Research statement & short bio

I study how to boost human judgment and decision making online and offline by understanding human and machine behavior. I combine insights and methods from cognitive science, collective intelligence ("wisdom of crowds"), heuristics, and algorithms. I also work on applications in digital environments, medical decision making, and meteorology. Furthermore, I am co-leading an initiative on reconfiguring behavioral science for crisis knowledge management in response to COVID-19 and other, future disruptive events (www.scibeh.org).

I am the head of the research area "boosting decision making" at the Center for Adaptive Rationality at the Max Planck Institute for Human Development in Berlin. In 2010 I received the Hillel Einhorn New Investigator Award of the Society for Judgment and Decision Making. My research has been covered in the popular press (e.g., Scientific American) and appears in academic and popular science books (incl. Tetlock and Garner's “Superforecasting”). I studied psychology, management, and computer science, and received my psychology doctorate in 2009 from the University of Basel.

Five selected, recent publications

* equal contribution / shared authorship


Academic Qualifications

Dr. phil. (summa cum laude/with highest praise), dissertation: „The power of fluency and aggregation: Two case studies in the cognitive science of human judgment“, Department of Psychology, University of Basel, 2005–2009

Master of Science in Psychology (summa cum laude/with highest praise); major in social psychology, consumer and organizational behavior, Department of Psychology, University of Basel, Switzerland, 2003–2005

Subsidiary degree in managerial economics, studies in computer sciences, Wirtschaftswissenschaftliches Zentrum (WWZ), University of Basel, Switzerland, 2001–2005

Bachelor of Science in Psychology (magna cum laude/with great praise), Department of Psychology, University of Basel, Switzerland, 2000–2003

Managerial economics and computer sciences, Wirtschaftswissenschaftliches Zentrum (WWZ), University of Basel, Switzerland, 1999–2000

Positions

Head of Research Area Boosting Decision Making, Center for Adaptive Rationality (ARC), Max Planck Institute for Human Development, Berlin, 2019–

Researcher, Center for Adaptive Rationality (ARC), Max Planck Institute for Human Development, Berlin, 2012–2019

Researcher, Cognitive and Decision Sciences, Department of Psychology, University of Basel, 2009–2012

Graduate student, Cognitive and Decision Sciences, Department of Psychology, University of Basel, Switzerland, 2005–2009

Awards & Honors

Fellow of the Psychonomic Society (FPsyS)

Hillel Einhorn New Investigator Award 2010 for the paper Herzog & Hertwig (2009), Society for Judgment and Decision Making; see http://www.sjdm.org/history.html

Steven Karger Department of Psychology Award 2009 for dissertation (“The power of fluency and aggregation: Two case studies in the cognitive science of human judgment“, Herzog, 2008), CHF 5’000, Department of Psychology, University of Basel.


1st place in The Technion Prediction Tournament
Condition E-sampling: Erev et al., 2008 (http://tx.technion.ac.il/~erev/Comp/Comp.html)

Grants


Peer-reviewed publications

* equal contribution / shared authorship


**Other publications: Chapters, reports, and preprints**

* equal contribution / shared authorship


Organized workshops, symposia and conferences


**Workshop “Fitting vs. predicting”** held at Summer Institute on Bounded Rationality 2017: Predictions under uncertainty, June 6th–14th 2017, Max-Planck-Institute for Human Development, Berlin, Germany.

**Workshop Prediction contest: How well can you predict what you don’t yet know?** held at Summer Institute on Bounded Rationality 2016: Better decisions in a complex world, June 27th–July 5th 2016, Max-Planck-Institute for Human Development, Berlin, Germany.

**Workshop How well can you predict what you don’t yet know?** held at 2016 JDMx Meeting for early career researcher, June 8th–11th 2016, University of Basel, Basel, Switzerland.

**Workshop Prediction contest: How well can you predict what you don’t yet know?** held at Summer Institute on Bounded Rationality 2015: Homo Heuristicus in the Economy, June 4th–11th 2015, Max-Planck-Institute for Human Development, Berlin, Germany.

