

## CURRICULUM VITAE

### Veronica J. Dark

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#### Education

University of Washington      attended September 1972-August 1977  
Ph.D., August 1977, Human Experimental Psychology  
Dissertation (unpublished): *Processing and Retention of Nouns and Verbs*

University of Arkansas      attended September 1968-May 1971  
B. A., May 1971, Psychology (cum laude); Phi Beta Kappa

#### Academic Positions

2007-present      Professor, Department of Psychology, Iowa State University  
1991-2007      Associate Professor, Department of Psychology, Iowa State University  
1986-1991      Assistant Professor, Department of Psychology, Iowa State University  
1985-1986      Supply Assistant Professor, Department of Psychology, University of Wyoming  
1984-1986      Adjunct Assistant Professor, Department of Psychology, University of Utah  
1981-1984      Visiting Assistant Professor, Department of Psychology, University of Utah  
1980-1981      Visiting Scholar, Department of Psychology, University of Utah  
1979-1984      Research/Statistics Specialist, University of Utah Counseling Center  
1978      Instructor, University of Maryland, overseas campus, Torrejon Air Base, Madrid, Spain

#### Administrative Roles

Director of Undergraduate Studies in Psychology, 2000-2002, 2003 - present  
Department of Psychology Associate Chair, 2007, 2009-present

#### Membership in Professional Organizations

American Psychological Association  
American Psychological Association Division 3 (Experimental), Fellow  
American Psychological Society  
Midwestern Psychological Association  
Psychonomic Society

**National/Professional Service**

American Psychological Association Division 3 (Experimental)  
 Secretary-Treasurer, 2008-2011; 2011-2014  
 At Large Representative, 2003-2006  
 Program Committee, member 1994-95; chair 1995-96; co-chair 2006-07  
 Editor, *The Experimental Psychology Bulletin*, APA Division 3 Newsletter, 1998-2003  
 International Association for the Study of Attention and Performance Advisory Council,  
 elected terms: 2001-2004, 2005-2009  
 NSF Site Visitor, UCLA Science of Learning Center Proposal, Los Angeles, CA, Jan. 2004.  
 NSF Perception, Action, and Cognition Panel, April 2010

**Reviewer Activities**

Editorial Board	<i>Psychonomic Bulletin &amp; Review</i>	January 1998-December 1999
Editorial Board	<i>Journal of Educational Psychology</i>	January 1991-December 1995
Ad Hoc Reviewer	<i>Consciousness and Cognition</i>	<i>Journal of Experimental Psychology: General</i>
	<i>Cognitive Neuroscience</i>	<i>Memory &amp; Cognition</i>
	<i>European Journal of Cognitive Psychology</i>	<i>Psychological Science</i>
	<i>IEEE Transactions on Evolutionary Computation</i>	<i>Quarterly Journal of Experimental Psychology</i>
	<i>Journal of Experimental Psychology: Human Perception and Performance</i>	<i>Cognitive Psychology</i>
	<i>Journal of Experimental Psychology: Learning, Memory and Cognition</i>	<i>Perception &amp; Psychophysics</i>
		<i>Psychonomic Bulletin &amp; Review</i>

**Editorships**

Associate Editor *Psychonomic Bulletin & Review* January 2000-December 2001  
 Associate Editor *Memory & Cognition* June 2001-December 2005

**Refereed Journal Publications**

\* indicates graduate student co-author; \*\* indicates undergraduate student co-author

- \*Still, J. D., & Dark, V. J. (2010). Examining working memory load and congruency effects on affordances and conventions. *International Journal of Human-Computer Studies*, 68(9), 561-571.
- \*Kumsaieaw, P., Jackman, J., & Dark, V. J. (2006). Task relevant information in engineering problem solving. *Journal of Engineering Education*, 95, 227-239.
- \*Crabb, B. T., & Dark, V. J. (2003). Perceptual implicit memory relies on intentional, load-sensitive processing at encoding. *Memory & Cognition*, 31, 997-108.

