

Colin R. McCormick, Ph.D. (he/him)

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EDUCATION

Doctor of Philosophy 09/2020 – 08/2024

Dalhousie University

Experimental Psychology and Neuroscience

Supervisor: Dr. Raymond Klein

Master of Science 09/2018 – 07/2020

Dalhousie University

Experimental Psychology and Neuroscience

Supervisors: Dr. Raymond Klein and Dr. Jason Ivanoff

Received the Canadian Psychological Associations Distinction for Best Master's Thesis at Dalhousie

Bachelor of Science 09/2013 – 06/2018

Dalhousie University

First-Class Honours in Psychology, Minor in Sociology and Anthropology

Received the Canadian Psychological Associations Distinction for Best Honour's Thesis at Dalhousie

SELECT AWARDS, SCHOLARSHIPS, AND DISTINCTIONS

Alexander Graham Bell Canadian Graduate Scholarship- Doctoral 09/2020

NSERC

- Awarded to the top-ranked doctoral applicants and allows excellent students to pursue doctoral studies in Canada
- \$105k over three years

Nova Scotia Graduate Scholarship- Doctoral 09/2020

NSERC

- The objective of this award is to attract and retain top-quality research graduates, as well as to encourage exploration, discovery, and innovation in research priority areas for Nova Scotia.
- \$60k over four years

Alexander Graham Bell Canadian Graduate Scholarship 09/2019

NSERC

- Awarded to high-calibre scholars who are engaged in eligible master's programs. This support allows these scholars to fully concentrate on their studies in their chosen fields.
- \$17.5k

D.O. Hebb Post-Graduate Prize 09/2018

Dalhousie University

- Awarded to the graduate student who has, in the judgement of the Graduate Program Committee, demonstrated potential to make significant scientific contributions.
- \$1k

ACADEMIC PUBLICATIONS

- Klein, R.M., **McCormick, C.R.**, de Souza Almeida, R., Lawen, Z., & Arora, S. (2024) Introducing the portable AttentionTrip: An engaging tool for measuring the networks of attention, *Journal of Neuroscience Methods*. 409, 110194

- **McCormick, C.R.**, Redden, R.S., & Klein, R.M. (2023) How does exogenous alerting impact endogenous preparation on a temporal cueing task, *Visual Cognition*, 31:5, 363-379, DOI: 10.1080/13506285.2023.2250530
- **McCormick, C. R.** (2022). Lifestyle factors and their impact on the networks of attention. *Applied Cognitive Psychology*, 36(1), 135-153.
- Gurman, D., **McCormick, C. R.**, & Klein, R. M. (2021). Crossmodal correspondence between auditory timbre and visual shape. *Multisensory Research*, 35(3), 221-241.
- Redden RS, **McCormick CR**. Integrating open science in the teaching of cognitive research methods: Comparing virtual vs. face-to-face delivery. *PsyArXiv*; 2020. DOI: 10.31234/osf.io/bzr82
- Arora, S., **McCormick, C. R.**, & Klein, R. M. (2021). Comparing Youth Engagement on the AttentionTrip to the Child Attention Network Test. *International Journal of Human-Computer Interaction*, 37(9), 828-834.
- **McCormick, C. R.**, Redden, R. S., Hurst, A. J., & Klein, R. M. (2019). On the selection of endogenous and exogenous signals. *Royal Society Open Science*, 6(11), 190134.
- **McCormick, C. R.**, Redden, R. S., Lawrence, M. A., & Klein, R. M. (2018). The independence of endogenous and exogenous temporal attention. *Attention, Perception, & Psychophysics*, 1885-1891.

