



## Alexandre Tuch

Psychologe, Dr. phil.

Wissenschaftlicher Projektleiter

### Akademische Ausbildung

- 2008–2011 Dr. phil. in Psychologie, Universität Basel
- 2004–2007 Master of Science in Psychologie (M Sc), Universität Basel
- 2001–2004 Bachelor of Science in Psychologie (B Sc), Universität Basel

### Berufliche Entwicklung

- 2016–heute Wissenschaftlicher Projektleiter, Schweizerisches Gesundheitsobservatorium (Obsan)
- 2013–2016 Postdoc, Abteilung für Allgemeine Psychologie und Methodologie, Universität Basel
- 2012–2013 Gastwissenschaftler, Institut für Informatik, Universität Kopenhagen (Förderstipendium des Schweizerischen Nationalfonds)
- 2008–2012 Assistent, Abteilung für Allgemeine Psychologie und Methodologie, Universität Basel

### Lehrtätigkeit

- 2014–2016 Dozent im postgradualen Studiengang Master of Advanced Studies in Human-Computer Interaction & Design, Hochschule für Technik Rapperswil
- 2008–2016 Dozent für diverse Lehrveranstaltungen auf Bachelor- und Master-Stufe im Bereich Allgemeine Psychologie und Methodologie an der Fakultät für Psychologie der Universität Basel

## Wissenschaftliche Publikationen

### Publikationen Obsan

- Schuler, D., Tuch, A. & Peter, C. (2020). Psychische Gesundheit in der Schweiz. Monitoring 2020. (Obsan Bericht 15/2020). Neuchâtel: Schweizerisches Gesundheitsobservatorium.
- Tuch, A. & Schuler, D. (2020). Psychische Gesundheit. In Schweizerisches Gesundheitsobservatorium (Hrsg.), *Gesundheit in der Schweiz – Kinder, Jugendliche und junge Erwachsene. Nationaler Gesundheitsbericht 2020*. Bern: Hogrefe Verlag.
- Schuler, D., Tuch, A. & Peter, C. (2019). Psychische Gesundheit. Kennzahlen 2017 (Obsan Bulletin 8/2019). Neuchâtel: Schweizerisches Gesundheitsobservatorium.
- Peter, C., Tuch, A. (2019). Suizidgedanken und Suizidversuche in der Schweizer Bevölkerung (Obsan Bulletin 7/2019). Neuchâtel: Schweizerisches Gesundheitsobservatorium.



- Schuler, D., Tuch, A. & Peter, C. (2018). Psychische Gesundheit. Kennzahlen 2016 (Obsan Bulletin 5/2018). Neuchâtel: Schweizerisches Gesundheitsobservatorium.
- Tuch, A., Jörg, R., Hedinger, D. & Widmer, M. (2018). Qualität der stationären Leistungen unter der neuen Spitalfinanzierung. Monitoring der Qualitätsindikatoren 2009–2016. Schlussbericht (Obsan Dossier 65). Neuchâtel: Schweizerisches Gesundheitsobservatorium.
- Hedinger, D., Tuch, A., Jörg, R. & Widmer, M. (2018). Qualität der stationären Leistungen unter der neuen Spitalfinanzierung. Monitoring der Qualitätsindikatoren 2009–2016 (Obsan Bulletin 4/2018). Neuchâtel: Schweizerisches Gesundheitsobservatorium. Erstellt im Auftrag des Bundesamts für Gesundheit (BAG).
- Schuler, D., Tuch, A. & Peter, C. (2018). Fürsorgerische Unterbringung in Schweizer Psychiatrien (Obsan Bulletin 2/2018). Neuchâtel: Schweizerisches Gesundheitsobservatorium.
- Tuch, A. (2018). Somatisch-psychische Komorbidität in Schweizer Akutspitalern. Prävalenz und Inanspruchnahme. (Obsan Bulletin 1/2018). Neuchâtel: Schweizerisches Gesundheitsobservatorium.
- Hedinger, D., Tuch, A. & Widmer, M. (2017). Qualität der stationären Leistungen unter der neuen Spitalfinanzierung. Monitoring der Qualitätsindikatoren 2009–2015. (Obsan Bulletin 2/2017). Neuchâtel: Schweizerisches Gesundheitsobservatorium. Erstellt im Auftrag des Bundesamts für Gesundheit (BAG).
- Schuler, D., Tuch, A., Buscher, N. & Camenzind, P. (2016). Psychische Gesundheit in der Schweiz. Monitoring 2016 (Obsan Bericht 72). Neuchâtel: Schweizerisches Gesundheitsobservatorium.