- Dark, V.J., & \*Schmidt, P. A. (2000). Distractor activation during selection is not sufficient to produce negative priming. *Psychonomic Bulletin & Review*, 7, 126-132.
- \*Evans, P. T., Vance, J. M., & Dark, V. J. (1999). Assessing the effectiveness of traditional and virtual reality interfaces in spherical mechanism design. *Journal of Mechanical Design*, 121, 507-514.. Also in [CD-ROM] *Proceedings of DETC98* (ASME Design Engineering Technical Conference, September 13-16, 1998, Atlanta, GA). CDROM: DETC98/CIE-5546.
- \*Schmidt, P. A., & Dark, V. J. (1999). Flanker recall and the flanker validity effect may reflect different attentional processes. *Perception & Psychophysics*, 61, 424-437.
- \*Crabb, B. T., & Dark, V. J. (1999). Perceptual implicit memory requires attentional encoding. *Memory & Cognition*, 27, 267-275.
- \*\*Grant, H. M., \*\*BreDahl, L., \*\*Clay, J., \*\*Ferrie, J., \*\*Groves, J. E., \*\*McDorman, T. A., & Dark, V. J. (1998). Context-dependent memory for meaningful material: Information for students. *Applied Cognitive Psychology*, 12, 617-623. (Note: the first 6 authors were undergraduate students in a class).
- \*Schmidt, P. A., & Dark, V. J. (1998). Attentional processing of 'unattended' flankers: Evidence for a failure of selective attention. *Perception & Psychophysics*, 60, 227-238.
- Dark, V. J., \*Vochatzer, K., & \*VanVoorhis, B. A. (1996). Semantic and spatial components of selective attention. *Journal of Experimental Psychology: Human Perception and Performance*, 22, 63-81.
- \*VanVoorhis, B. A., & Dark, V. J. (1995). Semantic matching, response mode, and response mapping as contributors to retroactive and proactive priming. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 21, 913-932.
- Dark, V. J., & Benbow, C. P. (1994). Type of stimulus mediates the relationship between performance and type of precocity. *Intelligence*, 19, 337-357.
- \*Tepin, M. B. & Dark, V. J. (1992). Do abrupt-onset peripheral cues attract attention automatically? *The Quarterly Journal of Experimental Psychology*, 45A, 111-132.
- Dark, V. J., & Benbow, C. P. (1991). Differential enhancement of working memory with mathematical versus verbal precocity. *Journal of Educational Psychology*, 83, 48-60.
- Dark, V. J., & \*Benson, K. (1991). Semantic priming and identification of near threshold primes in a lexical decision task. *The Quarterly Journal of Experimental Psychology*, 43A, 53-78.
- Dark, V. J., & Benbow, C. P. (1990). Enhanced problem translation and short-term memory: Components of mathematical talent. *Journal of Educational Psychology*, 82, 420-429.
- Dark, V. J. (1990). Switching between memory and perception: Moving attention or memory retrieval? *Memory & Cognition*, 18, 119-127.
- Dark, V. J. (1988). Semantic priming, prime reportability, and retroactive priming are interdependent. *Memory & Cognition*, 16, 299-308.
- Johnston, W. A., & Dark, V. J. (1986). Selective attention. *Annual Review of Psychology*, 37, 43-75.
- Dark, V. J., Johnston, W. A., \*Myles-Worsley, M. M., & \*Farah, M. J. (1985). Levels of capacity limitation and selection. *Journal of Experimental Psychology: General*, 114, 472-497.
- Johnston, W. A., Dark, V. J., & Jacoby, L. L. (1985). Perceptual fluency and the familiarity factor in recognition memory. *Journal of Experimental Psychology: Human Learning and Memory*, 11, 3-11.

- \*Behrman, J. A., Dark, V. J., & Paul, S. C. (1984). The effects of a structured learning skills intervention on long-term academic performance. *Journal of College Student Personnel*, 25, 326-331.
- Johnston, W. A., & Dark, V. J. (1982). In defense of intraperceptual theories of attention. *Journal of Experimental Psychology: Human Perception and Performance*, 8, 407-421.
- Loftus, G. R., Dark, V. J., & Williams, D. (1979). Short-term memory factors in ground controller/pilot communication. *Human Factors*, 21, 169-181.
- Dark, V. J., & Loftus, G. R. (1976). The role of rehearsal in long-term memory performance. *Journal of Verbal Learning and Verbal Behavior*, 15, 479-490.

