

**Curriculum Vitae**  
**Ira Theresa Maschmann, PhD**  
kontakt@iramaschmann.de

**Fields of Research**

My research examines psycholinguistic effects and their cognitive descent. I have shown that independent of the semantic meaning of a word, language can impact liking, attitudes, person perception, and (economic) decision-making. Furthermore, I investigate effects of the salience of gender, for instance in gender-fair language or effects social perception, as for instance effects of sexism on self perception.

**Education and degrees**

2015 – 2019 PhD, University of Cologne (summa cum laude)

2013 – 2015 M.Sc., Psychology, University of Würzburg

2011 – 2013 B.Sc., Psychology, University of Würzburg

**Academic Positions**

09/2023 – 08/2024 Scientific researcher and lecturer at the University of Cologne, Chair of Individual Differences and Psychological Assessment (Prof. Jutta Stahl)

09/2020 – 07/2022 Scientific researcher and lecturer at the University of Mannheim, School of Social Sciences, Chair of Social Psychology (Prof. Dagmar Stahlberg)

10/2015 – 05/2020 Scientific researcher at the University of Cologne, Social Cognition Center Cologne

10/2015 – 08/2019 Doctoral Student at the University of Cologne, Social Cognition Center Cologne  
Stipend of the German Academic Scholarship Foundation (Studienstiftung des Deutschen Volkes)

04/2015 – 06/2015 Research intern at Social Cognition Center Cologne, University of Cologne, Germany

02/2011 – 07/2014 Research assistant at the Department of Psychology, University of Würzburg, Germany

## **Teaching experience**

Fall semester 2024, Hochschule Wismar, course in health management, title: *Interaktion, Konflikt und Mediation*

Spring semester 2024, University of Cologne, course in research methods, title: *Exploration und Verhaltensbeobachtung*

Fall semester 2023, University of Cologne, course in research methods, title: *Testtheorie*

Spring semester 2022, University of Mannheim, course in Social Psychology, title: *Übungskurs Sozialpsychologie*

Fall semester 2021, University of Mannheim, course in research methods, title: *Forschungsmethoden in der Psychologie nach der Replikationskrise*

Spring semester 2021, University of Mannheim, course in research methods, title: *Diagnostisches Praktikum*

Fall semester 2020, University of Mannheim, course in research methods, title: *Forschungsmethoden in der Psychologie nach der Replikationskrise*

## **Research Visits**

09/2019 Visiting Scholar at University of Oslo, Department of Psychology, Norway; host: Prof. Rolf Reber

03/2013 – 06/2013 Visiting Scholar at University of San Diego, Department of Psychology, California, United States; host: Prof. Piotr Winkielman

## Grants (Total – EU 60.855)

- 2021 Open Science Grant, Open Science Office University of Mannheim: *The Articulatory In-Out Effect – an Integrative Approach*. EU 2.308  
With Moritz Ingendahl and Tobias Vogel
- 2019 Visitor Grant, Center for Social and Economic Behavior, Cologne: Research visit at University of Oslo, Norway. EU 500
- 2018 Gender Research Grant, Center for Social and Economic Behavior, Cologne: *Reactance Drives (Negative) Attitudes Towards Gender-Fair Language*. EU 3.572  
with Alexandra Fleischmann
- 2017 Gender Research Grant, Center for Social and Economic Behavior, Cologne: *Detrimental Effects of Gender-Fair Language*. EU 3.475  
with Alexandra Fleischmann and Iris Schneider
- 2016 PhD Fellowship, German Academic Scholarship Foundation. EU 49.800
- 2013 Research Scholarship, German Academic Exchange Service: Research visit at the University of California, San Diego, United States. EU 1.200