### Artikel in Fachzeitschriften und Konferenzbänden mit Peer-Review

- Munsch, S., Wyssen, A., Vanhulst, P., Lalanne, D., Steinemann, S. T., & Tuch, A. (2019). Binge-eating disorder treatment goes online—feasibility, usability, and treatment outcome of an Internet-based treatment for binge-eating disorder: study protocol for a three-arm randomized controlled trial including an immediate treatment, a waitlist, and a placebo control group. *Trials*, 20(1), 1-11.
- Heinz, S., Linxen, S., Tuch, A. N., Fraßbeck, L., & Opwis, K. (2017). Is It Still Where I Expect It?—Users' Current Expectations of Interface Elements on the Most Frequent Types of Websites. *Interacting with Computers*, 29(3), 325-344.
- Mekler, E. D., Brühlmann, F., Tuch, A. N. & Opwis, K. (2017). Towards understanding the effects of individual gamification elements on intrinsic motivation and performance. *Computers in Human Behavior*.
- Ooi, Y. P., Goh, D. H. L., Mekler, E. D., Tuch, A. N., Boon, J., Ang, R. P., Fung, D. & Gaab, J. (2016). Understanding player perceptions of RegnaTales, a mobile game for teaching social problem solving skills. SAC 2016: Symposium on Applied Computing.
- Tuch, A. N., Schaik, P. V., & Hornbæk, K. (2016). Leisure and work, good and bad: The role of activity domain and valence in modeling user experience. *ACM Transactions on Computer-Human Interaction (TOCHI)*, 23(6), 35
- Tuch, A. N. & Hornbæk, K. (2015). Does Herzberg's notion of hygienes and motivators apply to User Experience? *ACM Transactions on Computer-Human Interaction (TOCHI)*, 22(4), 16:1–16:24.
- Seckler, M., Heinz, S., Ford, S., Tuch, A. N. & Opwis K. (2015). Trust and distrust on the Web: User Experiences and website characteristics. *Computers in Human Behavior*, 45, 39-50.
- Seckler, M., Opwis K. & Tuch, A. N. (2015). Linking objective design factors with subjective aesthetics: An experimental study on how structure and color of websites affect the facets of users' visual aesthetic perception. *Computers in Human Behavior*, 49, 375-389.
- Mekler, E. D., Bopp, J., Tuch, A. N. & Opwis K. (2014). A systematic review of quantitative studies on the enjoyment of digital entertainment games. In *Proceedings of the 2014 annual conference on Human factors in computing systems (CHI '14)*, 927-936. ACM, New York, NY, USA.
- Seckler, M., Heinz, S., Bargas-Avila, J. A., Opwis, K. & Tuch, A. N. (2014). Designing usable Web forms – empirical evaluation of Web form improvement guidelines. In *Proceedings of the 2014 annual conference on Human factors in computing systems (CHI '14)*, 1275-1284. ACM, New York, NY, USA.
- Obrist, M., Tuch, A. N. & Hornbæk, K. (2014). Opportunities for odor: experiences with smell and implications for technology. In *Proceedings of the 2014 annual conference on Human factors in computing systems (CHI '14)*, 2843-2852.