### **Book Chapters, Invited Papers, and Book Reviews**

- Jackman, J., \*Kumsaikaew, P., Ryan, S., Dark, V. J., & Olafsson, S. (2007). Use of information in collaborative problem solving. In D. Jonassen (Ed). *Learning to solve complex, scientific problems* (pp. 187-204). Mahwah, NJ: Earlbaum.
- Jackman, J., Ryan, S., Olafsson, S., & Dark, V. J. (2007). Meta-problem spaces and problem structure. In D. Jonassen (Ed). *Learning to solve complex, scientific problems* (pp. 247-270). Mahwah, NJ: Earlbaum.
- Dark, V. J., & \*Crabb, B. T. (1999). Are we blind to meaning? Not a chance, it captures attention [Review of the book *Inattentional Blindness*]. *Applied Cognitive Psychology*, 13, 289-290.
- Dark, V. J., & Benbow, C. P. (1993). Cognitive differences among the gifted: A review and new data. In D. K. Detterman (Ed.), *Current topics in human intelligence* (85-120), Volume 3. New York: Ablex.
- Ostrow, E., Paul, S. C., & Dark, V. J. (1986). Adjustment of women on campus: Effects of stressful life events, social support, and personal competencies. In S. E. Hobfall (Ed.), *Stress, social support, and women* (pp. 29-45). Washington, D.C.: Hemisphere Publishing Corp.
- Johnston, W. A., & Dark, V. J. (1985). Dissociable domains of selective processing. In M. I. Posner and O. S. M. Marin (Eds.), *Mechanisms of attention: Attention and performance XI*, (pp. 567-583). Hillsdale, NJ: Erlbaum.

### **Published and On-line Proceedings**

- \*Still, J. D. & Dark, V. J. (2008). An empirical investigation of affordances and conventions. *Proceedings of the Third International Conference on Design Computing and Cognition*, 457-472. (Note: Awarded Best Paper Prize)
- \*Masciocchi, C. M., Dark, V. J., & Parkhurst, D. J. (2007). Evaluation of virtual reality snowplowsimulator training. *Proceedings of the 2007 Mid-Continent Transportation Research Symposium*, Weather Session, August 16-17, 2007, Ames, IA. Available online at <http://www.ctre.iastate.edu/pubs/midcon2007/index.htm#drivers>.

Ólafsson, S., Saunders, K., Jackman, J., Peters, F., Ryan, S., Dark, V., & Huba, M. (2004). Implementation and assessment of industrial engineering curriculum reform. *Proceedings of the 2004 American Society for Engineering Education Annual Conference & Exposition*, Session 1657, June 20-23, Salt Lake City, UT. Available online at <http://www.asee.org/about/events/conferences/search.cfm>.

### **Manuscripts**

- \*Kumsaikaew, P., Jackman, J., & Dark, V. J. (in revision). *Non-linear Information Selectivity in Learning to Solve Problems*.
- \*Tan, W. P., & Dark, V. J. (in revision). *Investigating the Attentional Blink when One Target's Identity Is Known*.
- Dark, V. J., \*Masciocchi, C. M., & \*Schmidt, P. A. (in revision). *Intention (Task Instruction) Influences Both the Semantic and Spatial Components of Selective Attention*.
- \*Ramos, A. L., & Dark, V. J. (in revision). *Hemispheric Similarities and Differences in Semantic and Spatial Selective Attention*.
- Cleary, A. M., & Dark, V. J. (unpublished). *The Detection of Prime-Target Relatedness in the Absence of Target Identification: The Role of Semantic Activation in Familiarity-based Recognition*.
- \*Reyes, M. J. L., & Dark, V. J. (unpublished). *Automatization and Transfer as Functions of Intellectual Precocity*.

