

## Tobias Schröder

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### Education and Degrees

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Dr. rer. nat., <i>summa cum laude</i> (equivalent to Ph.D.) (2009)	Humboldt-Universität zu Berlin, Germany
Dipl.-Psych. (equiv. to M.A.), Psychology/Economics (2005)	Humboldt-Universität zu Berlin, Germany
Vordiplom (equiv. to B.A.), Psychology (2001)	Justus-Liebig-Universität Gießen, Germany

### Current Research Interests

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*Social Interaction and Leadership:* I designed two experiments involving leadership-related tasks to test and compare behavior-related and emotion-related predictions from Affect Control Theory and Interpersonal Theory. Semantic priming procedures were used to induce different leadership styles.

*Language and Emotion:* I developed a mathematical model for predicting emotions in ongoing social interaction based on affective (semantic differential) ratings of 1,100 German words, word combinations, and sample event descriptions relevant to social interaction. Current projects involve a test whether words differ in emotional meaning depending on people's socioeconomic status (with Christian von Scheve and Marcus Conrad, Freie Universität Berlin) and a cross-cultural comparison of the emotional basis of stereotypes (with Wolfgang Scholl and Julija Mell, Humboldt-Universität, Kim Rogers and Lynn Smith-Lovin, Duke University, and Shuuichiro Ike, Teikyo University).

*Political and economic decision-making.* I am also interested in applying theoretical insights from the research on emotion and social interaction to understanding political decision-making, especially in the field of planning. For example, I conducted a field experiment investigating the psychological basis of the willingness to pay for public goods. Currently, I am managing an applied research project on social psychological determinants of successful transfer of social innovations in the context of local politics.

### Professional Positions

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2008 -	Research Associate/Project Manager, Freie Universität Berlin
2005 -	Self-employed Business and Political Consultant
2005	Election Campaign Manager for a Member of Parliament, Berlin and Delmenhorst, Germany
2003 - 2004	Intern (Department for Management Development), Volkswagen de México, Puebla, Mexico
2001 - 2003	Personal Assistant to a Member of Parliament, Berlin, Germany

### Teaching

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#### 1. Seminars/Lectures Developed and Taught

2007-2008	Soziologische Ansätze in der Organisations- und Sozialpsychologie [Sociological theories in organizational and social psychology], Humboldt-Universität zu Berlin, Institute of Psychology
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2007 Politische Psychologie [Political Psychology], Friedrich Ebert Foundation

## 2. Students Supervised

2009 Janine Netzel (Diploma Thesis): Validierung der Affektsteuerungstheorie mit Verhaltensbeobachtung [Validation of affect control theory with behavioral observation]

Anissa Wolf (Diploma Thesis): Emotionale Intelligenz und affektive Sprachbedeutung [Emotional intelligence and affective linguistic meaning]

2008 Katarina Ebert (Diploma Thesis): Überprüfung von Annahmen der Affektsteuerungstheorie in einem Dyadenexperiment [Experimentally testing core assumptions of affect control theory in a dyadic experiment]

Stefan Hacke (Diploma Thesis): Einfluss interpersonaler Stile auf das Verhalten in dyadischen Interaktionen [The impact of interpersonal traits on behavior in dyadic interactions]

2007-2008 Student Research Project: Clusteranalyse affektiver Bewertungen möglicher Führungshandlungen [Cluster analysis of affective ratings of possible leadership actions]

Student Research Project: Sprachlich basierte Eindrucksbildung und Gerechte-Welt-Glaube [Language-based impression formation and belief in a just world]

Student Research Project: Korrelate sozialer Dominanzorientierung [Correlates of social dominance orientation]

2006-2007 Student Research Project: Priming autoritären und demokratischen Führungsverhaltens durch ein situatives Interview [Priming of authoritarian and democratic leadership styles using a situational interview technique]

Student Research Project: Deutsch – Türkisch. Türkisch – Deutsch. Vergleichende Erfassung und Vorhersage von Rollenvorstellungen [Comparison of Role Expectations for Germans and Turkish immigrants]

## **Publications**

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### 1. Book

Schröder, T. (2009). *Die Theorie der Affektsteuerung als allgemeine Theorie der sozialen Interaktion*. [Affect control theory as a general theory of social interaction]. Berlin: dissertation.de/Humboldt-Universität. ISBN: 978-3-86624-457-3. E-book available at [http://www.tschroeder.eu/publikationen/schroeder\\_diss.pdf](http://www.tschroeder.eu/publikationen/schroeder_diss.pdf)

