

Hanna Benoni, Ph.D.

Curriculum Vitae

Personal Details:

E-mail: BenoniH@colman.ac.il

Family Status: Married + 6

Current Position

Head of the Department of Psychology
The Faculty of Human and Social Studies

The College of
Management,
Academic Studies

Head of the Attention and Visual Cognition Lab

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

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| 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 (The College of Management Academic Studies)

Since 2024	Head of the Department of Psychology The Faculty of Human and Social Studies
2022 - 2024	Vice Dean The School of Behavioral Sciences and Psychology
2020- 2021	Academic Head of Student Affairs The School of Behavioral Sciences and Psychology
2018 - 2020	Head of Undergraduate Psychology Program
2016 - 2017	Acting Head of Undergraduate Psychology Program (Fall Semester)
Since 2016	Senior Lecturer
2015 - 2016	Lecturer
2013 - 2015	External Faculty Member

Research Positions

2017-2019	Research Consultant , Department of Computer Science and Applied Mathematics, <u>Weizmann Institute of Science</u> .
2014-2016	Postdoctoral Research Fellow , Department of Computer Science and Applied Mathematics, <u>Weizmann Institute of Science</u> . Host: Prof. Shimon Ullman.
2013-2014	Postdoctoral Research Fellow , Department of Psychology and Education, <u>The Open University of Israel</u> . Host: Prof. Nurit Gronau.
2012-2013 (9 months)	Postdoctoral Research Fellow , The School of Psychological Sciences, <u>Tel-Aviv University</u> .

Academic Awards

2022	Excellence in Teaching Award , the College of Management Academic Studies
2021	Excellence in Teaching Award , the College of Management Academic Studies

2020	Excellence in Teaching Award , the College of Management Academic Studies
2019	Excellence in Teaching Award , the College of Management Academic Studies
2018	Excellence in Teaching Award , the College of Management Academic Studies
2018	Outstanding Researcher Award , the College of Management Academic Studies
2017	Excellence in Teaching Award , the College of Management Academic Studies
2016	Excellence in Teaching Award , the College of Management Academic Studies
2015	Outstanding Faculty Award , the College of Management Academic Studies
2015	The Sir Charles Clore Postdoctoral Fellowship , Weizmann Institute of Science
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 Outstanding 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

External Research Grants

<u>Year</u>	<u>Foundation</u>	<u>Title</u>	<u>Co-Researchers</u>	<u>P.I.</u>
2022	Israel Science Foundation (ISF)- (\$155k)	Distilling the role of 'dilution' from the role of 'task load' and attentional allocation in the ability to avoid distraction	–	Hanna Benoni

Internal Research Grants

<u>Year</u>	<u>Foundation</u>	<u>Title</u>	<u>Co-Researchers</u>	<u>P.I.</u>
2019	The College of Management Research Authority's Fund	The natural laws that may motivate top-down prioritization of salient items	–	Hanna Benoni
2018	The College of Management Research Authority's Fund	Bottom-up control of attention may be a Top-Down phenomenon	–	Hanna Benoni
2016	The College of Management Research Authority's Fund	Orienting of attention: phylogenetic history underlying singleton-capture	–	Hanna Benoni
2015	The College of Management Research Authority's Fund	Attention and Distraction	–	Hanna Benoni

Teaching Experience

Class Teaching

- 2016-present **"Introduction to Cognitive Processes"**. The Department of Behavioral Sciences, The College of Management Academic Studies.
- 2015-present **"The Visual Attention Lab: Selective Issues"**, The Department of Psychology, The College of Management Academic Studies. (Research Seminar; Supervisor of about 15-24 undergraduates for final year research projects, each year).
- 2014-present **"Cognitive Psychology A"** and **"Cognitive Psychology B"**, Department of Psychology, The College of Management Academic Studies.
- 2019-2021 **"Advance Issues in Cognitive Psychology"**. The School of Behavioral Sciences, The College of Management Academic Studies.
- 2018-2022 **"Perception"** The Department of Psychology, The College of Management Academic Studies.
- 2015-2016 **"Learning Disabilities and ADHD"**, The Department of Psychology,

The College of Management Academic Studies.

