

CV – Maria Nordfang

Phone: +45 35 32 48 63, Email: maria.nordfang@psy.ku.dk

Education

2008 – 2011 Ph.D. Psychology, University of Copenhagen.

2001 – 2007 M.Sc. Psychology, University of Copenhagen.

Academic experience

- 2012 - Postdoc, funded by the Danish Agency for Science, Technology, and Innovation at University of Copenhagen and Visual Attention Lab, Harvard Medical School and Brigham & Womens Hospital.
- 2012 Visiting researcher, Harvard Medical School and Brigham & Womens Hospital, Visual Attention Lab.
- 2011 Research Assistant, University of Copenhagen, Department of Psychology.
- 2008-2011 Ph.D. fellow, University of Copenhagen, Department of Psychology.
- 2010 Visiting scholar, Harvard Medical School and Brigham & Womens Hospital, Visual Attention Lab.
- 2006-2008 Research Assistant, Internship and master thesis collaboration, Technical University of Denmark, Transport.

Teaching

- 2010 - Lecturer, Cognitive Psychology, University of Copenhagen, Department of Psychology.
- 2010 Outside supervisor, Learning, cognition and development, Danish School of Education, University of Aarhus, Department of Learning.
- 2009 Teacher, Basic statistics for psychologists, University of Copenhagen, Department of Psychology.
- 2006-2007 Teacher, Cognitive Psychology, Peoples University Copenhagen.
- 2004-2006 Instructor, Cognitive Psychology, University of Copenhagen, Department of Psychology.

Publications

- Nordfang, M., Dyrholm, M., & Bundesen, C. (2012). Identifying Bottom-up and Top-down Components of Attentional Weight by Experimental Analysis and Computational Modeling. *Journal of Experimental Psychology: General*. Advance online publication, doi: 10.1037/a0029631
- Dyrholm, M., Nordfang, M., & Bundesen, C. (2012). *Mining the Brain with a Theory of Tisual Attention*. Poster presentation with published abstract at NIPS-MLINI, Lake Tahoe, Nevada, United States of America.
- Nordfang, M. & Bundesen, C. (2012, May): *Relevance-based control over visual attention is fast and interdependent with stimulus-driven capture*. Oral presentation with published abstract at the vision sciences society 9th annual meeting, Naples, Florida, United States of America.
- Nordfang, M. (2011): The importance of being relevant. Capturing effects of contrast and relevance in visual selection. Ph.D. dissertation, Department of Psychology, University of Copenhagen.

- Nordfang, M. & Bundesen, C. (2011, August): *Caught not captured: Attentional allocation to task irrelevant colour singletons*. Poster presentation with published abstract at the 34th European conference on visual perception, Toulouse, France.
- Wolfe, J. M., Nordfang, M., & Zurita, A. I. (2011, July): *Taking conjunction search to a higher dimension*. Oral presentation with published abstract at the Asian Conference on Visual Perception, Hong Kong, China.
- Nordfang, M. (2011, September): *Capture and control in visual attention*. Oral presentation at the 2nd international conference on driver distraction and inattention, Gothenburg, Sweden.
- Nordfang, M., Bundesen, C. (2010): Is initial visual selection completely stimulus-driven? *Acta Psychologica*, 135(2), 106-108.
- Nordfang, M. (2010, August): *Attentional Capture and Control – Computing attentional weights*. Oral presentation with published abstract at the 7th International Conference on Cognitive Science, Beijing, China.
- Nordfang, M., Kyllingsbæk, S., Bundesen, C. (2009, May): Bridging Attentional Capture and Control – Evidence from a partial report paradigm. Poster presentation with published abstract at the vision sciences society 9th annual meeting, Naples, Florida, United States of America.
- Nordfang, M. (2008): *Drivers' Judgment of Time in Traffic Situations*. Oral presentation at the 4th international conference on transport and traffic psychology, Washington D.C., United States of America.
- Nordfang, M. (2007): *Vurderinger af tid i trafikken – en udforskning af prospektteorien*. Master thesis, M.Sc. Psychology, University of Copenhagen.
- Nordfang, M. & Wolfe, J.: *Guiding feature maps and beyond. Triple conjunctions in visual search*. Manuscript in preparation.
- Sørensen, T. A., Nordfang, M., Pedersen, M., Overgaard, M., Ásgeirsson, A. (Submitted): *Components of Attention in Synesthesia*.

Reviewer for Journal of Vision and Attention, Perception, & Psychophysics

Nonacademic dissemination activities

- 2012 Radiointerview. Danish national radio, P1, Videnskabens verden.
http://podcast.dr.dk/P1/Videnskabens_verden/2012/videnskabensverden_120214.mp3
- 2011 Speaker, Safe Days 2011, "Fokus på vejen". Traffic safety campaign aimed at 8th and 9th grade students in the southern region of Denmark.
- 2011 Interview with TÆNK - Danish consumer magazine, interview on marketing and attention. <http://taenk.dk/taenk-artikler/gule-tilbudsskilte-styrer-dine-indkob>