

# Brent Pitchford

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## RESEARCH EXPERIENCE

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- 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

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## EDUCATION

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- 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

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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

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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

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- 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

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- 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

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\*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.\*, Sigurdardottir, 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.,** Sigurdardottir, 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., Sigurdardottir, 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                      **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 – D. Friðriksdóttir  
2023 – present              Supervised master’s thesis – M. Maeekalle  
2023                              Supervised independent project – S. Jóhannsdóttir

## PROFESSIONAL DEVELOPMENT

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- 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**

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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

## **PROFESSIONAL MEMBERSHIPS**

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

## **REFERENCES**

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**Heida M. Sigurdardottir** | Professor  
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