

May 2016

Hanna Benoni, Ph.D. Curriculum Vitae

Personal Details:

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Family Status: Married+ 6

Military Service: The IDF Center of Computing and Information System.

Current Position

Senior Lecturer	Department of Psychology,
Head - Attention and Visual Cognition Lab	The College of Management Academic Studies

Major Research Interests

- Visual perception and attention:
Selective attention and effective functioning in overloaded environments
Orienting of attention: 'Top-down' and 'Bottom up' influences
- ADHD (Attention Deficit Hyperactivity Disorder)
- Object recognition: Human (vs. computer) vision

Higher Education

2013	Ph.D. degree in Cognitive Psychology (direct Ph.D program 2006-2012), The School of Psychological Sciences, Tel-Aviv University. Advisor: Professor Yehoshua Tsal. Title: "Attention: Efficient selectivity depends on dilution, not load".
2004	B.A. degree in Psychology, the Open University of Israel. Magna Cum Laude.

Academic Appointments

2016- Senior Lecturer. The College of Management Academic Studies.

2015- Lecturer. The College of Management Academic Studies.

Research Positions

2014- present Postdoctoral Research Fellow, Department of Computer Science and Applied Mathematics, Weizmann Institute of Science. Host: Prof. Shimon Ullman.

2013-2014 Postdoctoral Research Fellow, Department of Education and Psychology, The Open University of Israel. Host: Dr. Nurit Gronau.

2012-2013 (9 months) Postdoctoral Research Fellow, The School of Psychological Sciences, Tel-Aviv University.

Academic Awards

2016 Outstanding Faculty Award, the College of Management Academic Studies

2015 Outstanding Faculty Award, the College of Management Academic Studies

2015 The Sir Charles Clore Postdoctoral Fellowship

2013 The Open University Post-doctoral Research Prize

2011 Dean's Award for Academic Excellence (for Ph.D. Students), Tel-Aviv University

2010 Excellence Award for Outstanding Ph.D. Students, The School of Psychological Sciences, Tel-Aviv University

2009 Dean's Award for Academic Excellence (for Ph.D. Students), Tel-Aviv University

2006-2009 President's Scholarship for Ph.D. Students, Tel-Aviv University

2002 Dean's Honor for Academic Excellence (for BA Students), The Open University of Israel

2001 Dean's Honor for Academic Excellence (for BA Students), The Open University of Israel

Internal Research Grants

<u>Year</u>	<u>Foundation</u>	<u>Title</u>	<u>Co-Researchers</u>	<u>P.I.</u>
2015 – current	The College of Management Research Authority's Fund	Attention and Distraction	–	Hanna Benoni

Teaching Experience

Class Teaching

- 2015-present **"The Visual Attention Lab: Selective Issues"**, Department of Psychology, The College of Management Academic Studies. (Research Seminar; Supervisor of 7 undergraduates for final year research projects).
- 2015-present **"Learning Disabilities and ADHD"**, Department of Psychology, The College of Management Academic Studies.
- 2015-present **"Advance Issues in Cognitive Psychology"**. The School of Behavioral Sciences, The College of Management Academic Studies.
- 2014-present **"Cognitive Psychology A"** and **"Cognitive Psychology B"**, Department of Psychology, The College of Management Academic Studies.
- 2014-2015 **"Selective Issues in Visual Attention and ADHD"**, Department of Psychology, The College of Management Academic Studies. (Research Seminar; Supervisor of 14 undergraduates for final year research projects).
- 2013-2014 **"Effective Functioning in an Overloaded Environment"**, Department of Psychology, The College of Management Academic Studies. (Research Seminar; Supervisor of 14 undergraduates for final year research projects).

