

# Dirk U. Wulff

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## RESEARCH INTERESTS

I am interested in the cognitive underpinnings of how people search internal and external environments. To this end I study and model information search in experienced-based decision making and free recall from memory. My broader interests include: Cognitive modeling, risky choice, information search, optimal foraging, aspiration levels, formal models of memory, bounded rationality and heuristics.

## PUBLICATIONS

- Wulff, D., U., & Pachur, T., (accepted for publication). Modeling valuations from experience? A comment on Ashby and Rakow (2014). *Journal of Experimental Psychology: Learning, Memory and Cognition*.
- Wulff, D. U., Hills, T., & Hertwig, R. (2015). How short- and long-run frames impact search and choice in decisions from experience. *Cognition*, 144, 29-37.
- Wulff, D. U., Hills, T., & Hertwig, R. (2014). The description-experience gap and online product reviews. *Journal of Behavioral Decision Making*, 28, 214-223
- van den Bos, W., Jenny, M. A., & Wulff, D. (2014). Open minded psychology. In S. A. Moore (Ed.), *Issues in open research data* (pp. 107-127). London: Ubiquity Press.
- Hertwig, R., & Wulff, D. (2014). Risikoentscheidungen: Die Kluft zwischen Erfahrung und Beschreibung. *Controlling: Zeitschrift für erfolgsorientierte Unternehmenssteuerung*, 26, 630-636.
- Wulff, D. U. Hills, T., Hertwig, R. (2013) Wormholes in Memory: Is memory one representation or many?. *Proceedings of the Cognitive Science Society*, 35.
- Wulff, D. U. Hills, T., Hertwig, R. (2012) Adaptive Information Search and Decision Making over Single and Repeated Plays. *Proceedings of the Cognitive Science Society*, 34.
- Wulff, D. U., & Meiser, M. (2010). *Stochastic Dependence in Source Memory: Testing Measurement Models of Retrieval Experiences (Unpublished diploma thesis)*. Philipps-University Marburg, Germany.

## IN PROGRESS

Wulff, D. U., Hertwig, R., Mergenthaler-Canseco, M. (in prep.). 10 years of the description-experience gap in the sampling paradigm: A meta-analytic review.

Wulff, D. U., Haslbeck, J. M. B., & Schulte-Mecklenbeck, M. (in prep.). Measuring the (dis-)continuous mind.

Wulff, D. U., Hills, T. T., Lachman, M. & Mata, R. (In prep.). Semantic organization across the lifespan.

Lindskog, M. & Wulff, D.U. (in prep.). How is experience represented in the mind?

Wulff, D. U., Braun, M., Hills, T. T., & Khader, P. (in prep.). Neural correlates of dynamic search in memory.

DeKay, M. J., Wulff, D. U., Lejarraga, T., Pachur, T., & Newell, B. (in prep.). How fungibility impacts information search in decisions from experience?

## EDUCATION & POSITIONS

- 2015- Postdoctoral Researcher at the Center for Adaptive Rationality (ARC), Max Planck Institute for Human Development, Berlin.
- 2015- Postdoctoral Researcher at the department for Cognitive and Decision Sciences, University of Basel.
- 2015-2015 Postdoctoral Fellow at the Center for Adaptive Rationality (ARC), Max Planck Institute for Human Development, Berlin.
- 2012-2014 Doctoral student at the Center for Adaptive Rationality (ARC), Max Planck Institute for Human Development, Berlin.
- 2010-2012 Doctoral student at the department for Cognitive and Decision Sciences, University of Basel
- 2004-2010 Diploma in Psychology at Philipps-University Marburg  
Focus on Psychological Methods, Cognitive Psychology and Clinical Psychology.