**Workshop Introduction to statistical analyses using R—Tips & tricks.** October 29th & November 12th 2014, Max-Planck-Institute for Human Development, Berlin, Germany.


**Workshop Data analysis beyond p-values: A practical introduction to Bayesian statistics.** International Max Planck Research School LIFE, June 3rd 2014, Max-Planck-Institute for Human Development, Berlin, Germany.

**Workshop Psychologists are open to change and should adopt Bayesian statistics** (with Mirjam Jenny). 6th JDM Workshop for Young Researchers, July 17th–19th 2013, Max-Planck-Institute for Human Development, Berlin, Germany.

**Workshop Data analysis beyond p-values.** Summer Institute on Bounded Rationality: Decision making in a social world, June 17th–25th 2013, Max-Planck-Institute for Human Development, Berlin, Germany.

**Workshop scientific writing (with Bettina von Helversen).** 4th Workshop for Judgment and Decision making, Max Planck Institute for Research on Collective Goods, Bonn, Germany (August 2011).

Co-organizer 3rd Workshop for Judgment and Decision making, University of Basel, Switzerland (September 2010).


**Workshop robust statistics.** 2nd Workshop for Judgment and Decision making, University of Mannheim, Germany (July 2009).


Co-organizer European Social Cognition Network Transfer of Knowledge Conference 2005, Vitznau, Switzerland.

Continuing education

Statistical training
- Data Science specialization, Johns Hopkins University on Coursera
- Reproducible Research. Certificate earned on August 2nd, 2015
- Exploratory Data Analysis. Certificate earned on February 2nd, 2015
- Getting and Cleaning Data. Certificate earned on December 28th, 2014
- R Programming. Certificate earned on November 4th, 2014
- The Data Scientist's Toolbox. Certificate earned on November 4th, 2014
- Bayesian modeling for cognitive science: A WinBUGS workshop, 2011, University of Amsterdam, Netherlands.

Presentation skills
- Presenting at international scientific conferences. 3 day course (30h/1 ECTS) by TRESS&TRESS (www.tress-tress.com)

Teaching, supervision, and mentoring

Training in teaching skills for higher education
Certificate in higher education [Sammelzertifikat Hochschuldidaktik] at the University of Basel (20.11.2011; 2010-2011; total of 66 hours):
- Introduction to higher education didactics [Einführungsmodul Hochschuldidaktik] (2010)
- How to grade [Fair prüfen] (2011)
- Running meetings and discussions [Diskussionsleitung in der Lehre] (2010)
- Problem-based learning [Problemorientiertes Lernen] (2010)
- Rhetoric [Rhetorische Kommunikation] (2010)

Graduate and undergraduate courses taught
Department of Psychology, University of Basel, Switzerland
Improving judgment and decision making (master level theory seminar: 2014)
Negotiation (master level applied seminar: 2009)
Drawing inferences from memory (with Lael Schooler; master level theory seminar: 2006)
Decision analysis and decision technology (master level theory seminar: 2006)
Managerial decision making (bachelor level seminar: 2007)
How to write a bachelor thesis (bachelor level seminar: 2010, 2011)

Supervision/mentoring
Ph.D. students: Michael Geers, Aleksandra Litvinova, Nathaniel Phillips
Master theses: Alice Atanasiu, Basil Blum, Andrea Hajmer, Greta Kellermann, Isa de Maddelena, Zsofia Oroszlan, Yuliya Romanyuk, Ruxandra Teodoreanu
Master course theses: Gerlinde AmschI, Anaïs Arnoux, Raffaella Arcuri-Tortola, Carola Binder, Lorena Boss, Monica Caprio, Florence Ettlin, Dominic Fischer, Chantal Grüter, Kirsten Hardt, Christina Jans, Sarah Kupper, Andrea Rid, Yuliya Romanyuk, Sabrina Stefanelli, Elena Stolz, Milena Ulrich, Stephanie Zell

