

# Brent Pitchford

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Citizenship: Canadian

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## ACADEMIC EMPLOYMENT

2023-present      **Postdoctoral Researcher**, Icelandic Vision Lab, University of Iceland (Heida Maria Sigurdardottir)

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## EDUCATION

2018-2023      **PhD, Behavioural and Cognitive Neuroscience**  
Brock University  
Thesis: *The Influence of Reward Associations in the Facilitation and Impairment of Attention and Conflict Processing*  
Supervisor: Karen Arnell

2016-2018      **MA, Behavioural and Cognitive Neuroscience**  
Brock University  
Thesis: *Self-Control and its Influence on Global/Local Processing: An Investigation of the Role of Frontal Alpha Asymmetry and Dispositional Approach Tendencies*  
Supervisor: Karen Arnell

2012-2016      **BSc, Psychology**  
Carleton University, High Distinction  
Thesis: *Uh, Um... The Distinctive Usage of Filled Pauses in Psychopathic Young Offenders' Speech*  
Supervisor: John Logan

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## RESEARCH FELLOWSHIPS AND SCHOLARSHIPS

2019-2022      **Alexander Graham Bell Canada Graduate Scholarship (Doctoral)**  
National Science and Engineering Research Council (\$105,000 CAD)

2019-2020      **Ontario Graduate Scholarship**  
Government of Ontario (\$15,000 CAD; Declined)

2018-2019      **Ontario Graduate Scholarship**  
Government of Ontario (\$15,000 CAD)

2017-2018      **Ontario Graduate Scholarship**  
Government of Ontario (\$15,000 CAD; Declined)

2017-2018      **Alexander Graham Bell - Canada Graduate Scholarship (Master's)**  
National Science and Engineering Research Council (\$17,500 CAD)

2017      **Spring Research Fellowship**

2016-2017	Department of Graduate Studies (\$4000 CAD) <b>Research Fellowship</b>
2016-2017	Faculty of Graduate Studies (\$2000 CAD) <b>Research Fellowship</b>
2016-2017	Attention Lab (\$2000 CAD) <b>Graduate Fellowship</b>
	Attention Lab (\$5000 CAD)

## HONOURS AND AWARDS

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2023	<b>Distinguished Graduate Award</b> Brock University (\$100 CAD)
2021	<b>Library Open Access Publishing Fund</b> Brock University Library (\$1500 CAD)
2018	<b>Certificate of Academic Excellence 2018 – Master’s Thesis</b> Canadian Psychological Association
2018-2019	<b>Entrance Scholarship (PHD)</b> Department of Graduate Studies (\$2000 CAD)
2017-2018	<b>Excellence Scholarship</b> Department of Graduate Studies (\$5000 CAD)
2016-2017	<b>Entrance Scholarship (MA)</b> Department of Graduate Studies (\$2000 CAD)
2012-2015	<b>Entrance Scholarship</b> Carleton University (\$4000 CAD)
2013-2016	<b>Deans’ Honour List</b> Carleton University

## PEER-REVIEWED PUBLICATIONS

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- Pitchford, B. & Arnell, K. M. (2023).** Evaluating individual differences in rewarded Stroop: reliability and associations with self-report measures. *Psychological Research*, 87, 686–703.
- Pitchford, B. & Arnell, K.M. (2021).** Individual differences in attentional breadth changes over time: An event-related potential investigation. *Frontiers in Psychology*, 12, 1-12.
- Pitchford, B. & Arnell, K.M. (2019).** Resting EEG in alpha and beta bands predicts individual differences in attentional breadth. *Consciousness and Cognition*, 75, 102803.
- Pitchford, B. & Arnell, K.M. (2019).** Self-control and its influence on global/local processing: An investigation of the role of frontal alpha asymmetry and dispositional approach tendencies. *Attention, Perception, & Psychophysics*, 81(1), 173-187.
- Pitchford, B. & Arnell, K.M. (2019).** Speech of young offenders as a function of their psychopathic tendencies. *Canadian Journal of Experimental Psychology*, 73(3), 193-201.