### 2. Peer Reviewed Publications

Schermuly, C.C., Schröder, T., Scholl, W., & Nachtwei, J. (in press). Das Instrument zur Kodierung von Diskussionen (IKD): Ein Verfahren zur zeitökonomischen und validen Kodierung von Interaktionen in Organisationen. [The Discussion Coding System (DCS): an instrument for valid and economical behavioral observation in organizations]. *Zeitschrift für Arbeits- und Organisationspsychologie*.

Schröder, T. (in press). A model of language-based impression formation and attribution among Germans. *Journal of Language and Social Psychology*.

Schröder, T. (2009). Affect Control Theory. In W. Scholl (Ed.). *Interact Communicate – an interdisciplinary Wiki on social interaction and communication*. Available online: <http://www.socialinteractionresearch.com>.

Schröder, T. & Scholl, W. (2009). Affective dynamics of leadership: an experimental test of affect control theory. *Social Psychology Quarterly*, 72(2), 180-197.

Schröder, T. & Mieg, H.A. (2008). The impact of perceived justice on contingent value judgments. *Journal of Applied Social Psychology*, 38, 135-158.

### 3. Submitted Articles

Schneider, A. & Schröder, T. (2010, submitted). The anticipation of the stigmatization of managers. A cross-cultural comparison of over-time change in the management role. *Submitted for peer review*.

### 4. Publications Without Peer Review

Schröder, T. (in press, 2011). Heise, David: Expressive order: Confirming sentiments in social action. In R. Schützeichel & K. Senge (Eds.). *Hauptwerke der Emotionssoziologie*. [Principal works in the sociology of emotion] Wiesbaden: Verlag für Sozialwissenschaften.

Haan, G. de, Huck, J., & Schröder, T. (2010). Was die Bevölkerung über Flächensparen denkt. [What does the public think about sustainable land use?] *Planerin: Fachzeitschrift für Stadt-, Regional- und Landesplanung*, .

Schröder, T., Nachtwei, J., & Schermuly, C. C. (2010). Potenziale des Alters nutzen. HR-Experten erwarten eine neue Wertschätzung von Alter und Erfahrung in den Unternehmen der Zukunft. [Tapping the full potential of the elderly – towards a new appreciation of age and experience in corporations of the future.] *Human Resources Manager*, 1/10, 58-61.

Schröder, T. (2009). Blick in die Zukunft – Wird die Personalentwicklung zu den strategischen Unternehmensbereichen gehören?. [A foresight on the role of human resources development in corporate strategy.] *Human Resources Manager*, 1/09, 56-60.

Haan, G. de, Huck, J., Schröder, T. (2009). Zukunft der Flächennutzung in Deutschland – Ergebnisse einer Delphi-Studie. [The future of land use in Germany – results of a delphi study.] *Planerin: Fachzeitschrift für Stadt-, Regional- und Landesplanung*, 5/09, 50-51.

Schermuly, C. C., Schröder, T., & Gläs, K. (2009). Mentoring – ein bewährter Katalysator für die Karriere. [Promoting careers through institutionalized mentoring]. *Wirtschaftspsychologie aktuell: Zeitschrift für Personal und Management*, 2/09, 14-18.

Schröder, T. (2008). Sprache und Emotion. Kulturvergleichendes Forschungsprojekt zu emotionalen Assoziationen der Sprache. Internetauftritt, beinhaltet Datensätze und Software. [Language and emotion. International research project on emotional associations of the language. Internet site, includes data and software]. Accessible at: <http://www.tschroeder.eu>

Schröder, T. (2008). Mean affective ratings of 1,100 concepts by a diverse sample of Germans in 2007 [computer file]. Distributed at Affect Control Theory Website, Program Interact: <http://www.indiana.edu/~socpsy/ACT/interact/JavaInteract.html>.

Schröder, T. (2007). Wie viel Geld ist Ruhe wert? [What is the monetary value of quietness?] *DEMO - Monatszeitschrift für Kommunalpolitik*. [Monthly Journal of Local Politics]

### 5. Work in Progress

Schröder, T., Huck, J., & de Haan, G. (Book manuscript in preparation). *Transfer von Innovationen für Nachhaltigkeit*. [Dissemination of innovation towards sustainability]

Schröder, T., Netzel, J., Schermuly, C. C., & Scholl, W. (Article in preparation). Affective consistency of nonverbal behavior in dyadic interaction.

