

CURRICULUM VITAE LUISE ENDE



Luise Ende
Institute for Psychology
- Department of General Psychology -
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EDUCATION

Since

10/2017 **Master of Arts** University of Kassel (art academy)

Visual Communication

Major field of study: (Intermedial) Photography & New Media

10/2018 –

03/2020 **Master of Science** University of Kassel

Economics, Psychology & Management

Major field of study: Market & Competition

10/2016 –

08/2019 **Master of Science** University of Kassel

Psychology

Major field of study: Cognitive, Environmental & Social Psychology

Thesis: "Detecting greenwashing! The role of colors and prices in consumers' detection of real and faked bio-fashion" (written in English)

Presented at the Congress of the German Psychological Society 2022 (Deutsche Gesellschaft für Psychologie, DGPs)

10/2013 –

08/2016 **Bachelor of Science** University of Kassel

Psychology

Thesis: „Learning with texts: Do colors and color contrasts influence memory performance?“ (written in German)

Presented at the Congress of the German Psychological Society 2018 (Deutsche Gesellschaft für Psychologie, DGPs)

ACADEMIC POSITIONS

since

06/2023 **Research Assistant**

University of Kassel, Institute for Psychology, Department of General Psychology

01/2022 –

05/2023 **Research Assistant**

University of Kassel, Institute for Psychology, Department of Social Psychology

10/2020 –

08/2021 **Graduate Assistant**

University of Kassel, Institute for Psychology, Department of Social Psychology

04/2017 –

09/2021 **Lecturer**

University of Kassel, Center for Teacher Education (Zentrum für Lehrerbildung, ZLB), project "BASIS"

05/2015 –

04/2016 **Research Student (Internship)**

University of Kassel, Institute for Psychology, Department of General Psychology

PUBLICATIONS (WITH PEER-REVIEW)

Ende, L., Reinhard, M.-A., & Göritz, L. (2023). Detecting greenwashing! The influence of product color and product price on consumers' detection accuracy of faked bio-fashion. *Journal of Consumer Policy*, 46, 155–189. <https://doi.org/10.1007/s10603-023-09537-8>

Stolz, C., Reinhard, M.-A., & Ende, L. (2022). Mean girls, queen bees and iron maidons? Female leadership and accusations of workplace bullying. *Open Psychology*, 4(1), 249–264. <https://doi.org/10.1515/psych-2022-0127>

CONFERENCE CONTRIBUTIONS

Ende, L., & Reinhard, M.-A. (2023). *Rich and easy to deceive? The influence of money priming on the ability to detect deception*. Poster presented at the "19th General Meeting of the European Association of Social Psychology (EASP)", Krakow, Poland.

Ende, L., Reinhard, M.-A., & Göritz, L. (2022). *Detecting faked bio fashion: Even experts fall for greenwashing by product-color and product-price!* Research talk at the "52nd conference of the German Psychological Society (DGPs)", Hildesheim, Germany.

Ende, L., Reinhard, M.-A., & Göritz, L. (2022). *Detecting greenwashing! The influence of product-color and product-price on consumers' detection accuracy of faked bio-fashion*. Online research talk at the "64th Conference of Experimental Psychologists (TeaP)".

Ende, L., Reinhard, M.-A., & Göritz, L. (2022). *Detecting greenwashing! The influence of product-color and product-price on consumers' detection accuracy of faked bio-fashion*. Online video talk at the "RKTS workshop: An EASP Community of Environmental Social Psychologists".

Ende, L., & Greving, S. (2018). *Die Wirkung von Farbkontrasten auf selbst wahrgenommene Leseanstrengung und Gedächtnisleistung im Disfluency Paradigma („The effect of color contrasts on self-perceived reading effort and memory performance")*. Poster presented at the "51st conference of the German Psychological Society (DGPs)", Frankfurt, Germany.

Ende, L., & Auerswald, M. (2016). *Survival-Processing-Effekt und Self-Reference-Processing. Wird das Ausmaß an Erinnerungsleistung bezüglich überlebensrelevanter Situationen durch Selbstbezug bestimmt?* („Survival-processing-effect and self-reference-processing. Is the extent of memory performance regarding survival relevant situations determined by self-efficacy?“). Poster presented at the “50th conference of the German Psychological Society (DGPs)”, Leipzig, Germany.

TEACHING ACTIVITIES

2023/24 Winter	Seminar “Empirical Research II”	Seminar taught each semester for students of the Bachelor in Psychology (in English) Institute for Psychology at the University of Kassel
2023/24 Winter	Seminar “General Psychology I”	Seminar taught for students of the Bachelor Psychology (in English) Institute for Psychology at the University of Kassel
2023 Summer	Seminar “Empirical Research II”	Seminar taught for students of the Bachelor Psychology (in English) Institute for Psychology at the University of Kassel
2022/23 Winter	Seminar “General Psychology I”	Seminar taught for students of the Bachelor Psychology (in English) Institute for Psychology at the University of Kassel
2022/23 Winter	Seminar “Empirical Research I” (“Empirisch-wissenschaftliches Arbeiten I”)	Seminar taught for students of the Bachelor Psychology (in German) Institute for Psychology at the University of Kassel
2022 Summer	Seminar “Social Psychology” (“Vertiefungsseminar Sozialpsychologie”)	Seminar taught for students of the Bachelor Psychology (in German) Institute for Psychology at the University of Kassel
2022 Summer	Seminar “General Psychology II – Language, Communication, and Emotion”	Seminar taught for students of the Bachelor Psychology (in English) Institute for Psychology at the University of Kassel
2022 Summer	Seminar “Empirical Research II” (“Empirisch-wissenschaftliches Arbeiten II”)	Seminar taught for students of the Bachelor Psychology (in German) Institute for Psychology at the University of Kassel
2021 Summer	Seminar “Social Psychology” (“Vertiefungsseminar Sozialpsychologie”)	Seminar taught for students of the Bachelor Psychology (in German) Institute for Psychology at the University of Kassel

04/2017 – Seminar “Basic personal skills for the teaching profession”
09/2021 (“Personale Basiskompetenzen für den Lehrerberuf”)

Seminar taught each semester for students of Teaching Studies (in German)
Center for Teacher Education (Zentrum für Lehrerbildung, ZLB) at the University of Kassel

THESIS SUPERVISIONS

Master of Science Psychology

Shylyvska, Y. (2023). *Gibt es wirklich keinen Testungseffekt für komplexes Lernmaterial? Der Einfluss von komplexem Lernmaterial auf den Testungseffekt. (“Is there really no testing effect for complex learning material? The influence of complex learning material on the testing effect”)*.

Bachelor of Science Psychology

Mai, T. L. (2022). *Greenwashing!? The influence of “Smileys” on credibility judgments of social media statements.*