Bachelor theses: Bála Ackermann, David Alleman, Alice-Alexandra Atanasiu, Cécile Bucher, Emina Canic, Kim Casagrande, Romain Cottens, Loris Criscione, Sibylle Fluri, Marietta Jäggi, Carmen Kaiser, Miriam Kaufmann, Lea Kilchling, Nadia Kohler, Selina Langenegger, Claudia Lombris, Samir Meier, Eric Neumann, Yuliya Romanyuk, Oliver Schürmann, Alice Seiler, Ariane Senn, Tom Siebenaler, Petra Vonmoos, Sylvia Walukiewicz

Internships: Stephan Bedenk, Eleanor Brewer, Michael Geers, Marlene Wulf, Alexander zur Bonsen

Professional services

Reviewing papers
Behavior Research Methods
Cognitive Psychology
Computational Brain & Behavior
Decision
Decision Analysis
European Journal of Social Psychology
Experimental Psychology
IEEE Transactions on Human-Machine Systems
Journal of Applied Research in Memory and Cognition
Journal of Behavioral Decision Making
Journal of Experimental Psychology: General
Journal of Experimental Psychology: Human Perception & Performance
Journal of Experimental Psychology: Learning, Memory, and Cognition
Journal of Mathematical Psychology
Journal of Personality and Social Psychology
Judgment and Decision Making
Management Science
Medical Decision Making
Memory & Cognition
Minds and Machines
Nature Human Behavior
Organizational Behavior and Human Decision Processes
Personality and Social Psychology Review
PLOS ONE
Psychological Science
Psychonomic Bulletin & Review
Social Cognition
Synthese
Topics in Cognitive Science

Reviewing grant applications
German Science Foundation (Deutsche Forschungsgemeinschaft, DFG)
German-Israeli Foundation for Scientific Research and Development (GIF)
ETH Zürich Research Commission
Israel Science Foundation (ISF)
National Science Foundation (NSF)
United States-Israel Binational Science Foundation (BSF)
Reviewing conference submissions

COGSCI annual meeting of the Cognitive Science Society
SJDM annual conference (Society for Judgment and Decision Making)
Diagnostic Error in Medicine conference (Society to Improve Diagnosis in Medicine)
SPUDM conference (subjective probability, utility, and decision making conference; European Association for Decision Making, EADM)

Consulting and training activities

Berlin University Alliance
International Society for Human Rights (Switzerland) & Swisstransplant
Robert Koch-Institute (Berlin)
swiss re
VolkswagenStiftung

Committee member

Graduate student and post-doc representative, Department of Psychology, University of Basel, Switzerland, 2007–2012
Student representative, Department of Psychology, University of Basel, Switzerland, 2000–2003.

Professional member

Society for Judgment and Decision Making (SJDM)
European Association for Decision Making (EADM)
Fellow of the Psychonomic Society (FPsyS)

Conference talks and posters

Only talks and posters as presenter are listed


Herzog, S. M. (2014). Signal detection theory in the wild: Reverse-engineering error preferences of decision makers who are unable or reluctant to reveal them. Paper presented at the 35th Annual Meeting of the Society for Judgment and Decision Making, Long Beach, California, USA.


Herzog, S. M. (2014). Signal detection in the wild: How to quantify implied cost-benefit tradeoffs of decision makers who are unable or reluctant to reveal them. Invited talk, presented at the research colloquium at the Department of Psychology, University of Tübingen, Tübingen, Germany.


Herzog, S. M., de Maddalena, I. D., & Osterwalder, U. (2013). Communicating sunscreen effectiveness as “percentage of sunrays blocked” leads laypeople to underestimate the increase in protection when comparing sunscreens. Paper presented at the Research In Medical Education 2013 conference (RIME 2013), Berlin, Germany.


Herzog, S. M. (2012). *How to make people underestimate Fukushima: Mismatched rates bias the perception of risk and natural rates eliminate this bias*. Poster presented at the 33rd Annual Meeting of the Society for Judgment and Decision Making, Minneapolis, Minnesota, USA.


Herzog, S. M. (2010). *The "wisdom of crowds" in one mind: Dialectical bootstrapping and the benefits of combining different cognitive processes. Invited talk, Colloquium Behavioral Studies (851-0585-01L), ETH Zürich, Zürich, Switzerland.*