## MANUSCRIPTS UNDER REVIEW AND IN PREPARATION

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\*denotes student mentee, \*\* shared first authorship, \*\*\* shared last authorship

Ólafsdóttir, I. M., **Pitchford, B.**, Maeekalle, M.\*, & Sigurdardóttir, H. M. (under review). Why is a raven like a writing desk? The interplay of visual and semantic characteristics of animacy in object perception. Manuscript under review at Psychological Science (PSCI-24-1076). Preprint: <https://doi.org/10.31234/osf.io/szvhw>

**Pitchford, B.\*\***, Devillez H.\*\*, & Sigurdardóttir, H. M. (in prep). Visual processing of faces and objects in dyslexic and typical readers: an ERP study. Preprint: <https://doi.org/10.31234/osf.io/6zqu4>

**Pitchford, B.** & Arnell, K.M. (in prep). An examination of how reward associations differentially facilitate and impair Stroop performance. Preprint: <https://psyarxiv.com/36gp7>

**Pitchford, B.** & Arnell, K. M. (in prep). Classical conditioning and not transference explains the interference by reward associations.

Maeekalle, M.\*, Ólafsdóttir, I. M., **Pitchford, B.\*\*\*** & Sigurdardóttir, H. M.\*\*\* (in prep). Mapping and Tracking Object Representations: Exploring the Contribution of Visual and Semantic Information.

## CONFERENCE PRESENTATIONS

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\*denotes student mentee

**Pitchford, B.**, Ólafsdóttir, I. M., Maeekalle\*, M., & Sigurdardóttir, H. M. (2024, May). *The contribution of features, shape, and semantics to object similarity*. Poster presented at Vision Sciences Society (VSS), St. Pete Beach, Florida.

**Pitchford, B.** & Arnell, K. M. (2023, February). *Impairment of Stroop performance by reward associations requires congruent trials*. Poster presented at Lake Ontario Visionary Establishment (LOVE) annual meeting, Niagara Falls, Ontario.

**Pitchford, B.** Baker, K. A., Mondloch, C. J., & Arnell, K. M. (2022, November). *Does the other-race effect require attention? An investigation using the attentional blink*. Poster presented at Object Perception, visual Attention, and visual Memory (OPAM) annual meeting, Boston, Massachusetts.

**Pitchford, B.** & Arnell, K. M. (2022, May). *The influence of large and small reward associations on Stroop performance in rewarded and nonrewarded contexts*. Poster presented at Vision Sciences Society (VSS), St. Pete Beach, Florida.

**Pitchford, B.** & Arnell, K. M. (2019, September). *High approach-motivated versus low approach-motivated positive affect following self-control: The relation between ERPs and attentional breadth*. Poster presented at Society of Psychophysiological Research (SPR) annual meeting, Washington, D.C.

**Pitchford, B.** & Arnell, K. M. (2018, November). *Resting EEG in alpha and beta bands predicts individual differences in global/local processing*. Poster presented at Object Perception, visual Attention, and visual Memory (OPAM) annual meeting, New Orleans, Louisiana.

**Pitchford, B.** & Arnell, K. M. (2018, October). *Investigating changes in attentional breadth following self-control: An ERP study*. Poster presented at Society of Psychophysiological Research (SPR) annual meeting, Quebec City, Quebec.

**Pitchford, B.** & Arnell, K. M. (2018, May). *Approach motivation and narrowed attentional*

*breadth following self-control: Investigating the role of asymmetrical frontal activity.* Poster presented at Vision Sciences Society (VSS), St. Pete Beach, Florida.

**Pitchford, B.** & Arnell, K. M. (2017, May). *Executive control processes can narrow attention for those with high approach tendencies.* Poster presented at Vision Sciences Society (VSS), St. Pete Beach, Florida.

**Pitchford, B.** & Arnell, K. M. (2017, May). *Forest for the trees after inhibiting prepotent responses: The association between reward responsiveness and local focus.* Poster presented at Southern Ontario Neuroscience Association (SONA), Brock University, St. Catharines, ON.

**Pitchford, B.** & Logan, J. (2016, June). *Uh, Um... The distinctive usage of filled pauses in psychopathic young offenders' speech.* Poster presented at 2016 Canadian Society for Brain, Behaviour, and Cognitive Science Conference, University of Ottawa, Ottawa, ON.

## ORAL PRESENTATIONS

**Pitchford, B.,** Ólafsdóttir, I. M., Maeekalle, M.\*, & Sigurdardóttir, H. M. (2024, March). *Can object similarity be explained by shape or featural information?* Talk presented at Annual Icelandic Vision Meeting, Hvammstangi, Iceland.

Maeekalle, M.\*, Ólafsdóttir, I. M., **Pitchford, B.,** & Sigurdardóttir, H. M. (2024, March). *Disentangling semantics, high-, mid- and low-level visual information important for object discrimination, using CORnet.* Talk presented at Annual Icelandic Vision Meeting, Hvammstangi, Iceland.