NOTABLE SCIENCE COMMUNICATION ARTICLES

- **McCormick, C.R. (2022)** How to boost your attention and ability to function with meditation, exercise and sleep. *Published by 'The Conversation', 35k reads across 15 re-publishers*
- **McCormick, C.R. (2023)** TikTok may be bad for privacy, but is it also harming our cognitive abilities? *Published by 'The Conversation', 56k reads across 9 re-publishers*

MEDIA INTERVIEWS

- **Mornings with Simi, 980 CKNW in Vancouver, BC.** "The Ontario Schoolboard Lawsuit against TikTok, Meta, & Snapchat: Does social media actually impact student performance? *April 1st, 2024*
- **ONpoint, 640Toronto in Toronto, ON.** "How to improve our attention and focus through meditation and exercise". *May 5th, 2022*

SELECT PRESENTATIONS

INVITED TALKS

Developing AttentionTrip: A Research Tool & Start-Up Company **06/2023**

McCormick, C.R.

Invited talk by the St. Francis Xavier Psychology Department

KEYNOTE TALKS

The Psychology of Magic **02/2019**

McCormick, C.R. & James, M.

Keynote Presentation at Nelson Publishing's Psychology Symposium in Toronto, CA

The Psychology of Magic **05/2018**

McCormick, C.R. & James, M.

Keynote Presentation at Science Atlantic in Halifax, CA

CONFERENCE PRESENTATIONS

- It's About Time: Distinguishing the Influence of Reflexive and Volitional Mechanisms of Temporal Attention** 06/2024
McCormick, C.R. & Klein, R.M.
Presented at the Graham Goddard In-House Conference, Halifax, NS
- Does Alerting Increase Information Processing Speed? A Meta-Analytic Assessment of Posner's Theory** 11/2023
McCormick, C.R. & Klein, R.M.
Presented at the Annual Meeting of the Psychonomics Society in San Francisco, US
- Integrating Mind and Brain: Research on the Networks of Attention** 02/2023
McCormick, C.R. & Klein, R.M.
Presented at Brain Repair Center Research Day; recipient of best poster award
- Lifestyle Changes That Can Impact Your Attention** 05/2022
McCormick, C.R. & Klein, R.M.
Presented at the Dalhousie In-House Conference in Halifax, Nova Scotia
- Testing Perceptual Sensitivity in Two Forms of Temporal Attention** 07/2022
McCormick, C.R. & Klein, R.M.
Presented at the Annual Meeting of the Canadian Society of Brain, Behaviour, and Cognitive Science
- The Effect of Attentional Control Settings on the Simon Effect** 11/2019
McCormick, C.R., Klein, R.M., Ivanoff, J., Debly, D., & Westcott, L.
Presented at the Annual Meeting of the Psychonomics Society in Montreal, CA
- Comparing Performance on a Temporal Attention Task When Using an Intense vs Isointense** 11/2019
McCormick, C.R., Redden, R.S., & Klein, R.M.
Presented at OPAM 2019 (Object Perception, Visual Attention, and Visual Memory) in Montreal, CA
- Reducing Cognitive Demand to Explore the Speed-Accuracy Trade-off in Temporal Cueing** 05/2019
McCormick, C.R., Redden, R.S., & Klein, R.M.
Presented at the Dalhousie In-House Conference in Halifax, Nova Scotia
- Two Timers? Endogenous and Exogenous Alerting in an Intuitive Temporal Cueing Task** 06/2019
McCormick, C.R., Redden, R.S., & Klein, R.M.
Presented at the meeting of the Canadian Society of Brain, Behaviour, and Cognitive Science in Waterloo, CA
- On the Time-Course of Cued Temporal Attention** 07/2017
McCormick, C.R., Redden, R.S., Lawrence, M., & Klein, R.M.
Presentation at the meeting of Canadian Society of Brain, Behaviour, and Cognitive Science in Regina, CA
- Is Environmental Context Essential for the Maintenance of Inhibition of Return?** 06/2016
McCormick, C.R., Redden, R.S., & Klein, R.M.
Presentation at the meeting of the Canadian Society of Brain, Behaviour, and Cognitive Science in Ottawa, CA

TEACHING EXPERIENCE

PTA Positions

Co-Instructor for Statistical Methods

09/2023

Co-taught an undergraduate-level course on common parametric statistical procedures in psychology. Position included the running of laboratory sessions, coordination with students, and the development of class related content.