## Publications

- Ingendahl, Moritz & Maschmann, Ira Theresa & Embs, Nina & Maulbetsch, Amelie & Vogel, Tobias & Wänke, Michaela. (2023). Articulation dynamics and evaluative conditioning: investigating the boundary conditions, mental representation, and origin of the in-out effect. *Cognition and Emotion*.
- Maschmann, Ira Theresa, Anita Körner, and Sascha Topolinski. (2024), Consonant beginnings and vowel endings lead to higher liking judgments. *Journal of Experimental Psychology: Learning, Memory, and Cognition*.
- Maschmann, I.T., Boecker, L., Koerner, A., & Topolinski, S. (2020). Front in the Mouth, Front in the Word: The Underlying Mechanisms of the In-Out Effect. *Journal of Personality and Social Psychology*.
- Topolinski, S., Maschmann, I. T., Pecher, D., & Winkielman, P. (2014). Oral approach–avoidance: Affective consequences of muscular articulation dynamics. *Journal of Personality and Social Psychology*, 106(6), 885.

## Work in Progress

Salwender, M., Maschmann, I. T., Heinzl, V. K., Sczesny, S., & Stahlberg, D (2025). Masculine generics versus gender-inclusive language: A meta-analysis of the effects of language form on the mental representation of gender (Revised manuscript submitted).

## Conference Contributions & Invited Talks

Maschmann, I.T. (2019). *Introducing a novel language preference effect: Consonantal and Vocalic Positions Affect Word Preference and Person Perception*. Talk at the Tagung Experimentell Arbeitender Psychologen, London, UK.

Maschmann, I.T. (2019). *The CV-Effect: Consonantal and Vocalic Positions Affect Word Preference*. Invited talk at the symposium Beyond Semantics: Word Articulation as a Source of Meaning; chair: M. Garrido at ICPS, Paris, France.

Maschmann, I.T. (2018). *Gender-Fair Language as a Tool to Reduce Gender Stereotyping*. Poster presentation at the “Women in the Digital Future: Breaking through Stereotypes” conference, Munich, Germany.

Maschmann, I.T. (2018). *Effects of Gender-Fair Language on Profession Perception*. Blitztalk at the Workshop of the Center for Social and Economic Behavior, Cologne, Germany.

Maschmann, I.T. (2018). *The Architecture of Words: Effects of Syllabic Complexity and Frequency on Attitudes*. Talk at the congress of the Deutsche Gesellschaft für Psychologie, Frankfurt, Germany.

Maschmann, I.T. (2018). *(Detrimental) Effects of Gender-Fair Language*. Talk at the ESCON Transfer of Knowledge Conference, Cologne, Germany.

Maschmann, I.T. (2018). *Low complexity of syllables drives preference effects for words*. Talk at the Tagung experimentell arbeitender Psychologen, Marburg, Germany.

Maschmann, I. T. (2017). *Benchmarking oral approach-avoidance: how little is necessary to evoke in out effects?* Talk at the General Meeting of the European Association of Social Psychology, Granada, Spain.

Maschmann, I. T. (2016). *Shaken, not stirred: how oral actions evoked by attributes of liquids and language interact*. Talk at the congress of the Deutsche Gesellschaft für Psychologie, Leipzig, Germany.

## **Professional Service**

Co-Organizer of the Mannheim Open Science Meetup (2020 -2022)

Guest Editor for In-Mind Magazine

Commission member of the selection procedure of the German Academic Scholarship Foundation

## **Conference Organization**

Administrative Organizer of the Mannheim Open Science Day 2021 at the University of Mannheim, Mannheim, Germany

Administrative Support Fachgruppentagung Sozialpsychologie 2019 at the University of Cologne, Cologne, Germany

Administrative Organizer of the Cologne Social Cognition Meeting 2019 at the University of Cologne, Cologne, Germany

Administrative Organizer of the Cologne Social Cognition Meeting 2018 at the University of Cologne, Cologne, Germany

Administrative Support European Social Cognition Network Transfer of Knowledge Conference 2018 at the University of Cologne, Cologne, Germany