Friðriksdóttir, D.\*, Ovchinnikova, I., **Pitchford, B.,** Devillez, H., & Sigurdardóttir, H. M. (2024, March). *Project proposal: Neural measures of high-level visual processing in developmental prosopagnosia.* Talk presented at Annual Icelandic Vision Meeting, Hvammstangi, Iceland.

**Pitchford, B.** & Arnell, K. M. (2021, June). *Individual differences in how reward associations affect Stroop performance.* Talk presented at Canadian Society for Brain, Behaviour and Cognitive Science (CSBBCS), Virtual Event.

**Pitchford, B.** (2019). *Can resting EEG predict individual differences in attentional breadth?* Talk presented at Brock Revolutionary Exploratory Workshops on Topics Related to Psychological Science: Data Blitz, Brock University, St. Catharines, ON.

**Pitchford, B.** (2017). *Seeing “more of the trees” after inhibiting prepotent responses.* Talk presented at Brock Revolutionary Exploratory Workshops on Topics Related to Psychological Science: Data Blitz, Brock University, St. Catharines, ON.

## TEACHING EXPERIENCE

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### Teaching Apprenticeship

Fall 2020	<b>Teaching Apprenticeship, Brock University</b> <i>Participated in the development and delivery of third-year statistics in psychology (Computer Data Analysis). Designed and delivered lectures, created assignments and questions, all of which were based on lecture content.</i>
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## Teaching Assistantships

- Fall 2018-2022     **Teaching Assistant, Brock University**  
Course: Computer Data Analysis (PSYC 3P39)  
*Helped students with assignments for one hour following each lecture; marked weekly assignments; provided substantial feedback on writing and data analyses; worked one-on-one with students to help them with assignments/exam material*
- Winter 2019  
Winter 2018  
& Winter 2021     **Course Coordinator/Teaching Assistant, Brock University**  
Course: Personality (PSYC 2P25)  
*Primary instructor for two seminars/week; facilitated class discussions and activities; marked written assignments; completed administrative tasks*
- Fall 2017  
& Winter 2017 &  
Winter 2020 &  
Winter 2022     **Lab Demonstrator and Instructor, Brock University**  
Course: Cognition (PSYC 2P20)  
*Primary instructor for two computer lab sessions/week; delivered lectures and guided students through cognitive experiments; facilitated class discussions; marked assignments*
- Fall 2016     **Teaching Assistant, Brock University**  
**Course:** Health Psychology (PSYC 3P51)  
*Primary instructor for two seminars/week; facilitated class discussions and activities; marked oral presentations and written assignments/exams*

## MENTORING EXPERIENCE

- 2024     Supervised independent project – G. Gunnarsson  
2023 - 2024     Supervised master's thesis – M. Maeekalle  
2023     Supervised independent project – S. Jóhannsdóttir

## PROFESSIONAL DEVELOPMENT

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- August 6-16, 2024     **Summer Institute for Computational Social Science**  
Instructional program involving group problem sets, and participant-led research projects in computational social science. Topics covered included machine learning, network analysis, and digital experiments, as well as ethics, validity, and the role of theory in computational research.
- April 23-27, 2018     **Brock University & SHARCNet: EEG Analysis Workshop**  
EEG analysis workshop was allowing for hands-on experience exploring advanced EEG analysis methods in a collaborative setting.
- April 10, 2018     **Advanced TA Certificate in Teaching in Higher Education**  
Certificate awarded for the completion of teaching workshops (e.g., *working with international students, using online resources for TAing*) and completion of a statement of teaching philosophy.

- April 10, 2017      **TA Certificate in Teaching and Learning in Higher Education**  
Certificate awarded for the completion of teaching workshops.
- March 25-26, 2017      **Software Carpentry at Brock University: BASH, GIT, Octave/Matlab**  
Hands-on workshop covering basic concepts and tools, including  
program design, version control, data management, and task automation.

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## ACADEMIC AND ADMINISTRATIVE EXPERIENCE

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### AD Hoc Reviewer

- 2021-present      Attention, Perception, & Psychophysics; Behavior Research Methods;  
Clinical Interventions in Aging; Journal of Experimental Psychology;  
Human Perception and Performance
- 2014–2016      **Vice President of Finance**  
Psychology Society of Carleton University

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## PROFESSIONAL MEMBERSHIPS

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- Vision Sciences Society (VSS)
- Canadian Society of Brain, Behaviour, and Cognitive Science (CBBCS)
- Society of Psychophysiological Research (SPR)
- Psychonomics Society

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## REFERENCES

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