Instructor for Introduction to Psychology and Neuroscience

04/2023

Taught an undergraduate-level course on different foundational concepts in psychology and neuroscience. Course included the development of course related materials, one-on-one meetings with students struggling with course content, scheduling course content.

Instructor for Fundamentals of Statistics and Experimental Design

01/2022

Taught a graduate-level course on common parametric statistical procedures in psychology within the statistical software 'R', including analysis of variance and covariance, with major emphasis on the general linear model and how best to apply models to answer research questions.

WORK & INTERNSHIP EXPERIENCE

Recipient of Invest Nova Scotia's Early-Stage Commercialization Fund (Project Lead/Manager)

03/2023 - Present

After successfully completing training in the Lab2Market program with a technology I helped develop in my laboratory (see below), I applied for this commercialization grant through InvestNS as the lead grant writer, using the skills I learned from the program. This application involved the communication of our technology and how it would benefit healthcare, presenting our customer validation research, identifying our need for this funding and how it would allow us to develop the technology to the point of commercialization, budgeting these requested funds, and identifying the market value and our initial customer segments. After being shortlisted, I was invited to pitch this plan to investors the following week, which led to us being awarded the **\$47k** we requested. I was the project lead on this application and am now working as a project manager.

Science Communication Writer for Dalhousie's OpenThink Initiative

01/2022 - 12/2022

The 2022 cohort of the OpenThink Initiative I was part of consisted of 15 PhD students from across Dalhousie with varying research interests and an enthusiasm for sharing ideas with the public. OpenThinkers received training in how to reach public audiences and share knowledge. The position included taking part in a series of communications skill-building workshops during the one-year term, which allowed me to write 10 articles on different topics from my area of study.

Internship for Dalhousie's Cohort of the Lab2Market Program (Entrepreneurial Training)

03/2021 - 05/2021

I was accepted into the Lab2Market (L2M) as the project lead for AttentionTrip, a gamified cognitive tool for measuring attention performance. This program is centered around training in entrepreneurial skills using the lean canvas and is specifically related to the identification and initial execution of commercialization opportunities for lab-based innovations. The program is well-rounded in teaching interns about reducing risk, revenue streams, market analyses, team-building, funding opportunities, intellectual property regulations, and key partnerships to build a start-up, but the main focus is identifying the needs of various customer segments and using the lean canvas as a way to efficiently test hypotheses on what value propositions will be validated in various customer segments in relation to the lab innovation.

Project Manager for the Thales Company & Klein Lab Research Collaboration

02/2018 – 04/2021

Managed an NSERC *Engage* collaboration with the Thales group, an aerospace company, to generate a model for detecting fatigue-related performance decreases using biometric measurements (via wearable devices). Responsibilities involved contributing to the development of experimental tasks and piloting equipment, organizing participant testing schedules, and communicating with the staff at Thales. This has led to a follow-up with the company involving fatigue mitigation measures, in which I am again a significant contributor to.

Project Manager for the NSHRF Catalyst-Funded 'Portable AttentionTrip' Project

03/2017-04/2018

Responsibilities included interviewing and hiring computer science co-op students, communicating tasks to the co-op students, and answering questions, generating the grant proposal, beta-testing the program, and day-to-day communication with research assistants.

Research Assistant in the Lab of Dr. Tracy Taylor-Helmick

09/2017-06/2018

Responsibilities included running participants in memory experiments, organizing the undergraduate research assistant testing schedule, and sending weekly reports to Dr. Taylor-Helmick. See the acknowledgement section for 'Taylor, T. L. (2018). Remember to blink: Reduced attentional blink following instructions to forget. *Attention, Perception, & Psychophysics*, 80(6), 1489-1503.'