- 2014-2015 **"Selective Issues in Visual Attention and ADHD"**, The 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"**, The Department of Psychology, The College of Management Academic Studies. (Research Seminar; Supervisor of 14 undergraduates for final year research projects).
- 2010-2014 **"Probability"**, The School of Psychology, Interdisciplinary Center (IDC), Herzliya. Adjunct Lecturer.
- 2009-2012 **"Multivariate Statistics" (Analysis of Variance, Multivariate Regressions, SPSS)**, The School of Psychology, Interdisciplinary Center (IDC), Herzliya. Frontal TA / Teaching Fellow
- 2008-2009 **"Statistics 1"**, The 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 (past):

- 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

The College of Management Academic Studies

2024-present	Member of the Academic Board
2024-present	Chair of the Teaching Committee The Department of Psychology
2021-present	Member of the Nominations Committee The Faculty of Human and Social Studies (till 2024- The School of Behavioral Sciences and Psychology)
2016-present	Member of various (ad-hoc) committees , including Exceptions, Scholarship, and Disciplinary Committees.
2022	Academic Steering Committee for Sustainable Development Goals (SDGs).
2021-2022	School Research Trustee The School of Behavioral Sciences and Psychology
2017-2024	Member of the School Council The School of Behavioral Science and Psychology
2016-2021	Member of the Academic Staff Council.
2017-2024	Member of the teaching committee The School of Behavioral Science and Psychology
2015-2017	Member of the teaching committee Department of Psychology
2014-2016	Departmental Coordinator of the program in Psychology and Communication, Department of psychology.
2013- 2015	Member of the Research Committee Department of psychology
2014- 2015	Departmental Coordinator of the President's education awards program, Department of psychology.

Other (past)

- 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 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).

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.** (2025). Does the absence of the load effect imply the absence of the dilution effect?. *Frontiers in Cognition*, 4, 1558164 (1-5).

- **Benoni, H., & Ressler, I.** (2020). Dichotomy, trichotomy, or a spectrum: Time to reconsider attentional guidance terminology. *Frontiers in Psychology*, 11(2243), 1-5. doi: 10.3389/fpsyg.
- **Benoni, H.** (2018). Top-down prioritization of salient items may produce the so-called stimulus-driven capture. *Frontiers in Psychology*, 9 (218), 1-12. doi: 10.3389/fpsyg.2018.00218
- **Benoni, H.** (2018). Can automaticity be verified utilizing a perceptual load manipulation? *Psychonomic Bulletin & Review*, 25, 2037-2046. doi: 10.3758/s13423-018-1444-7.
- **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 Psychology*, 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

- **Benoni, H.**, Harari, D., & Ullman, S. (2022). What takes the brain so long: Object recognition at the level of minimal images develops for up to seconds of presentation time. arXiv:2006.05249.
- **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 (peer-reviewed abstract proceedings)

- Shacham, K., Atias, L., Hever, G., Asher, N., Keha, E., Sagiv, O., & **Benoni, H.** Attentional Control Interacts with Task Load but Not with Dilution. The 11th Israeli conference on cognition research, Akko, Israel, February 2025.
- Harari, D., Mars, A., **Benoni, H.**, & Ullman, S. (2022). The dynamics of scene understanding. *The Annual Meeting of the Vision Sciences Society (VSS)*.
- Harari, D., **Benoni, H.**, & Ullman, S. (2022). Object recognition at the level of minimal images develops for up to seconds of presentation time. The 9th Israeli conference on cognition research (virtual), February 2022.
- **Benoni, H.**, & Ressler, I. Dichotomy, trichotomy, or a spectrum: Is bottom-up attentional guidance really distinct from top-down possibilities? The 8th Israeli conference on cognition research (virtual), February 2021.
- Harari, D., **Benoni, H.**, & Ullman, S. (2020). Object recognition at the level of minimal images develops for up to seconds of presentation time. *The Annual Meeting of the Vision Sciences Society (VSS)*.

- Head, D., Amrani, M., & **Benoni, H.** Auditory distraction under visual load and visual dilution. The 6th Israeli conference on cognition research, Akko, Israel, February 2019.
- Gronau, N., **Benoni, H.**, & Izoutcheev, A. Perceptual as well as conceptual similarity factors drive competitive relations among irrelevant visual distractors. The 18th Annual Meeting of the Vision Science Society. St.Pete Beach, Florida, May 2018.
- Gronau, N., **Benoni, H.**, & Izoutcheev, A. Multiple object representation: The role of perceptual versus conceptual similarity in stimulus-competition. The Psychonomics 58th Annual Meeting. Vancouver, British Columbia, Canada, November 2017.
- Dovkin, D., Sinvani, Y., Gutman, L., Bar, G., Lahav, A., & **Benoni, H.** Neither snow nor heat: Distractor interference is unaffected by external factors. The fourth Israeli conference on cognition research, Akko, Israel, February 2017.
- Gronau, N., **Benoni, H.**, Izoutcheev, A., & Ravreby, I. Multiple object representation: The role of perceptual versus conceptual similarity in stimulus-competition. The fourth Israeli conference on cognition research, Akko, Israel, February 2017.
- 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 Israeli conference on cognition research, 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 Israeli conference on cognition research, 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 constraints? 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 2019	Research Day, the College of Management Academic Studies.
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