## AWARDS & GRANTS

- 2014 Acquired funding for the Summer Institute on Bounded Rationality, 198,000€
- 2013 Travel Grant of the Swiss National Science Foundation, \$3,200.
- 2013 Funding for the 6<sup>th</sup> JDM Workshop for Young Researchers from the European Association for Decision Making (EADM). \$4000
- 2012 Travel Grant of the Swiss National Science Foundation, \$1,900.
- 2012 Travel Grant of the Swiss National Science Foundation, \$2,700.
- 2012 Invitation to the Summer School on Computational Modeling of Cognition \$1000
- 2012 Travel Grant of the Swiss National Science Foundation, \$2,700.
- 2011 Best Student Poster Award, 3<sup>rd</sup> place, Annual Conference for Judgment and Decision Making, Seattle, 2011, \$250.
- 2011 Travel Grant of the Swiss National Science Foundation, \$2,000.
- 2011 Travel Grant of the Swiss National Science Foundation, \$700.

- 2011           Scholarship of the European Campus of Excellence, \$800.
- 2011           Invitation to the Summer School on Bounded Rationality of the Max Planck  
Institute for Human Development, \$500.
- 2010           Travel grant of the German Academic Exchange Service, \$500.

## PRESENTATIONS

- Wulff, D. U., Hertwig, R., Mergenthaler-Canseco, M. (in prep.). 10 years of the description-experience gap in the sampling paradigm: A meta-analytic review. Poster presented at the SNF Memory and Decision making workshop, Hölstein, Switzerland.
- Wulff, D.U., & Pachur, T. (2015). The pitfalls in modelling valuation from experience. Paper presented at the 57. Tagung experimentell arbeitender Psychologen (TEAP). Hildesheim, Germany.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2014). The Description-experience Gap in the sampling paradigm: a meta-analytic review. Paper presented at the Annual Meeting of the European Association of Social Psychology, Amsterdam, Netherlands.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2014). The Description-experience Gap in the sampling paradigm: a meta-analytic review. Paper presented at the 7<sup>th</sup> JDM workshop for Young Researchers at the University of Mannheim, Mannheim, Germany.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2014). Is memory one representation or many? Evidence for the dynamic use of multiple representations. Paper presented at the 56. Tagung experimentell arbeitender Psychologen (TEAP). Gießen, Germany.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2013). Long Versus Short-term Aspirations in Decisions from Experience. Paper presented at the 24th Subjective Probability, Utility, and Decision Conference (SPUDM). Barcelona, Spain.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2013). Wormholes in Memory: Is memory one representation or many?. Poster presented at Bayesian Modeling for Cognitive Science. A WinBUGS Workshop. Amsterdam, Netherlands.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2013). Wormholes in Memory: Is memory one representation or many?. Poster presented at the Annual Meeting of the Cognitive Science Society. Berlin, Germany.
- Wulff, D.U., Schulte-Mecklenbeck, M., & Haslbeck, J. (2013). Is search like search in decision from experience. A process tracing study. Paper presented at the 55. Paper presented at the 6<sup>th</sup> JDM workshop for Young Researchers at the Max Planck Institute for Human Development, Berlin, Germany.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2013). Online Product Reviews and the Description-Experience-Gap. Paper presented at the 55. Tagung experimentell arbeitender Psychologen (TEAP). Wien, Austria.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2012). A review and reanalysis of the sampling paradigm: The impact of problem characteristics on search. Poster presented at the

