

CASSIE BARASCH FORD, PhD

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Department of Exercise and Sport Science
Matthew Gfeller Center
2207 Stallings-Evans Sports Center
Campus Box 8700
Chapel Hill, NC 27599

EDUCATION

The University of North Carolina at Chapel Hill

Ph.D. in Cognitive Psychology and Neuroscience August 2016
M.A. in Cognitive Psychology May 2013
Concentration in Quantitative Psychology May 2013

Florida International University, Miami, FL

B.A. in Psychology with Honors December 2009
Summa cum Laude, Phi Beta Kappa

ACADEMIC AND PROFESSIONAL EXPERIENCE

Postdoctoral Research Scholar

August 2016 - present

Department of Exercise and Sport Science, University of North Carolina at Chapel Hill

- Manage ongoing study of special forces military personnel, including analyzing behavioral and neural data, and the creation of multiple neuro atlases
- Mentor undergraduate and graduate students
- Supervise creation and implementation of a database to organize the Center's research data
- Analyze data for and consult on a behavioral modification study examining the effect of training interventions on behaviors that result in head impacts in a population of local high-school football players

Statistical Consultant

August 2014 – May 2015

Department of Psychology & Neuroscience, University of North Carolina at Chapel Hill

- Consulted with departmental faculty and graduate students on their research designs, quantitative data analyses, and interpretation of statistical models.
- Instructed on use of multiple software packages including SAS, SPSS, and MPLUS.

Teaching Assistant

- Designed course materials and led recitation sections for both undergraduate and graduate in the following statistics and research methods classes:

Multilevel Modeling (Graduate course)	Fall 2015
Structural Equation Modelling (Graduate course)	Spring 2014, Spring 2016
Statistical Principles in Psychological Research	Spring 2012, 2013, Summer 2014
Laboratory Research in Psychology	Fall 2013, Summer 2012
Cognitive Psychology	Spring 2013

Research Assistant

June 2010 to August 2016

Hopfinger Neuroimaging Lab, University of North Carolina at Chapel Hill

- Designed, conducted and analyzed behavioral, EEG, and fMRI experiments studying the cognitive processes involved in visual-spatial attention and cognitive training.

- Analyzed brain imaging data using Matlab toolboxes Statistical Parametric Mapping 8 and 12; EEGLAB and ERPLAB and developed scripts to streamline processes.
- Conducted statistical analyses using Excel, SPSS, SAS, MATLAB, and MPLUS.
- Mentored and trained 12 undergraduate research assistants and work-study students.

Research Assistant April 2008 – December 2009
Developmental Psychobiology Lab, Florida International University

- Designed and conducted a developmental psychobiology study examining the effects of early postnatal contingent exposure to sound and light on learning in bobwhite quail.

COMPUTER SKILLS AND SOFTWARE EXPERIENCE

SAS, SPSS, R, Matlab, EEGLab, ERPLab, NBS Presentation, Linux, Microsoft Office Suite

SERVICE

Board of Directors for *Voices: Chapel Hill Community Choir* June 2014 – May 2017

- The 10-member board oversees the \$100,000+ budget and operations of a 130 person choral organization, which performs six concerts each year.

Undergraduate honors thesis committee member Fall, 2016 – Spring 2017
Served as committee member for Kathleen Morrisroe

Undergraduate honors thesis committee member Fall 2013 - Spring 2014
Served as committee member for Melisa Menciloglu

University of North Carolina Search Committee September 2012 – January 2013
Represented graduate students on the hiring committee for the new position of Title IX Compliance Officer

Carolina Summer Reading Program Discussion Leader Summer 2012

PUBLICATIONS

Ford, C.B., Hopfinger, J.B. *When, why and how attentional control settings mediate reflexive capture*. In preparation.

Ford, C.B., Hopfinger, J.B. *Alternative task demands disrupt top-down mediation of saliency-driven attentional capture*. In preparation.

Ford, C.B., Hopfinger, J.B. *ERP indices of reflexive attention effects on visual search*. In preparation.

Ford, C.B., Hopfinger, J.B. *ERP study of the effects of visual anchors on reflexive capture and reorienting*. In preparation.

RESEARCH PRESENTATIONS

Ford, C.B., Hopfinger, J.B. *Automaticity of pop-out depends on event relevance*. Poster presented at the Association for Psychological Science, New York, NY, 2015.

- Ford, C.B.**, Hopfinger, J.B. *Catch trials catch spatial attention when target absence is relevant*. Poster presented at the Cognitive Neuroscience Society Meeting, Boston, MA, 2014.
- Ford, C.B.** *Contingent attentional capture: Catch trial responses mimic congruency*. Research talk presented at North Carolina Cognition Conference. Durham, NC, 2014.
- Ford, C.B.**, Hopfinger, J.B. (2013). *ERP indices of reflexive attention effects on visual search*. *Journal of Vision*,13(9), p 229.
- Ford, C.B.**, Hopfinger, J.B. *An ERP study of visual anchors on attentional capture and reorienting*. Poster session presented at the Annual North Carolina Cognition Conference. Chapel Hill, N.C., 2012.
- Ford, C.B.**, Hopfinger, J.B. *An ERP study of distraction: Effects of visual anchors on attentional capture and reorienting*. Program No. 724.10. 2011 Neuroscience Meeting Planner. Washington, DC: Society for Neuroscience, 2011. Online.
- Ford, C.B.**, Harshaw, C., Bahrlick, L., & Lickliter, R. (2009). *Effects of lateralization and intersensory redundancy on contingency-based perceptual learning*. Poster presented at the annual meeting of the International Society for Developmental Psychobiology, Chicago, IL.

AWARDS AND HONORS

- Cognitive Neuroscience Graduate Student Award April 2014
Competitive graduate student award to attend and present research at the Cognitive Neuroscience Society Annual Meeting
- Psychology Merit Assistantship August 2010-May 2011
The University of North Carolina at Chapel Hill
- NIH Travel Award October 2009
To attend the annual meeting of the International Society for Developmental Psychobiology (2009), Chicago, IL.
- Adolfo Henriques Scholarship August 2009
Presented by Florida International University for high GPA
- Outstanding Academic Achievement Award May 2009
Presented by the College of Arts and Science at Florida International University. The award is given to 1 or 2 students in each department and is selected by a committee of faculty based on student's academic performance.
- Spanish American League Against Discrimination Scholarship August 2008
Presented by Miami Dade College for high GPA

SPECIALTY TRAINING

- Training Course in fMRI, *University of Michigan* August 2012
NIH Funded

PROFESSIONAL MEMBERSHIPS

Association for Psychological Science, Student Member	2015-present
Cognitive Neuroscience Society, Student Member	2014-present
Vision Sciences Society, Student Member	2013
Society for Neuroscience, Student Member	2011
International Society for Developmental Psychobiology, Student Member	2008