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- Mekler, E. D., Brühlmann, F., Opwis, K. & Tuch, A. N. (2013). Do points, levels and leaderboards harm intrinsic motivation? An empirical analysis of common gamification elements. In *Gamification 2013: Proceedings of the First International Conference on Gameful Design, Research, and Applications*. (pp. 66-73). Stratford, Ontario, Canada. ACM, New York, NY, USA.
- Tuch, A. N., Trusell, R. & Hornbæk, K. (2013). Analyzing users' narratives to understand experience with interactive products. In *Proceedings of the 2013 annual conference on Human factors in computing systems (CHI '13)*, 2079–2088. ACM, New York, NY, USA.
- Roth, S. P., Tuch, A. N., Mekler, E. D. Z., Orsini, S., Bargas-Avila, J. A., & Opwis, K. (2013). Location matters, especially for non-salient features - An eye-tracking study on the effects of web object placement on different types of websites. *International Journal of Human-Computer Studies*, 71, 228–235.
- Fischer, S., Meyer, A., Hermann, E., Tuch, A., & Munsch, S. (2012). Night eating syndrome in young adults: Delineation from other eating disorders and clinical significance. *Psychiatry Research*, 200, 494-501.
- Tuch, A. N., Presslauer, E. E., Stöcklin, M., Opwis, K., & Bargas-Avila, J. A. (2012). The role of visual complexity and prototypicality regarding first impression of websites: Working towards understanding aesthetic judgments. *International Journal of Human-Computer Studies*, 70(11), 794–811.
- Tuch, A. N., Roth, S. P., Hornbæk, K., Opwis, K., & Bargas-Avila, J. A. (2012). Is beautiful really usable? Toward understanding the relation between usability, aesthetics, and affect in HCI. *Computers in Human Behavior*, 28(5), 1596–1607.
- Seckler, M., Tuch, A. N., Opwis, K., & Bargas-Avila, J. A. (2012). User-friendly locations of error messages in web forms: Put them on the right side of the erroneous input field. *Interacting with Computers*, 24, 107-118.
- Tuch, A. N., Kreibitz, S. D., Roth, S. P., Bargas-Avila, J. A., Opwis, K., & Wilhelm, F. H. (2011). The role of visual complexity in affective reactions to web pages: Subjective, eye movement, and cardiovascular responses. *IEEE Transaction on Affective Computing*, 2(4), 230-36.
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- Leuthold, S., Schmutz, P., Bargas-Avila, J. A., Tuch, A. N., & Opwis, K. (2011). Vertical versus dynamic menus on the World Wide Web: Eye tracking study measuring the influence of menu design and task complexity on user performance and subjective preference. *Computers in Human Behavior*, 27(1), 459-472.
- Tuch, A. N., Bargas-Avila, J. A., & Opwis, K. (2010). Symmetry and aesthetics in website design: It's a man's business. *Computers in Human Behavior*, 26(6), 1831-1837.
- Tuch, A. N., Bargas-Avila, J., Opwis, K., & Wilhelm, F. (2009). Visual complexity of websites and its effects on users' impressions, psychophysiological responses, recognition rate and visual search time. *International Journal of Human Computer Studies*, 67(9), 703-715.
- Hah, E.-J., Schmutz, P., Tuch, A. N., Agotai, D., Wiedmer, M., & Opwis, K. (2008). Cinematographic techniques in architectural animations and their effects on viewers' judgment. *International Journal of Design*, 2(3), 29-41.
- Munsch, S., Biedert, E., Meyer, A., Michael, T., Schlup, B., Tuch, A., & Margraf, J. (2007). A randomized comparison of cognitive behavioral therapy and behavioral weight management treatment for overweight individuals with binge eating disorder. *International Journal of Eating Disorders*, 40(2), 102-113.
- Hellhammer, J., Fries, E., Buss, C., Engert, V., Tuch, A., Rutenberg, D., & Hellhammer, D. (2004). Effects of soy lecithin phosphatidic acid and phosphatidylserine complex (PAS) on the endocrine and psychological responses to mental stress. *Stress*, 7(2), 119-126.

### Abstracts & Extended Abstracts in Konferenzbänden mit Peer-Review

- Merz, B., Tuch, A. N. & Opwis, K. (accepted for publication). Perceived User Experience of Animated Transitions in Mobile User Interfaces. In *Proceedings of the 2016 annual conference on Human factors in computing systems (CHI EA '16)*.

ACM, New York, NY, USA.

Linxen, S., Heinz, S., Müller, L. J., Tuch, A. N. & Opwis, K. (2014). Mental Models for Web Objects in Different Cultural Settings. In Proceedings of the 2014 annual conference on Human factors in computing systems (CHI EA '14), 2557-2562. ACM, New York, NY, USA.

Mekler, E. D., Tuch, A. N., Martig, A. L. & Opwis, K. (2014). A Diary Study Exploring Game Completion and Player Experience. CHI PLAY '14, 433-434.

Seckler, M., Heinz, S., Bargas-Avila, J. A., Opwis, K. & Tuch, A. N. (2013). Empirical Evaluation of 20 Web Form Optimization Guidelines. In Proceedings of the 2013 annual conference on Human factors in computing systems (CHI EA '13), 1893–1898. ACM, New York, NY, USA.

Mekler, E. D., Brühlmann, F., Opwis, K. & Tuch, A. N. (2013). Disassembling Gamification: The Effects of Points and Meaning on User Motivation and Performance. In Proceedings of the 2013 annual conference on Human factors in computing systems (CHI EA '13), 1137–1142. ACM, New York, NY, USA.

Seckler, M. & Tuch, A. N. (2012) Linking objective web-design factors to facets of subjective aesthetic perception. In Proceedings of the 7th Nordic Conference on Human-Computer Interaction: Making Sense Through Design (NordiCHI '12), pp 809-10, Copenhagen, Denmark.