### **Manuscripts in Preparation**

- \*Still, J. D., & Dark, V. J. (in preparation) *Unifying, Describing, and Designing perceived affordances*.
- \*Masciocchi, C. M., & Dark, V. J. (in preparation) *Exploring the Necessary Conditions for Semantic Selective Attention*.
- \*Still, J. D., Dark, V. J., & Parkhurst, D. J. (in preparation). *Viewpoint Invariant Object Features Attract Overt Visual Attention*.
- \*Tan, W. P., & Dark, V. J. (in preparation). *Object-based Attention Selection of Non-Uniform Objects with Changing Surfaces*.
- \*Tan, W. P., \*Still, J. D., & Dark, V. J. (in preparation). *Investigating the Attentional Blink in an Irregular RSVP Stream*.
- \*Still, J. D., Parkhurst, D. J., Wolff, T., & Dark, V. J. (in preparation). *Density of Viewpoint Invariant Features in a Picture Fragment Regulates Object Recognition*.
- Dark, V. J., & \*Ramos, A. L. (in preparation). *Capture of Attention by Distractor Pictures in RSVP: the Involuntary Attentional Blink*.
- \*Ramos, A. L., Dark, V. J., & Grimshaw, G. M. (in preparation). *Hemispheric Specialization for the Processing of Emotion Words: The Effects of Arousal and Valence*

### **Grants - Funded**

Co-PI, *Evaluation of Virtual Reality Snowplow Simulator Training*, Iowa Department of Transportation, Total Cost \$35,000, 2005-2006.

### **Grants - Not Funded**

- Co-PI, *Collaborative Research: Problem Solving Skills Development in Decision Science Using Question Scaffolding*, NSF Program - Research and Evaluation on Education in Science and Engineering, Total Cost \$547, 568 over three years. Submitted 5/15/2006; Not Funded.
- Co-PI, *Automated Formative Assessment for Ill-Structured Problem Solving*, NSF Program-Advanced Learning Technologies, Total Cost \$300,964 over 3 years. Submitted 5/26/05; Not funded.
- Co-PI, *Engineering Education Reform through Improved Problem Solving*, NSF Program-Engineering Education, Total Cost \$1,087,787 over 3 years. Submitted 7/9/04; Not funded.
- Senior Personnel, *Articulation Through the Engineering Learning Portal*, NSF Program-Advanced Technological Education, Total Cost \$900,000. Submitted 10/15/03; Not funded.
- Co-PI, *Enabling Learning of Engineering Problem Solving using Information Technologies*, NSF Program - Science of Learning Center Catalyst, Total Cost \$299,998. Submitted 08/05/03; Not funded.
- Senior Personnel, *Information Technology to Integrate the Curriculum and Improve Engineering Problem Solving*, NSF Program - Engineering Education, Total Cost \$1,499,996 over 3 years. Submitted 07/07/03; Not funded.

### **Invited Presentations**

- \*Masciocchi, C. M., Dark, V. J., & Parkhurst, D. J. (2007, August). *Evaluation of virtual reality snowplow simulator training*. Invited talk at the Mid-Continent Transportation Research Symposium, Ames, IA, August, 2007.
- Dark, V. J., & \*Masciocchi, C. M. (2007, May). *Is semantic selective attention "just priming"?* Invited talk presented at the meeting of the Midwestern Psychological Association, Chicago, IL.
- Dark, V. J. (2004, January) *Metacognition and engineering problem solving*. Faculty Retreat, Department of Industrial Manufacturing and Systems Engineering, Ames, IA.
- Dark, V. J. (1998, April) *Semantic influences on selective attention: What you expect is what you get*. The Psychology Department Baron's Lecture, Grinnell College, Grinnell, Iowa.
- Dark, V. J. (1994, April). *Unintentional and intentional selection: The split personality of attention*. Keynote address at the Show Me Mental State Conference on Cognition. Columbia, Missouri.
- Dark, V. J. (1994, February). *Selectivity via semantic priming: Attention as a cause or an effect?* Lake Ontario Visionary Establishment (LOVE) 23rd conference on perception and cognition. Niagara Falls, Ontario.