- 2010-2014 **"Probability"**, School of Psychology, Interdisciplinary Center (IDC), Herzliya. Lecturer
- 2009-2012 **"Multivariate Statistics" (*Analysis of Variance, Multivariate Regressions, SPSS*)**, School of Psychology, Interdisciplinary Center (IDC), Herzliya. Frontal TA / Teaching Fellow
- 2008-2009 **"Statistics 1"**, School of Business Administration, The College of Management Academic Studies. Frontal TA
- 2006-2009 **"Statistics for Psychologist B"**, The School of Psychological Sciences, Tel-Aviv University. Frontal TA
- 2006-2009 **"Statistics for Psychologist A"**, The School of Psychological Sciences, Tel-Aviv University. Frontal TA

Teaching Assistantships:

- 2007-2012 **"Advance Course of Consumer Behavior"**, the MBA program of Business and Managerial Psychology, The College of Management Academic Studies.
- 2007-2009 **"Psychological Issues in Marketing"**, the MBA program of Business and Managerial Psychology, The College of Management Academic Studies.
- 2008 **"Perception and Cognition"**, The School of Psychological Sciences, Tel-Aviv University (assignments checking).
- 2007-2008 **"Selective Issues in Consumer Behavior"**, the MBA program of Business and Managerial Psychology, The College of Management Academic Studies.

Other Academic and Professional Activities and Responsibilities

- 2014-
present **Departmental Coordinator** of the program in Psychology and Communication, Department of psychology, the College of Management Academic Studies.

- 2013- 2015 **Member of the Departmental Research Committee**
Department of psychology, the College of Management Academic Studies.
- 2014- 2015 **Departmental Coordinator** of the President's education awards program, Department of psychology, the College of Management Academic Studies.
- 2007-2010 **Writer and Reviewer of the MITAM test** (Entrance Test for Advance Degrees in Psychology). The National Institute for Testing and Evaluation
- 2007-2010 **Mentor, Research and Statistical Consultant, and Programmer**, in the empirical seminar: "Visual Attention", The School of Psychological Sciences, Tel-Aviv University.
- 2006-2007 **"Kalim Shloovim" Program (Volunteer Activity)**. Tutor and Mentor: providing an academic support for BA students, The School of Psychological Sciences, Tel-Aviv University.
- 2004-2005 **Schneider Children's Medical Center of Israel**
Research Assistant and Diagnostician in an experimental project of ADHD (Attention Deficit/Hyperactivity Disorder).

Laboratory Skills (2006- present)

- A programmer / Experiments designer (Authorware software)
- Statistical programs: SPSS, Statistica, Excel

Journal Service: Ad-Hoc Reviewer

- Acta Psychologica
- Attention, Perception & Psychophysics
- Experimental Psychology
- Experimental Brain Research
- Frontiers in Cognition
- Journal of Cognitive Psychology
- Journal of Experimental Psychology: Human Perception and Performance
- Perception

- Psychonomic Bulletin & Review
- Quarterly Journal of Experimental Psychology
- Visual Cognition

Publications

Refereed Journal Articles

- **Benoni, H.**, Zivony, A. & Tsal, Y. (2014). Attentional sets influence perceptual load effects, but not dilution effects. *Quarterly Journal of Experimental Psychology*, 67, 785-792.
- **Benoni, H.** & Tsal, Y. (2013). Conceptual and methodological concerns in the theory of perceptual load. *Frontiers in Cognition*, 4 522, 1-7.
- **Benoni, H.** & Tsal, Y. (2012). Controlling for dilution while manipulating load: Perceptual and sensory limitations are just two aspects of task difficulty. *Psychonomic Bulletin & Review*, 19, 631-638.
- Tsal Y. & **Benoni, H.** (2010). Much dilution, little load in Lavie and Torralbo's (2010) response: A reply. *Journal of Experimental Psychology: Human Perception and Performance*, 36, 1665-1668.
- Tsal Y. & **Benoni, H.** (2010). Diluting the burden of load: Perceptual load effects are simply dilution effects. *Journal of Experimental Psychology: Human Perception and Performance*, 36, 1645-1656.
- **Benoni, H.** & Tsal, Y. (2010). Where have we gone wrong? Perceptual load does not affect selective attention. *Vision Research*, 50, 1292-1298.

Additional Publications / Book Chapters (peer-reviewed)

- **Benoni, H.** & Tsal, Y. (2011). How does perceptual load differ from sensory constraints? Toward a unified theory of general task difficulty. In Algom, D., Zakay, D., Chajut, E., Shaki, S., Mama, Y., and Shakuf, V. (Eds.), *Proceedings of the International Society for Psychophysics*, 27, pp. 325-330.

