER/OTHER WORK

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### **Council of Doctoral Candidates, University of Mannheim**

11/2019 - Present

*Spokesperson for the Faculty of Social Sciences*

- Organizing Team of the Summer/Winter School
- Academic Staff Representative in Selection Committee: Assistant Professorship (W1) in Psychological Methods with Specialization in Statistical Modeling of Psychological Processes (University of Mannheim, 2020)

### **CoTutor**

06/2016 - Present

*Content Creator*

- Design and Programming of E-Learning Software
- Fields of Expertise: Biological Psychology, Experimental Design and Research Methodology, Multivariate Statistics, Diagnostics and Test Theory, Social Psychology

### **Student's Council for Psychology, University of Mannheim**

09/2014 - 08/2019

*Mädchen für vieles*

- organization of freshmen introduction days, guest talks of practicing psychologists, external communication, . . .
- Student Representative in the Studienkommission (Commission on Teaching)

- Student Representative in Selection Committees: Assistant Professorship (W1) in Psychological Methods with Specialization in Statistical Modeling of Psychological Processes (University of Mannheim, 2018), Assistant Professorship (W1) of Quality of Instruction in Heterogeneous Contexts (University of Mannheim, 2018), Presidency of GESIS Leibniz-Institute for the Social Sciences (GESIS Mannheim/Cologne, 2015)

## SKILLS

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<b>Languages</b>	German (native), English (C1), Latin ("Großes Latinum")
<b>Computer Languages</b>	Java, JavaScript, Python, HTML, PHP (all basic knowledge)
<b>Experimental Software</b>	OpenSesame, Sosci Survey, Labs.js (all very good knowledge)
<b>Data Analysis</b>	R, SPSS, JASP, Multitree, MPlus
<b>Other Software</b>	Cubase, MS Office, PlayCanvas, CoTutor

## EDUCATION

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<b>University of Mannheim</b> M.Sc. Psychology: Work, Economy, and Society Minor in Computer Science	<i>09/2017 - 07/2019</i>
<b>University of Mannheim</b> B.Sc. Psychology Minor in Business Administration	<i>09/2013 - 08/2017</i>
<b>Ottoheinrich-Gymnasium Wiesloch</b> Abitur	<i>09/2005 - 07/2013</i>

## PUBLICATIONS

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Due to blind reviewing, I don't list any publications in preparation or submitted here. If you wish to have more information on my unpublished work, please contact me directly.

### In Preparation (5)

### Submitted (1)

### Published (2)

- Ingendahl, M., Hummel, D., Maedche, A., & Vogel, T. (in press). Who can be nudged? Examining nudging effectiveness in context of Need for Cognition and Need for Uniqueness. *Journal of Consumer Behaviour*. <https://doi.org/10.1002/cb.1861>
- Vogel, T., Ingendahl, M., & Winkielman, P. (in press). The Architecture of Prototype Preferences: Typicality, Fluency, and Valence. *Journal of Experimental Psychology: General*. <https://doi.org/10.1037/xge0000798>

## CONFERENCE CONTRIBUTIONS

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Ingendahl, M., Hummel, D., Maedche, A., & Vogel, T. (2019). *How much can you nudge? Testing the situational and dispositional limits of nudging in online shops*. Talk presented at the Workshop of the ForDigital research alliance, Mannheim.

Ingendahl, M., & Vogel, T. (2017, March). *The prototypical Nazi: Prototype preference depends on category valence*. Poster presented at the 59th Conference of Experimental Psychologists, Dresden, Germany.

## AD-HOC REVIEWING

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## AWARDS, SCHOLARSHIPS, AND FUNDING

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### Research Funding + Scholarships

- 2020 *When and how do brand placements in video games affect brand attitudes?*. Funded by the ForDigital Research Alliance (Total Sum: 6382€). Co-PIs: Tobias Vogel, Michaela Wänke, and Alexander Mädche.
- 2019 CDSS 1-year doctorate scholarship (funding starts in 01/2021, 12 x 1250€ + 3 x 300€)
- 2018 - 2019 CDSS Associate Membership, research funding (300€) and access to graduate courses