## Convention Presentations

- \*Masciocchi, C. M., & Dark, V. J. (2009, November). *Moderate working memory load has minimal influence on semantic or spatial selection*. Poster presented at the meeting of the Psychonomic Society, Boston, MA.
- \*Masciocchi, C. M., & Dark, V. J. (2008, November). *Exploring the necessary conditions for semantic selective attention*. Poster presented at the meeting of the Psychonomic Society, Chicago, IL.
- \*Still, J. D., Dark, V. J., & Parkhurst, D. J. (2008, November). *Dense regions of view-invariant features promote object recognition*. Poster presented at the OPAM (Object, Perception, Attention, and Memory) meeting, Chicago, IL.
- \*Tan, W. P., & Dark, V. J. (2008, November). *Object-based attention selection of non-uniform objects with changing surfaces*. Poster presented at the OPAM (Object, Perception, Attention, and Memory) meeting, Chicago, IL.
- \*Still, J. D., Dark, V. J., & Parkhurst, D. J. (2008, May). *What determines where you look in photographs of complex objects?* Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J., & \*Masciocchi, C. M. (2007, November). *Semantic selective attention reflects attention and not "just priming"*. Paper presented at the meeting of the Psychonomic Society, Long Beach, CA.
- \*Masciocchi, C. M., \*Tan, W. P., & Dark, V. J. (2007, November). *Stimuli related to information in working memory may indirectly influence attention*. Poster presented at the OPAM (Object, Perception, Attention, and Memory) meeting, Long Beach, CA.
- \*Tan, W. P., \*Langley, M., & Dark, V. J. (2007, November). *Investigating the RWI effect with an AB paradigm*. Poster presented at the OPAM (Object, Perception, Attention, and Memory) meeting, Long Beach, CA.
- \*Masciocchi, C. M., & Dark, V. J. (2007, May) *Exploring the distinction between semantic and spatial attention using eye movements*. Poster presented at the meeting of the Vision Science Society, Sarasota, FL.
- \*Still, J. D., Dark, V. J., & Parkhurst, D. J. (2007, May). *Viewpoint invariant object features attract overt visual attention*. Poster presented at the meeting of the Vision Science Society, Sarasota, FL.
- \*Tan, W. P., & Dark, V. J. (2007, May) *Investigating the attentional blink with predicted targets*. Poster presented at the meeting of the Vision Science Society, Sarasota, FL.
- \*\*Weiner, A. S. B., \*Tan, W. P., & Dark, V. J. (2007, May). *The auditory attentional blink is absent when tested with monosyllabic words*. Poster presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*\*Wolff, T., \*Still, J. D., Parkhurst, D. J., & Dark, V. J. (2007, May). *Invariant features from computer vision allow better human object recognition in color photographs*. Poster presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Tan, W. P., & Dark, V. J. (2006, November). *Investigating the attentional blink with a predicted first target*. Poster presented at the meeting of the Psychonomic Society, Houston, TX.
- \*Tan, W. P., \*Still, J. D., & Dark, V. J. (2006, November). *Attenuating the attentional blink by including salient temporal events in the RSVP stream*. Poster presented at the OPAM (Object Perception, Attention, & Memory) Meeting, Houston, TX.

- Cleary, A. M., \*\*Samson, K. K., Dark, V. J. (2006, May). *Detecting prime-target relatedness without target identification*. Poster presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Masciocchi, C. M., \*Ramos, A. L., Ghiradelli, T. G., & Dark, V. J. (2006, May). *Incongruously colored items do not draw top-down attention*. Poster presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Ramos, A. L., \*\*Weiner, A. S., & Dark, V. J., (2006, May). *Negative emotion words may affect attentional disengagement in RSVP streams*. Poster presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Still, J. D., \*Tan, W. P., & Dark, V. J. (2006, May). *Does number of items or time affect attentional blink magnitude?* Poster presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Tan, W. P., \*Still, J. D., & Dark, V. J. (2006, May). *Measuring the AB effect in an irregular RSVP stream*. Poster presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J., & \*Ramos, A. L. (2005, November) *The involuntary attentional blink may be an all-or-none phenomenon*. Paper presented at the meeting of the Psychonomic Society, Toronto, ON.
- \*Ramos, A., & Dark, V. J. (2004, May). *Pictures of imagined objects attract attention in an RSVP stream*. Presented at the meeting of the Midwestern Psychological Society, Chicago, IL.
- Dark, V. J., & \*Ramos, A. (2003, November). *Semantic activation alone is insufficient to produce an involuntary attentional blink*. Poster presented at the meeting of the Psychonomic Society, Vancouver, BC.
- Crabb, B. T., & Dark, V. J. (2003, November). *Explicit memory for encoding context without context dependency in perceptual implicit memory*. Poster presented at the meeting of the Psychonomic Society, Vancouver, BC.
- Dark, V. J. (2003, November). *Spatial cues and focus on color do not prevent semantic "illusory" conjunctions*. Presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J. (2002, November). *Evidence for illusory conjunctions from semantic priming with color confidence judgments*. Presented at the meeting of the Psychonomic Society, Kansas City.
- Dark, V. J., & Schmidt, P. A. (2001, November). *"Illusory conjunctions" from semantic priming in a word identification task*. Paper presented at the meeting of the Psychonomic Society, Orlando.
- Crabb, B. T., & Dark, V. J. (2001, November). *Target processing (not just responding) at encoding improves perceptual implicit memory*. Poster presented at the meeting of the Psychonomic Society, Orlando.
- Dark, V. J. (2001, May). *Semantic priming does not inhibit switching attention between words and digits*. Paper presented at the meeting of Midwestern Psychological Association, Chicago.
- Dark, V. J., Schmidt, P. A., & Crabb, B. T. (2000, November). *Strategic enhancement but not inhibition of semantic selectivity*. Paper presented at the meeting of the Psychonomic Society, New Orleans.