- Annual Meeting of the Society for Judgment and Decision Making. Minneapolis, MN, U.S.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2012). Adaptive Information Search and Decision Making. Paper presented at the Annual Meeting of the Cognitive Science Society. Sapporo, Japan.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2012). Search in Memory: How we use multiple cues. Oral presentation at the Summer School on Computational Modeling in Bergün, Switzerland.
- Wulff, D.U., Hills, T.T., & Hertwig, R. (2012). Time frame dependent information search and decision making. Paper presented at the 54. Tagung experimentell arbeitender Psychologen (TEAP). Mannheim, Germany.
- Wulff, D. U., Hills, T.T. (2012). Information Search in Decisions from Experience. Invited talk at DR@W Forum at University of Warwick, UK.
- Wulff, D. U., Hills, T.T., & Hertwig, R. (2011). Information Search in the Short and Long run. Poster presented at the Annual Meeting of the Society for Judgment and Decision Making. Seattle, WS, U.S.
- Wulff, D. U., Hills, T.T., & Hertwig, R. (2011). The Role of Decisions from Description and Decisions from Experience in Online Consumer Choice. Paper presented at the 23<sup>rd</sup> Subjective Probability, Utility, and Decision Conference (SPUDM). Kingston upon Thames. UK
- Wulff, D. U., Hills, T.T., & Hertwig, R. (2011). The Description-Experience Gap generalizes to Online Consumer Choice. Paper presented at the 4<sup>th</sup> JDM workshop for Young Researchers at the Max Planck Institute for Research on Collective Goods, Bonn, Germany.
- Wulff, D. U., Hills, T.T., & Hertwig, R. (2011). The Description-Experience Gap in Online Consumer Choice. Poster presented at the Summer Institute for Bounded Rationality at the Max Planck Institute for Human Development, Berlin, Germany.
- Wulff, D. U., Hills, T.T., & Hertwig, R. (2011). The Role of Decisions from Description and Decisions from Experience in Online Consumer Choice. Paper presented at the research colloquium for Decision and Economic Psychology. University of Basel, Switzerland
- Wulff, D. U., Meiser, T. (2011). Examining stochastic dependence in source memory for recognition memory processes. Poster presented at the 53. Tagung experimentell arbeitender Psychologen (TEAP). Halle, Germany.

## TEACHING

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| 2015-      | Seminar 'How to write a Bachelor thesis' at University of Basel                                  |
| 2011- 2012 | Undergraduate research seminars at University of Basel.  |
| July 2010  | Introductory R-Workshop for the psychological methods department at Philipps-University Marburg. |
| 2009-2011  | TA for statistics at Philipps-University Marburg.  |

## SUPERVISION

Florian Brühlmann, University of Basel, Intern – “Searching memory for countries”

Max Mergenthaler Canseco, Free University Berlin, Intern – “The description-experience gap”

Moria Braun, University of Marburg, Master thesis – “EEG correlates of verbal fluency for countries”

## ACADEMIC VISITS

2010

Jan. – Mar. Human Memory Lab at UC Davis, California. Host: Prof. Andrew Yonelinas.

2009

Mar.-May Department of psychological methods at the Philipps-University Marburg. Host Dr. Oliver Christ.

## OUTSIDE COLLABORATIONS

Thomas T. Hills, University of Warwick, UK

Rui Mata, University of Basel, Switzerland

Simon De Deyne, University of Adelaide, Australia

Marcu Lindskog, Uppsala University, Sweden

Mike DeKay, Ohio State University, USA

Ben Newell, University of New South Wales, Australia

Margie Lachman, Brandeis University, USA

Patrick Khader, LMU München, Germany

## AD-HOC REVIEWER

Journal of Behavioral Decision Making

Journal of Experimental Psychology: Learning, Memory & Cognition

Frontiers in Psychology

Social Psychology

## ACADEMIC WORKSHOPS

SNF Memory and Decision Making workshop. Hölstein, Switzerland, May 2015.

Bayesian Modeling for the Cognitive Science. A WinBUGS Workshop. University of Amsterdam, August 2013

SNF Summer School on Computational Modeling of Cognition, Bergün, Switzerland, June, 2012.

Summer Institute on Bounded Rationality at the Max Planck Institute for Human Development, Berlin. June, 2011.

Fate of the Memory Trace. Summer School of the European Campus of Excellence at the Ruhr-University Bochum. September, 2011.

Bayesian Modeling in the Cognitive Sciences. Workshop at the University of Zürich. December 2010.

Cognitive Modeling in R. Workshop at the Philipps-University Marburg. December, 2010.