### Awards

- 2019 Special Honours of the Psychology Student Council for extraordinary achievements and long-time engagement
- 2016 Best Visualization of Data at DataFest 2016 (Munich, Germany)
- 2013 Franz-Schnabel-Award for excellent achievements in history
- 2013 Award of the Humanismus Heute Trust of the University of Freiburg for excellent achievements in Latin

### Memberships

- since 04/2019 Absolventum Mannheim membership

## TEACHING EXPERIENCE

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### Seminars

- Fall 2020 Seminar O2: Advanced Consumer Psychology (Attitudes and Attitude Change) (B.Sc. Psychology, University of Mannheim)
- Spring 2020 Seminar O2: Advanced Consumer Psychology (Attitudes and Attitude Change) (B.Sc. Psychology, University of Mannheim)
- Spring 2020 Seminar O2: Advanced Consumer Psychology (Attitudes and Attitude Change) (B.Sc. Psychology, University of Mannheim)
- Spring 2020 Seminar C3: Experimental Internship on Consumer Psychology (B.Sc. Psychology, University of Mannheim)

### Tutorials

- Spring 2019 Tutorial on advanced Quantitative Methods (B.Sc. Psychology, University of Mannheim)
- Autumn 2018 Tutorial on basic Quantitative Methods (B.Sc. Psychology, University of Mannheim)
- Spring 2018 Tutorial on advanced Quantitative Methods (B.Sc. Psychology, University of Mannheim)
- Autumn 2017 Tutorial on basic Quantitative Methods (B.Sc. Psychology, University of Mannheim)
- Spring 2017 Tutorial on advanced Quantitative Methods (B.Sc. Psychology, University of Mannheim)
- Autumn 2016 Tutorial on Biological Psychology (B.Sc. Psychology, University of Mannheim)
- Autumn 2015 Tutorial on Biological Psychology (B.Sc. Psychology, University of Mannheim)

### Workshops

- March 2019 1-day workshop: Building Experiments with OpenSesame (MaP-Kon Conference, University of Mannheim)
- March 2017 1-day workshop: Building Experiments with OpenSesame (Chair for Consumer Psychology, University of Mannheim)

## SUPERVISION

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- 2020: Neubauer, Roland: TBA (Bachelor Thesis).
- 2020: Engelniederhammer, Anna: TBA (Master Thesis).
- 2020: Zillmann, Sarah: TBA (Bachelor Thesis).
- 2020: Speeter, Jeannine: TBA (Bachelor Thesis).
- 2020: Maulbetsch, Amelie: TBA (Bachelor Thesis).
- 2020: Freitag, Marlene: TBA (Bachelor Thesis).
- 2020: Weber, Rebecca: TBA (Bachelor Thesis).
- 2020: Ries, Lara: TBA (Bachelor Thesis).
- 2020: Schrader, Fabian: TBA (Bachelor Thesis).
- 2020: Embs, Nina: TBA (Research Internship).
- 2020: Schöne, Tim: Der artikulatorische In-Out Effekt: Eine Untersuchung zur Fluency-Erklärung (Bachelor Thesis).
- 2020: Rettkowski, Vanessa: A Spawn Point for Virtual Advertising: The Effects of In-Game Brand Placements on Brand Attitudes (Bachelor Thesis).
- 2020: Ziegler, Julian: Der Default-Effekt und die zugrundeliegenden kognitiven Prozesse: Herleitung und Überprüfung eines Prozessmodells mithilfe multinomialer Verarbeitungsbaummodelle (Bachelor Thesis).
- 2020: Rabinek, Katharina: Brand Placement in Video Games: Evaluative Conditioning and Mere Exposure (Bachelor Thesis).
- 2020: Propheter, Nadja: The grayest mouse of all: Investigating the preference for prototypes within a neutral category (Bachelor Thesis, Co-Supervision with Tobias Vogel).
- 2020: Embs, Nina: The Articulatory In-Out Effect: Reversing Its Preference Pattern Through Evaluative Conditioning (Bachelor Thesis).
- 2019: Heinz, Aaron: Brand placements in video games: Investigating the effects of placement context and game difficulty on brand liking (Bachelor Thesis, Co-Supervision with Tobias Vogel).