- **Benoni, H.**, Zivony, A. & Tsal, Y. (2011). Attentional sets do not impair the effect of dilution in selective attention. In Algom, D., Zakay, D., Chajut, E., Shaki, S., Mama, Y., and Shakuf, V. (Eds.), *Proceedings of the International Society for Psychophysics*, 27, pp. 443-448.

[Papers Presented at Academic Conferences \(Published Abstracts\)](#)

- Tsal, Y., Max, R., & **Benoni, H.** "Bottom-up" capture is a top-down phenomenon. The 15th Annual Meeting of the Vision Science Society. St. Pete Beach, Florida, May 2015.
- **Benoni, H.**, Yurowitz, R., Abogov, Y., Shalev-Mevorach, L., & Gronau, N. Stimuli-intensive environments may, counterintuitively, decrease distraction in ADHD. The second conference on cognition research of the Israel Society for Cognitive Psychology, Akko, Israel, February 2015.
- Tsal, Y., **Benoni, H.**, Aven, A., Boimer, M., Distle, A. & Shvartz, R. Singleton capture can be a top-down phenomenon. The Psychonomics 55th Annual Meeting. Long Beach, California, November 2014.
- **Benoni, H.**, Gronau, N., & Tsal, Y. Avoiding distraction: Efficient selectivity depends on dilution. The first conference on cognition research of the Israel Society for Cognitive Psychology, Akko, Israel, February 2014.
- Tsal, Y. & **Benoni, H.** Contrasting the theories of perceptual load and perceptual dilution. The 30th Annual Meeting of the International Congress of Psychology. Cape-Town, South Africa, July 2012.
- **Benoni, H.**, Zivony, A., & Tsal, Y. Attentional sets interact with load but not with dilution. The 12th Annual Meeting of the Vision Science Society. Naples, Florida, May 2012.
- **Benoni, H.** & Tsal, Y. How does perceptual load differ from sensory constrains? Toward a unified theory of general task difficulty. The 27th Annual Meeting of the International Society for Psychophysics. Herzliya, Israel, October 2011.

- **Benoni, H.**, Zivony, A. & Tsal, Y. Attentional sets do not impair the effect of dilution in selective attention. The 27th Annual Meeting of the International Society for Psychophysics. Herzliya, Israel, October 2011.
- Tsal, Y & **Benoni, H.** Dilution and task difficulty, but not load, affects selective attention. The 11th Annual Meeting of the Vision Science Society. Naples, Florida, May 2011.
- **Benoni, H.** & Tsal, Y. Opposite effects of perceptual and sensory manipulations are effects of dilution. The International Research Conference of Selection and Control Mechanisms in Perception and Action. Jerusalem, Israel, April 2010.
- Tsal, Y & **Benoni, H.** Dilution and task difficulty, but not load, affects selective attention. The International Research Conference of Selection and Control Mechanisms in Perception and Action. Jerusalem, Israel, April 2010.
- **Benoni, H.** & Tsal, Y. Effects of perceptual and sensory load are simply effects of dilution. The Psychonomics 50th Annual Meeting. Boston, Massachusetts, November 2009.
- Tsal, Y. & **Benoni, H.** Perceptual load theory: Much ado about nothing. The Psychonomics 50th Annual Meeting. Boston, Massachusetts, November 2009.
- **Benoni, H.** & Tsal, Y. Diluting the burden of load: Perceptual load effects are simply dilution effects. The 9th Annual Meeting of the Vision Science Society. Naples, Florida, May 2009.

[Invited Talks and Other Presentations](#)

May 2016	Faculty Colloquium, the College of Management Academic Studies.
Jan. 2015	Research Day, the College of Management Academic Studies.
June 2014	Faculty Colloquium, Department of Education and Psychology, The Open University of Israel (Raanana).

- Jan. 2014 Faculty Colloquium, School of Education, The Hebrew University, Jerusalem.
- March 2012 Cognitive and Affective Neuroscience Colloquium, Psychology Department, Bar-Ilan University
- Nov. 2011 Research Colloquium, The School of Psychological Sciences, Tel-Aviv University
- May 2011 Faculty Colloquium, School of Psychology, Interdisciplinary Center Herzliya

Membership in Professional Societies

- Association for Psychological Science (APS)
- International Society for Psychophysics (ISP)
- Psychonomics Society
- Vision Sciences Society (VSS)