

Brent Pitchford

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University of Iceland
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RESEARCH EXPERIENCE

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| 2023- | Postdoctoral Researcher
Supervisor: Dr. Heida Maria Sigurdardottir
Icelandic Vision Lab
University of Iceland, Reykjavik
Department of Psychology |
| 2016-2023 | 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 |

EDUCATION

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| 2018-2023 | PhD, Behavioural and Cognitive Neuroscience
Brock University
Thesis: <i>The influence of reward associations in the facilitation and impairment of attention and conflict processing</i>
Supervisor: Dr. Karen Arnell |
| 2016-2018 | MA, Behavioural and Cognitive Neuroscience
Brock University
Thesis: <i>Self-Control and its Influence on Global/Local Processing: An</i> |

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)

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 **Entrance Scholarship (PHD)**
Department of Graduate Studies (\$2000 CAD)

2017-2018 **Excellence Scholarship**
Department of Graduate Studies (\$5000 CAD)

2016-2017 **Entrance Scholarship (MA)**
Department of Graduate Studies (\$2000 CAD)

2012-2015 **Entrance Scholarship**
Carleton University (\$4000 CAD)

2013-2016 **Deans' Honour List**
Carleton University

PEER-REVIEWED PUBLICATIONS

Pitchford, B., & Arnell, K. M. (2023). Evaluating individual differences in rewarded Stroop performance: 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 OR IN PREPARATION

Pitchford, B. & Arnell, K.M. (under review). 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.

Pitchford, B., Devillez H., & Sigurdardottir, H. M. (in prep). Visual processing of faces and objects in dyslexic and typical readers: an ERP study.

CONFERENCE PRESENTATIONS

Pitchford, B., Ólafsdóttir, I. M., Maeekalle, M., Sigurdardottir, H. M. (2024, May). *The contribution of features, shape, and semantics to object similarity*. Poster submitted to be 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. & 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

Teaching Apprenticeship

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| Fall 2020 | <p>Teaching Apprenticeship, Brock University
 <i>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 lectures, created</i></p> |
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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
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 writing assignments; conducted administrative duties
- Fall 2017
& Winter 2017 &
Winter 2020 &
Winter 2022 **Lab Demonstrator, 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 writing assignments/exams

MENTORING EXPERIENCE

- 2023-present Supervised master's thesis

PROFESSIONAL DEVELOPMENT

- 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

AD Hoc Reviewer

2021-present Attention, Perception, & Psychophysics; Behavior Research Methods;
Clinical Interventions in Aging; Journal of Experimental Psychology;
Human Perception and Performance

PROFESSIONAL MEMBERSHIPS

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

REFERENCES

Heida M. Sigurdardottir | Professor
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