- Crabb, B. T., & Dark, V. J. (2000, November). *Failing to find context dependency in perceptual implicit memory: Evidence against an episodic view*. Poster presented at the meeting of the Psychonomic Society, New Orleans.
- \*\*Klatt, S. , & Dark, V. J. (2000, April) *Priming the prime: Center-surround does not explain the puzzle*. Paper presented at the meeting of the Iowa Academy of Science, Des Moines, IA.
- Dark, V. J., Schmidt, P. A., & \*Crabb, B. T. (1999, November). *The role of attended repetition in negative priming*. Paper presented at the meeting of the Psychonomic Society, Los Angeles.
- \*Crabb, B. T., & Dark, V. J. (1999, April). *Does overt responding at encoding improve perceptual implicit memory?* Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J., & Schmidt, P. A. (1999, April). *Intention enhances both semantic and spatial selection*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Duschen, A. L., & Dark, V. J. (1999, April). *Does gender schema affect selective attention?* Paper presented at the meeting of the Iowa Academy of Science, Ames, IA.
- Schmidt, P. A., & Dark, V. J. (1998, November). *Semantic selectivity appears to be automatic*. Poster presented at the meeting of the Psychonomic Society, Dallas.
- \*Crabb, B. T., & Dark, V. J. (1998, November). *Perceptual implicit memory requires intentional processing*. Poster presented at the meeting of the Psychonomic Society, Dallas.
- \*Crabb, B. T., & Dark, V. J. (1998, May). *How automatic are encoding processes leading to perceptual implicit memory?* Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*\*Ferrie, J., \*\*Grant, H. M., \*\*BreDahl, L., \*\*Clay, J., \*Groves, J. E., \*\*McDorman, T. A., & Dark, V. J. (1998, April). *Context-dependent memory for meaningful material: Information for students*. Paper presented at the meeting of the Iowa Academy of Science, Mason City, IA.
- Dark, V.J., & \*Schmidt, P. A. (1997, November). *Negative priming and stimulus activation: Part II*. Paper presented at the meeting of the Psychonomic Society, Philadelphia.
- Dark, V.J., & \*Schmidt, P. A. (1997, May). *More on negative priming and stimulus activation*. Paper presented at the Show Me Mental State Conference, Columbia, MO.
- \*Crabb, B. T., & Dark, V. J. (1997, May). *The necessity of attentional encoding for implicit memory*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Schmidt, P. A., & Dark, V. J. (1997, May). *Role of attention in implicit contingency learning*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V.J., & \*Schmidt, P. A. (1996, November). *Negative priming and stimulus activation*. Paper presented at the meeting of the Psychonomic Society, Chicago.
- Dark, V. J., & \*Schmidt, P. A. (1996, August). *Illusory conjunctions in a semantic priming task*. Paper presented at the meeting of the American Psychological Society, Toronto.
- Dark, V. J., & Benbow, C. P. (1996, May). *Longer-term memory differences between verbally and mathematically precocious youth*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.

