

Brent Pitchford

Department of Psychology
University of Iceland
Saemundargata 12
102 Reykjavik
Iceland

Email: bpitchford@hi.is
Website: brentpitchford.com

RESEARCH EXPERIENCE

- 2023-present* **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

- 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**
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**
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

2023 **Distinguished Graduate Award**
Brock University (\$100 CAD)

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 AND IN PREPARATION

- Pitchford, B., & Arnell, K.M. (in prep).** An examination of how reward associations differentially facilitate and impair Stroop performance. [Download link](#)
- Pitchford, B., & Arnell, K. M. (in prep).** Classical conditioning and not transference explains the interference by reward associations.
- 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

*denotes student mentee

- Pitchford, B., Ólafsdóttir, I. M., Maeekalle*, M., & Sigurdardottir, 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

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. In this course, I developed and delivered lectures, created assignments and exam questions, all of which were based on lecture content. Then I received feedback from both the professor and students to help improve my 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 them 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 written assignments/exams

MENTORING EXPERIENCE

2023 – present Supervised master’s thesis – M. Maeekalle
2023 Supervised independent project – S. Jóhannsdóttir

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 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**
This hands-on workshop covered basic concepts and tools, including program design, version control, data management, and task automation.

ACADEMIC AND ADMINISTRATIVE EXPERIENCE

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

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
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