

**PD Dr. Anne Julia Schüler**

Leibniz-Institut für Wissensmedien (IWM)

Schleichstraße 6, 72076 Tübingen

a.schueler@iwm-tuebingen.de

+49 7071 979 341

**Education**


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2024	Habilitation (venia legendi psychology) at University of Tuebingen
2016	Teaching Certificate (Baden-Württemberg Zertifikat für Hochschuldidaktik)
2010	Dr. rer. nat. (summa cum laude) at University of Tuebingen
2000 - 2006	Undergraduate studies (Dipl.-Psych.) at University of Tuebingen

**Research Experience**


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05/06 2023	Lab visit at University of Padua (Italy)
Since 2016	Deputy head of the Multiple Representations Lab
Since 2010	Postdoc at the Multiple Representations Lab of the IWM
2009 - 2010	Ph.D. student at the Multiple Representations Lab of the IWM
2007 - 2009	Ph.D. student at the Institute of Psychology, University of Tuebingen
2006 - 2007	Ph.D. student at the Multimodal Interaction Lab of the IWM

**Academic Functions (Selection)**

Equal Opportunity Officer of the IWM (since 2018)

Editorial board member Learning &amp; Instruction (peer-reviewed, international journal)

Ad-hoc reviewer for more than 25 peer-reviewed journals (e.g., British Journal of Educational Technology; Computers & Education; Computers in Human Behavior; Educational Research Review; Instructional Science; Journal of Computer Assisted Learning; Journal of Educational Psychology; Journal of Learning and Individual Differences; Learning and Instruction; Review of Educational Research) and the German Research Foundation (DFG)

**Third-Party Funding**


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01/2021 - 06/2024	Schüler, A.: Do automatic validation and reactivation processes also take place when learning with texts and pictures? (German Research Foundation, 225.621 €)
03/2017 - today	Leibniz-Competition Fund seed money grants within the IWM postdoc-network (34.000 €)
01/2013 - 12/2016	Scheiter, K. & Schüler, A.: Adaptive eye movement modeling of strategies (ScienceCampus Tuebingen; 189.145 €)
01/2010 - 12/2012	Scheiter, K. & Schüler, A.: Using eye-movement parameters for the design of an adaptive access to multimedia representations (ScienceCampus Tuebingen; 61.200 €)

**Awards and Honors**


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09/2020	Elected member of AcademiaNet (Network for excellent women in science)
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06/2016	Offer of a junior professorship without tenure track at the School of Education (University of Tuebingen); offer rejected and acceptance of a permanent postdoc position at IWM
2015/2016	Member of the Mentoring program for women researchers at Leibniz institutions

### 10 most important Publications

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- Schüler, A.,** & Frick, P. (2025). Unveiling passive cross-modal reactivation and validation processes in the processing of multimedia material. *Learning and Instruction*, 97, Article 102117.
- Schüler, A.,** & Frick, P. (2024). Do passive cross-modal validation processes occur when processing multimedia materials? *Learning and Instruction*, 93, Article 101956.
- Frick, P., & **Schüler, A.** (2023). Extending the theoretical foundations of multimedia learning: Activation, integration, and validation occur when processing illustrated texts. *Learning and Instruction*, 87, Article 101800.
- Schüler, A.,** & Wesslein, A.-K. (2022). Investigating the effect of deictic tracing on multimedia learning. *Learning and Instruction*, 77, Article 101525.
- Schüler, A.,** & Merkt, M. (2021). Investigating text-picture integration in videos with the multimedia contradiction paradigm. *Journal of Computer Assisted Learning*, 37, 718-734.
- Schüler, A.,** Pazzaglia, F., & Scheiter, K. (2019). Specifying the boundary conditions of the multimedia effect: The influence of content and its distribution between text and pictures. *British Journal of Psychology*, 110, 126-150.
- Schüler, A.** (2017). Investigating gaze behavior during processing of inconsistent text-picture information: Evidence for text-picture integration. *Learning and Instruction*, 49, 218-231.
- Schüler, A.,** Arndt, J., & Scheiter K. (2015). Processing multimedia material: Does integration of text and pictures result in a single or two interconnected mental representations? *Learning and Instruction*, 35, 62-72.
- Schüler, A.,** Scheiter, K., Rummer, R., & Gerjets, P. (2012). Explaining the modality effect in multimedia learning: Is it due to a lack of temporal contiguity with written text and pictures? *Learning and Instruction*, 22, 92-102.
- Schüler, A.,** Scheiter, K., & van Genuchten, E. (2011). The role of working memory in multimedia instruction: Is working memory working during learning from text and pictures? *Educational Psychology Review*, 23, 389-411.

### Teaching / Supervisor Experience

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Since 2021	Lecture "Pädagogische Psychologie 1 & 2", Institute of Psychology, University of Tuebingen
Since 2013	Lecture „Informationspsychologie“, Hochschule der Medien, Stuttgart
Since 2007	Courses at University of Tuebingen (psychology department & school of education). Topics: learning with text and pictures, instructional design, multimedia principles, media-based learning, scientific writing, information search.
Since 2010	Supervising PhD-, diploma-, bachelor- and master theses (partially together with Prof. Dr. Katharina Scheiter and Prof. Dr. Markus Huff)