Schröder, T., Scholl, W., Mell, J., Ike, S., Rogers, K. & Smith-Lovin, L. (Article in preparation). The affective basis of stereotype content: a cross-cultural comparison.

### 6. Invited Presentations

Schröder, T. (2010). *Sprachlich-kulturelle Auslösung von sozialen Konflikten*. [Linguistic and cultural causes of social conflict.] Workshop on "Social Conflicts" at the Interdisciplinary Wolfgang Köhler Center for Research on Conflict in Intelligent Systems. Erkner: January 22-23, 2010.

Schröder, T. (2008). *Estimating and experimentally validating a model of impression formation among Germans*. Indiana University, Bloomington, IN, U.S.A.: April 2, 2008.

Schröder, T. (2008). *Affective dynamics of leadership in international organizations*. Texas Tech University, Lubbock, TX, U.S.A.: April 7, 2008.

### 7. Conference Contributions

Schröder, T., Gläs, K., Nachtwei, J. & Schermuly, C. C. (2010). *Personalentwicklung 2020: Ergebnisse einer Delphi-Studie*. [Human Resources Development 2020: Results of a Delphi Study] Presentation at the 8th Congress of Economic and Organizational Psychology, Potsdam: May 15, 2010.

Schröder, T. (2009). *Computersimulation von sozialer Interaktion und Emotionen*. [Computer simulation of social interaction and emotion]. Presentation at the annual meeting of the social psychology section of the German Psychological Society, Luxembourg: September 1-4, 2009.

Huck, J., Schröder, T. & Gerhold, L. (2009). *Diffusion von Innovationen zur Reduzierung von Flächenverbrauch: eine sozialpsychologische Perspektive*. [Diffusion of innovation in reducing land consumption: a social psychological perspective]. Poster presentation at the annual meeting of the social psychology section of the German Psychological Society, Luxembourg: September 1-4, 2009.

Schröder, T. (2009). *Language, emotion, and social interaction: an interdisciplinary perspective*. Workshop „Creating an Interdisciplinary Map of Interaction and Communication“, Berlin: July 23-25, 2009.

Schneider, A. & Schröder, T. (2009). *Advances in computer simulation of cross-cultural conflict*. Presentation at the annual meeting of the Southern Sociological Society, New Orleans, LA, U.S.A.: April 1-4, 2009.

Schröder, T. & Scholl, W. (2008). *Affect control theory: linking social cognition to symbolic interactionism*. Poster at the XXIX. International Congress of Psychology, Berlin: July 20-25, 2008.

Scholl, W., Schröder, T., Jacobs, I., & Schermuly, C. (2008). *Basic dimensions of social interaction: Affiliation, Power, Activation*. Exhibition (poster, software demonstration and video) at the XXIX. International Congress of Psychology, Berlin: July 20-25, 2008.

Schröder, T. & Scholl, W. (2008). *Development and experimental validation of a German-language affect control theory model*. Presentation at the annual meeting of the Southern Sociological Society, Richmond, VA, U.S.A.: April 9-12, 2008.

Schröder, T. & Scholl, W. (2007). *Experimentelle Überprüfung der Affektsteuerungstheorie in einer simulierten komplexen Führungssituation*. [Experimental test of affect control theory in a complex simulated leadership situation]. Presentation at the annual meeting of the social psychology section of the German Psychological Society, Freiburg: September 15-17, 2007.

Hülßenbeck, J., Peucker, M., Schröder, T. & Scholl, W. (2007). *Priming autoritären und demokratischen Führungsverhaltens durch ein situatives Interview*. [Priming of authoritarian and democratic leadership styles using a situational interview technique]. Poster at the annual meeting of the social psychology section of the German Psychological Society, Freiburg: September 15-17, 2007.

Schröder, T. & Mieg, H.A. (2006). *The willingness to pay for public goods depends on perceived justice*. Presentation at the 11<sup>th</sup> International Social Justice Conference, Berlin: August 2-5, 2006.