- \*Reyes, M.L.J. Lopez, and Dark, V. J. (1996, May). *Instance-based and process-based transfer of alphabet arithmetic among intellectually gifted youth, average-ability youth, and college students*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Crabb, B.T., & Dark, V. J. (1996, April) *Automatic encoding alone does not produce implicit memory*. Paper presented at the meeting of the Iowa Academy of Science, Indianola, IA.
- Dark, V. J., & \*Scheerhorn, P. A. (1995, November). *Selectivity via semantic priming cannot easily be prevented*. Paper presented at the meeting of the Psychonomics Society, Los Angeles.
- \*Reyes, M. L. J. Lopez, and Dark, V. J. (1995, May). *Automatization of number and word comparison skills among mathematically and verbally precocious youth*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Scheerhorn, P. A. (1995, May). *When/when is attention focused in the flanker task?* Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J., & \*Scheerhorn, P. A. (1994, November). *Semantic relatedness and spatial location: Two facets of the split personality of attention*. Paper presented at the meeting of the Psychonomic Society, St. Louis.
- Dark, V. J., & \*Scheerhorn, P. A. (1994, May). *Intentional and unintentional selection via semantic relatedness and cued location*. Poster presented at the Conference on Converging Operations in the Study of Visual Selective Attention, Urbana, Illinois.
- \*Scheerhorn, P. A., & Dark, V. J. (1994, May). *"Unattended" processing of symmetric and asymmetric flankers*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Lopez, M. L. L., & Dark, V. J. (1994, May). *Automatization and transfer of an alphabet arithmetic skill among mathematically gifted and average ability youths*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J. (1993, November). *Semantically primed words are selected even with spatial precues*. Paper presented at the meeting of the Psychonomic Society, Washington, D.C.
- \*VanVoorhis, B. A., & Dark, V. J. (1993, May). *Examining the role of response mode on semantic priming*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Vochatzer, K. G., & Dark, V. J. (1993, May). *Selection via location can be more limited than selection via priming*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Lopez, M. L. J., & Dark, V. J. (1993, April). *Working-memory use among the gifted when solving algebra story problems*. Paper presented at the meeting of the Iowa Academy of Science, Decorah, IA.
- \*\*Murphy, M. E., & Dark, V. J. (1993, April). *A reading bias in attention?* Paper presented at the meeting of the Iowa Academy of Science, Decorah, IA.
- \*Scheerhorn, P. A. & Dark, V. J. (1993, April). *Matching versus non- matching flankers*. Paper presented at the meeting of the Iowa Academy of Science, Decorah, IA.
- Dark, V. J., & \*Vochatzer, K. G. (1992, November). *Semantic priming can lead to selective attention*. Paper presented at the meeting of the Psychonomic Society, St. Louis.
- Dark, V. J., & \*Tepin, M. B. (1992, May). *The cost/benefit of abrupt-onset near and far cues relative to a double-cue baseline*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.

- \*VanVoorhis, B. A., & Dark, V. J. (1992, May). *Semantic priming as a function of task difficulty*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*VanVoorhis, B. A., & Dark, V. J. (1992, April). *Prime speed and recall interact in lexical-decision*. Paper presented at the meeting of the Iowa Academy of Science, Cedar Falls, IA.
- Dark, V. J., & \*Tepin, M. B. (1991, November). *Far cues can do better than near cues*. Paper presented at the meeting of the Psychonomic Society, San Francisco.
- Dark, V. J. (1991, May). *Serial position effects complicate measuring attention switching times*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Tepin, M. B., & Dark, V. J. (1991, May). *Abrupt-onset peripheral cues: Automatic and intentional components*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*VanVoorhis, B. A., & Dark, V. J. (1991, May). *Semantic priming with a manual versus a vocal response*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Vochatzer, K., & Dark, V. J. (1991, April). *Semantic context enhances the perceptibility of words*. Paper presented at the meeting of the Iowa Academy of Sciences, Dubuque, IA.
- Dark, V. J., & \*Tepin, M. B. (1990, May). *Retroactive semantic priming as a function of target task*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- \*Tepin, M. B., & Dark, V. J. (1990, April). *Do abrupt-onset peripheral cues attract attention automatically?* Paper presented at the meeting of the Iowa Academy of Sciences, Des Moines, IA.
- Dark, V. J. (1989, May). *How long does it take to switch attention between memory and perception?* Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J. (1989, May). *Switching between memory and perception: Moving attention or memory retrieval?* Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J., & \*Benson, K. (1988, April). *Semantic priming in a lexical decision task is not automatic*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Dark, V. J. (1987, May). *Semantic and repetition priming depend on prime reportability*. Paper presented at the meeting of the Midwestern Psychological Association, Chicago.
- Oritt, E. J., Paul, S. C., \*Poulton, J. L., Dark, V. J., & Morrill, W. H. (1984, August). *Stress, social support, personal competencies and adjustment: A longitudinal study*. Paper presented at the meeting of the American Psychological Association, Toronto.
- Johnston, W. A., & Dark, V. J. (1984, July). *Levels of selectivity*. Paper presented at Attention and Performance XI, Eugene, OR.
- Kochenour, E. O., Allen, D. M., Daley, P. E., & Dark, V. J. (1984, April). *The learning center as consultant to the academic community*. Paper presented at the meeting of the American College Personnel Association, Baltimore.
- \*Farah, M. J., Dark, V. J., Johnston, W. A., & \*Worsley, M. M. (1983, April). *Effect of display load on semantic processing of nontargets*. Paper presented at the meeting of the Rocky Mountain Psychological Association, Snowbird, UT.

