

ROBERT SALL
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EDUCATION

North Carolina State University

- Doctorate of Philosophy: Human Factors and Applied Cognitive Psychology, Expected Graduation - 2019

Florida State University

- Bachelors of Science: Psychology, August 2013
 - Graduated with Honors. Thesis: The Allocation of Driver's Visual Attention.
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PROFESSIONAL EXPERIENCE

BB&T, **User Experience Research Intern**, Summer 2018

- Qualitative and quantitative data collection and analysis
- Interface prototyping
- Collaborative design iteration

Dunlap and Associates, INC, **Contracted Researcher**, Ongoing

- Assisting with requests for proposals
- Collaborating with literature reviews
- Conducting field research

North Carolina State University, **Research Assistant**. Laboratory for Analytic Sciences (LAS)/Governor's Highway Safety Program- January, 2017- Present.

- Contributed to theoretical discussions of cognitive deficits faced by security analysts
- Developed experimental design, task, and stimuli, to test those hypotheses
- Managed undergraduate research assistants in data collection, and analysis
- Produced poster presentation and pending publications

Duke University's Talent Identification Program (TIP), **Primary Instructor**. January 2016-Summer 2017

- Introductory psychology
- Food psychology
- Cognition and creativity
- Social psychology
- Applied psychology

North Carolina State University, **Teaching Assistant**. August 2015- January 2017, January 2018-Present

- Introductory psychology
 - Abnormal psychology
 - Social Psychology
 - Biological Psychology
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SKILLS AND EXPERIENCE

Experimental Design

- Generating research questions, hypotheses and literature reviews
 - Emphasis in visual search, decision making, cognitive training, and intraindividual variance
- Collecting and analyzing qualitative data (e.g., **ethnographic observations, focus groups, think aloud protocols**) as well as quantitative data (e.g., **timing, accuracy, eye-tracking**)
- Statistical analysis (e.g., OLS regression, ANOVA, and general linear mixed-effects modeling)
 - SPSS
 - SAS
 - R Studio
- Experimental toolkit:
 - E-prime
 - PsyToolKit
 - Sketchup (used to create ecologically valid stimuli)
 - STISIM 3 driving simulator
 - FaceLAB 5 eye-tracker
 - Some experience implementing MATLAB packages

Human Factors Methodologies

- Formative usability analysis techniques (e.g., **task analysis, cognitive walkthroughs, contextual observations**)
- Summative usability testing (e.g., **hypothesis testing for survey and behavioral a-b testing**)
- Summative usability
- contextual observations
- multidimensional scaling for mental models

Technical Training

- Statistical packages (**SAS, SPSS, R Studio**)
- Experimental programming (**E-Prime, PsyToolKit, MATLAB**)

PUBLICATIONS AND PEER REVIEW PRESENTATIONS

Sall, R.J., Geden, M., & Feng, J. (*Manuscript in preparation*). General Linear Mixed-Effects Models as an Approach to Studying Dual-Target Visual Search and Fatigue. *Psychonomic Bulletin & Review*.

Sall, R.J. Choi, H., & Feng, J. (2018). Bringing Older Drivers up to Speed with Technology: Cognitive Changes, Training, and Advances in Transportation Technology. In McLaughlin, A.C., & Pak, R. (Eds), *Aging, Technology, and Health*. Elsevier.

Sall, R.J., Smith, E., Newport, S. D., Feng, J. (2018). What Can Intraindividual Variance Teach Us About Dual-Target Visual Search? *Journal of Vision*.

Feng, J., Sanchez, J., Sall, R.J., Lyon, J., Nam, C.S. (*Under review*). Emotional Expressions Facilitate Human-Human Trust When Using Automation in High-Risk Situations. *Military Psychology*.

Sall, R.J. & Feng, J. (*Under Revision*). A Tale of Two Hazards: When Detecting One Traffic Hazard Hinders Detection of Another. *Journal of Experimental Psychology: Applied*

Sall, R. J., Wu, S., Spence, I., & Feng, J. (2017). Destination, Seen Unclearly: Relevance of Head-Up Display Information to Driving Is Unrelated to Its Processing. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting* (Vol. 61, No. 1, pp. 1899-1903). Sage CA: Los Angeles, CA: SAGE Publications.

Sall, R.J. & Feng, J. (2016). Better off Alone: The Presence of One Hazard Impedes Detection of Another in Simulated Traffic Scenes. *Proceedings of the Human Factors and Ergonomics Society 60th Annual Meeting*. Washington, DC: Human Factors and Ergonomics Society.

Sall, R. J., Wright, T. J., & Boot, W. R. (2014). Driven to distraction? The effect of simulated red light running camera flashes on attention and oculomotor control. *Visual Cognition*, 22, 57-73.

Boot, W., Sall, R., & Wright, T. (2014). The Effect of Simulated Red Light Running Camera Flashes on Attention and Oculomotor Control. *Journal of Vision*, 14(10), 327-327

SERVICE

- Guest Reviewer- Proceedings for the Human Factors and Ergonomics Society's Annual Meeting (reviewed 3 manuscripts for 2017 and 2018's meeting)
 - Guest Reviewer- *PLOS ONE* (assisted my advisor in a review)
 - Newsletter Editor- APA Division 21 (2017-2018 academic year)
 - Newsletter Editor- HFES, Training Technical Group (2018)
 - Outreach Chair- HFES Student Chapter, NCSU (2016)
 - Secretary- Graduate Association for Students in Psychology, NCSU (2016)
 - Academic and Research Committee Chair- Pi Gamma Mu, FSU (2012)
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HONORS AND AWARDS

- Student Grant Award 2017 - \$750 for best student proposal from the Human Factors and Ergonomics Society's Training Technical Group
 - Best student paper finalist – Recognized by the Surface Transportation of the Human Factors and Ergonomics Society
 - Honors in the Major- Florida State University (2013)
 - Deans List, Palm Beach State College (2009)
 - Deans List, University of South Carolina, Beaufort (2008)
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CURRENT MEMBERSHIPS

Human Factors and Ergonomics Society
American Psychological Association
Vision Science Society

TEACHING

Teaching Assistant- NCSU: *Introductory Psychology*. Spring 2016

Teaching Assistant-NCSU: *Abnormal Psychology* (2 course sections). Fall 2015

Teaching Assistant-Duke University's Talent Identification Program: *Are We on Autopilot? Social Psychology and Unconscious Behavior*. Fall 2015

Primary Instructor- Duke University's Talent Identification Program: *Creation Nation* (a course on cognition, neuroscience, evolution, and creativity). Fall 2015

Primary Instructor- Duke University's Talent Identification Program: *The Flavor of Life* (a course on foods influence on cognition). Spring 2016

Primary Instructor- Duke University's Talent Identification Program: *General Psychology*. Summer 2016

Teaching Assistant- NCSU: *Social Psychology*. Spring 2016, Spring 2018.

Teaching Assistant- NCSU: *Biological Psychology*. Fall 2018.

Primary Instructor- NCSU: *Biological Psychology*. Spring 2019.

RELEVANT COURSEWORK

Statistics and general research methods (5 semesters) (STA511, STA512, PSY880.1, PSY880.2, PSY880.3)

Human Factors and Usability (3 semesters) (PSY541, PSY743, ISE 740)