

FLORIAN FRIEDRICH

PhD Student Cognitive Science

CONTACT INFORMATION

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OTHER

🌐 floxixt.github.io

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🌱 OSF: osf.io/9pqkt

🔍 Google Scholar

ℝ⁶ ResearchGate

RESEARCH EXPERIENCE

- 2024 – present **PhD Researcher** [Realistic Depictions Lab/Leibniz-Institut für Wissensmedien](#)
 I am working with Augmented Reality (AR) and the question how real, physical objects and properties of our physical environment influence the processing of virtually (via AR) presented information. The focus is on working and interacting with this virtual information (e.g., sorting, grouping, placement in space).
- 2017 – 2024 **Student Research Assistant (HiWi)** [Experimental Cognitive Science/Eberhard Karls Universität Tübingen](#)
 Main responsibilities included conducting behavioural and EEG experiments as well as pre-processing, analysing, visualising and reporting of resulting data using R and MATLAB. I additionally contributed in writing minor and major parts of manuscripts and filled a supporting role in seminars (e.g., creating tutorials, providing in-person assistance). Project topics included:
- *Ultra-rapid visual processing of natural scenes*. The main focus of this project is the replication and critical examination of a classic experiment (data collection, pre-processing, analysis and visualization; manuscript writing).
 - *Unconscious processing of numbers and line stimuli using a masked priming paradigm*. The main focus here was a closer critical examination of conventional measures, statistical analyses and arguments (data collection, pre-processing, visualization and analysis; tutorials for seminars).

EDUCATION

- 2024 **Master of Science (M.Sc.) Kognitionswissenschaft** [Eberhard Karls Universität Tübingen](#)
 Final thesis topic: "*The Doorway Effect For An Object Layout Memory Task: An Examination Using Immersive Virtual Reality*" (Supervisor: Dr. Gregor Hardieß, Co-Supervisor: Dr. Christian Scharinger).
 For this thesis, I used OSF in an effort to get used to open science tools: <https://osf.io/kz8a6/>
 Electives focused on human natural cognition, e.g., visual and spatial cognition, working memory, analysis of EEG data, usability of virtual reality (VR) environments.
 Final grade: 1.51
- 2020 **Bachelor of Science (B.Sc.) Kognitionswissenschaft** [Eberhard Karls Universität Tübingen](#)
 Final thesis topic: "*Effects of Visually Entrained Alpha-Frequencies and Individual Alpha-Frequencies on Near-Threshold Stimulus Discrimination Task Performance*" (Supervisor: Prof. Dr. Volker Franz, Co-Supervisor: Iris Schnepf). Available on my website: https://floxixt.github.io/files/Friedrich_2019.pdf
 Final grade: 1.96
- 2015 **German higher education entrance qualification (Abitur)** [Christian Weise Gymnasium Zittau](#)
 Leistungskurse (Advanced Courses, 5h/week): Mathematics, Physics.
 Final grade: 1.3

PUBLICATIONS

- 2022 **Journal Article**
 Schnepf, I. A., **Friedrich, F.**, Hepting, C., Meyen, S., & Franz, V. H. (2022). Neural mechanisms of response priming do not support veridical unconscious processing. *Consciousness and Cognition*, 102, 103348. <https://doi.org/10.1016/j.concog.2022.103348>

CONFERENCES

- 2021 **Conference** [Poster presented by Iris Zerweck](#)
 Zerweck, I. A., Meyen, S., **Friedrich, F.**, Hepting, C., Franz, V. H. (2021). Unconscious priming revisited: Is there evidence for superior unconscious processing with EEG? (Poster presented at the "43rd European Conference on Visual Perception" (ECVP), 22.8.-27.8.2021, Virtual)

2021	Conference Zerweck, I. A., Meyen, S., Friedrich, F. , Hepting, C., Franz, V. H. (2021). Effects of visually masked numbers and lines on brain activity. <i>Journal of Vision</i> , 21(9), 2293. https://doi.org/10.1167/jov.21.9.2293	Poster presented by Iris Zerweck
2021	Conference Zerweck, I. A., Meyen, S., Friedrich, F. , Franz, V. H. (2021). Unconscious priming. Should scientists use continuous direct measures? (Talk session accepted for the "Tagung experimentell arbeitender Psychologen" (TeaP@home), 14.3.-16.3.2021, Virtual)	Talk presented by Iris Zerweck
2018	Conference Zerweck, I. A., Meyen, S., Amado, C., Friedrich, F. , Franz, V. H. (2018). Evaluating methods in visual tasks: Confidence ratings convey more information than binary responses. (Poster presented at the "41st European Conference on Visual Perception" (ECVP), 26.8.-30.8.2018, Triest, Italy)	Poster presented by Iris Zerweck
2018	Conference Zerweck, I. A., Meyen, S., Friedrich, F. , Grethen, K., Franz, V. H. (2018). Unconscious processing of numbers: How important is the response format? (Poster presented at the "Tagung experimentell arbeitender Psychologen" (TeaP), 11.3.-14.3.2018, Marburg, Germany)	Poster presented by Iris Zerweck

RELEVANT ADDITIONAL SKILLS

Languages	German (native), English (fluent).
Software	Statistical analysis and visualization of behavioural and EEG data in R and MATLAB (EEGLab , ERPLab). Intermediate knowledge of the open source game engine Godot (using VR) and its programming language GScript . Basic knowledge of Python (mne) and Unity (using VR), as well as 3D modeling, animation and video editing in Blender .