

# Brent Pitchford

---

Department of Psychology  
University of Iceland  
Saemundargata 12  
102 Reykjavik  
Iceland

Email: [bpitchford@hi.is](mailto:bpitchford@hi.is)  
Website: [brentpitchford.com](http://brentpitchford.com)  
Citizenship: Canadian

---

## RESEARCH EXPERIENCE

---

- 2023- Postdoctoral Researcher**  
Supervisor: Dr. Heiða María Sigurðardóttir  
Icelandic Vision Lab  
University of Iceland, Reykjavik  
Department of Psychology
- 2016-2018 Graduate Student and Research Assistant**  
Supervisor: Dr. Karen Arnell  
Psychology Attention Lab  
Brock University, St. Catharines, ON  
Department of Psychology
- 2015-2016 Independent Thesis Study and Research Assistant**  
Supervisor: Dr. John Logan  
The Centre for Applied Cognitive Research  
Carleton University, Ottawa, ON  
Department of Psychology
- 2014 Research Assistant**  
Supervisor: Dr. John Zelenski  
Happiness Laboratory  
Carleton University, Ottawa, ON  
Department of Psychology

## FORMAL 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: Dr. 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: Dr. 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: Dr. John Logan

## **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**  
2017-2018      Government of Ontario (\$15,000 CAD; Declined to accept NSERC award)

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

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

2017      **Spring Research Fellowship**  
Department of Graduate Studies (\$4000 CAD)

2016-2017      **Research Fellowship**  
Faculty of Graduate Studies (\$2000 CAD)

2016-2017      **Research Fellowship**  
Attention Lab (\$2000 CAD)

2016-2017      **Graduate Fellowship**  
Attention Lab (\$5000 CAD)

## **HONOURS AND AWARDS**

---

2021      **Library Open Access Publishing Fund**  
Brock University Library (\$1500 CAD)

2018      **Certificate of Academic Excellence 2018 – Master's Thesis**  
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

---

- Pitchford, B., & Arnell, K. M. (2022).** Evaluating individual differences in rewarded Stroop performance: Reliability and associations with self-report measures. *Psychological Research*, 1-18.
- 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 OR IN PREPARATION

---

- Pitchford, B. & Arnell, K.M. (in prep).** An examination of how reward associations differentially facilitate and impair Stroop performance. *Attention, Perception, & Psychophysics*. [Download link](#)
- Pitchford, B. & Arnell, K. M. (in prep). Reinforcement of congruent Stroop stimuli partially explains impairment by reward related words.

## CONFERENCE PRESENTATIONS

---

- 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.** (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. & 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.** (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

---

### Teaching Apprenticeship

Fall 2020

#### **Teaching Apprenticeship, Brock University**

*Participated in the development and delivery of third year statistics in psychology (Computer Data Analysis) course under the mentorship of Dr. Karen Arnell. Developed and delivered three lectures, assignments and exam questions based on lecture content. Then received feedback from both the professor and students to help improve teaching.*

### Teaching Assistantships

Fall 2018-2022

#### **Teaching Assistant, Brock University**

Course: Computer Data Analysis (PSYC 3P39)

*Answered questions about 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 with assignment/exam material*

Winter 2019

#### **Course Coordinator/Teaching Assistant, Brock University**

Winter 2018

Course: Personality (PSYC 2P25)

& Winter 2021

*Primary instructor for two seminars/week; facilitated class discussions and activities; marked writing assignments; conducted administrative duties*

Fall 2017

#### **Lab Demonstrator, Brock University**

& Winter 2017 &

Course: Cognition (PSYC 2P20)

Winter 2020 &

*Primary instructor for two computer lab sessions/week; delivered lectures and guided students through cognitive experiments; facilitated class discussions; marked assignments*

Winter 2022

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 writing assignments/exams*

## **PROFESSIONAL DEVELOPMENT**

---

July 3, 2018      **Publish, Don't Perish: Tips for Evaluating Journals**  
This workshop focused on strategies for evaluating the quality and relevance of academic journals, and to discuss ways to maximize the reach of research via open access publishing while avoiding predatory publications.

April 23-27, 2018      **Brock University & SHARCNet: EEG Analysis Workshop**  
This EEG analysis workshop was designed to give researchers who are familiar with ERP projects an opportunity to get 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 eight more 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 the teaching workshops below.

March 25-26, 2017      **Software Carpentry at Brock University: BASH, GIT, Octave/Matlab**  
This hands-on workshop covered basic concepts and tools, including program design, version control, data management, and task automation.

## **ACADEMIC AND ADMINISTRATIVE EXPERIENCE**

---

2014–2016      **Vice President of Finance**  
Psychology Society of Carleton University  
Planned and implemented a successful election campaign, collaborated with other executive members, formulated and maintained an annual budget while helping organize events and other activities.

### **AD Hoc Reviewer**

2021      Clinical Interventions in Aging

## **PROFESSIONAL MEMBERSHIPS**

---

-Vision Sciences Society (VSS)  
-Canadian Society of Brain Behaviour and Cognitive Science (CBBCS)

-Society of Psychophysical Research (SPR)  
-Psychonomics Society

## REFERENCES

---

**Heiða M. Sigurðardóttir** | Associate Professor  
Faculty of Psychology  
University of Iceland  
Saemundargata 12  
Reykjavik, Iceland  
102  
5255428 7800485  
Email: heidasi@hi.is

**Karen M. Arnell** | Professor  
Department of Psychology  
Brock University  
500 Glenridge Ave  
St. Catharines, ON, Canada  
L2S 3A1  
(905) 688-5550 ext. 3225  
Email: karnell@brocku.ca

**Stephen M. Emrich** | Associate Professor  
Department of Psychology  
Brock University  
500 Glenridge Ave  
St. Catharines, ON, Canada  
L2S 3A1  
(905) 688-5550 ext. 6181  
Email: semrich@brocku.ca