#### 8. Workshops and Presentations for Practitioners and Lay Audiences

de Haan, G., Schröder, T., Huck, J., Nuss, J. & Schreiter, K. (2010). *Die Zukunft der Flächennutzung in Deutschland*. [The future of land use and urban planning in Germany] Expert and Stakeholder Workshop. Freie Universität Berlin: May 21, 2010.

Schröder, T., Huck, J., Nuss, J. & Schreiter, K. (2009). *Neue Urbanität oder Familienglück im Grünen? Wünschbare und wahrscheinliche Innovationen der Stadtentwicklung*. [New urban lifestyle or happy family suburbia? Desirable and likely innovations in urban development.]. Lange Nacht der Wissenschaften [Long night of science], Berlin: June 13, 2009.

Schröder, T. (2008). *Vereinbarkeit von Bürgerbeteiligung und Expertenwissen bei nachhaltigen umweltpolitischen Entscheidungen*. [Reconciling civic participation and administrative expert decision making in sustainable development] Workshop Entscheidungsanalyse, Deutscher Bundestag, Parlamentarischer Beirat für nachhaltige Entwicklung [Committee on sustainable development of Germany's federal parliament], Berlin: June 18, 2008.

Schröder, T., Scholl, W., & Heise, D.R. (2007). *Projekt Magellan: Kulturvergleich anhand sprachlicher Emotionen*. [Project Magellan: intercultural comparisons based on emotional properties of the language]. Lange Nacht der Wissenschaften [Long night of science], Berlin: June 9, 2007.

Schröder, T. (2007). *Sind Verfassungsrichter göttlich? Über die Bedeutung sprachlicher Emotionen im interkulturellen Vergleich*. [Are supreme court justices godlike? A cross-cultural comparison of emotional associations of the language]. Presentation at Verein Deutsche Sprache Region Berlin/Potsdam, Berlin: June 6, 2007

Schröder, T. (2007). *Wie viel Geld ist die Natur wert? Probleme beim Einsatz von Monetarisierungsverfahren in der Umweltpolitik*. [How much is nature worth? Problems with methods for monetarizing nature in environmental politics]. Presentation at the Rotary Club Berlin-Gendarmenmarkt, Berlin: January 26, 2007

## 9. Dissemination of Research to the Media

*Newspapers and Magazines:* Süddeutsche Zeitung, Neue Zürcher Zeitung, Berliner Zeitung, Nordwest-Zeitung, Südkurier, Focus, Psychologie Heute, Emotion, Kölner Stadt-Anzeiger

*Radio:* NDR Kultur, WDR 5, WDR 3

## **Consulting and Training Experience**

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### 1. Sample Topics

Designing and implementing campaign strategies; Innovation strategies; Decision analysis and scenario building; Organizational development; Optimize communication within and between departments; Human resources development, Training, Mentoring

### 2. Institutions/Clients

Bundesministerium für Bildung und Forschung (German federal ministry of Education and Research); Corning GmbH; Deutscher Bundestag (Germany's federal parliament): individual Members of Parliament, staff, various (sub-) committees; Douglas Holding AG; Friedrich Ebert Foundation; PfO Partnerschaft consulting company; Volkswagen de México S.A. de CV

## **Grants and Awards**

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| 2010-2012 | “Affect control and neural networks: Towards a computational theory of human communication”- Research Fellowship (Forschungsstipendium) from the Deutsche Forschungsgemeinschaft (German Research Foundation) (~ 90,000 €)   |
| 2010-2012 | “Dissemination of innovation as the change of mental structures: A computer-simulation study (INNO-SIM)” (with Gerhard de Haan) – funded by Bundesministerium für Bildung und Forschung (Federal Ministry of Education and Research) (297.995 €)                         |
| 2010-2012 | “The affective foundations of sociality: language, physiology, and social differences” (with Christian von Scheve and Markus Conrad) – funded by Deutsche Forschungsgemeinschaft (German Research Foundation) / cluster of excellence “Languages of Emotion” (166.605 €) |
| 2005-2008 | Doctoral research grant from the Friedrich Ebert Foundation (~ 45,000 €)   |
| 2008      | Travel grant (Friedrich Ebert Foundation) for different presentations in the U.S.A. (1,100 €)  |
| 2005      | Humboldt Prize for an outstanding Diploma Thesis (700 €)   |
| 1999-2005 | Full Scholarship by the Studienstiftung [German National Academic Foundation] (~20,000 €)  |