- \*Worsley, M. M., Johnston, W. A., Dark, V. J., & \*Farah, M. J. (1983, April). *Evidence for selective processing of nontargets*. Paper presented at the meeting of the Rocky Mountain Psychological Association, Snowbird, UT.
- Ostrow, E., Dark, V. J., & \*Poulton, J. L. (1982, August). *High and low adjustment samples: Predicting health and help-seeking*. In S. C. Paul (Chair), *Prelude to prevention: Personal competencies, social networks, and adjustment*. Symposium presented at the meeting of the American Psychological Association, Washington, D.C.
- Oritt, E., Paul, S. C., Dark, V. J., & Ostrow, E. (1982, April). *Satisfaction with support received during stressful negative life events as a predictor of adjustment*. Paper presented at the meeting of the Rocky Mountain Psychological Association, Albuquerque.
- Johnston, W. A., & Dark, V. J. (1982, April). *Attention and perception*. Paper presented at the meeting of the Rocky Mountain Psychological Association, Albuquerque.
- Dark, V. J., & Johnston, W. A. (1981, November). *Bottom-up processing is capacity-limited*. Paper presented at the meeting of the Psychonomic Society, Philadelphia.
- Ostrow, E., Paul, S. C., Dark, V. J., Henrie, R., Kochenour, E., Morrill, W., Oritt, E. J., & Poulton, J. L. (1981, August). *University epidemiology: The roles of stressful life events, social support and personal competencies*. Paper presented at the meeting of the American Psychological Association, Los Angeles.

### **Institutional Service Recognition & Awards**

LAS College Institutional Service Award, Fall 2006  
Psychology Department Exceptional Service Award, Spring 2005

### **Teaching Recognition & Awards**

W. Robert Parks Award, Honors Program, 2001  
Lamos Honory Society, Faculty Member of the Year, 2000  
Exceptional Support Recognition, 1998, 2000, 2001, 2003, 2006, 2007  
Honors Teaching Recognition, 1997, 1998

### **Courses Taught**

#### *Undergraduate*

Introduction to Psychology	Cognition
Introduction to Psychology-Honors	Research Methods in Psychology
Learning and Memory	Seminar on Connectionism/Neural Networks

#### *Graduate*

Advanced Cognition	Advanced Research Methods in Cognitive Psych.
Advanced Learning and Memory	Teaching of Psychology
	Graduate Seminar on Neural Networks

### **Graduate Students Supervised (reverse chronological order)**

Christopher Masciocch, MS 2006, doctoral student

Jeremiah Still, MS 2006; HCI doctoral student

Wah Pheow Tan, doctoral student

Glenn Casner, PhD 2006; co-major professor with Eric Cooper

Amy Ramos, PhD 2006; co-major professor with Eric Cooper

Brian Brooks, PhD 2003; co-major professor with Eric Cooper

Mabel Skaug, MS 2003

Harnam Singh, PhD 2000; co-major professor with Michael O'Boyle during 2000

Brian Crabb, MS 1997, PhD 2000

Kristine Nelson, MS 1998

Patricia Scheerhorn Schmidt, MS 1994, PhD 1998

Melissa Lopez Reyes, PhD 1996

Bart VanVoorhis, MS 1993, PhD 1995

Karl Vochatzer, MS 1993

Michael Tepin, PhD 1992

Ken Benson, MS 1988