

Yoav ArieH, Ph.D.

Assistant Professor, Department of Psychology

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## **EDUCATION**

**Bar Ilan University** Ramat-Gan, Israel. Ph.D. in Cognitive Psychology 1999.

*Dissertation:* “Categorization and Naming of Picture-Word Stimuli: The Effect of Context and Structure.” (Advisor: Dr. Daniel Algom, Department of Psychology, Tel-Aviv University, Tel-Aviv, Israel)

**Bar Ilan University** Ramat-Gan, Israel. B.A in Psychology (major) and Biology (minor) 1995.

## **PROFESSIONAL EXPERIENCE**

**Montclair State University**, Assistant Professor of Psychology, Monclair, NJ. 2003-present

**J. B. Pierce Laboratory and Yale University School of Medicine**, New Haven, CT.  
Visiting Assistant Fellow summer 2005

**Yale University School of Medicine, Department of Epidemiology and Public Health**, New Haven, CT. Post Doctoral Fellow. 1999-2003

**J. B. Pierce Laboratory**, New Haven, CT. Post Doctoral Associate with Dr. Lawrence E. Marks. 1999-2003

## **PUBLICATIONS**

### **Peer Reviewed Articles:**

**Arieh, Y.**, Kelly, K., & Marks, L. E. (2005). Tracking the time to recovery after induced loudness reduction. Journal of Acoustical Society of America, 117, 3381-3384

Marks, L. E., & **Arieh, Y.** (2005). Differential effects of stimulus context in sensory processing. European Review of Applied Psychology. In Press.

Odgaard, E. C., **Arieh, Y.**, & Marks, L. E. (2004). Brighter Noise: Sensory enhancement of perceived loudness by concurrent visual stimulation. Journal of Cognitive, Affective, & Behavioral Neuroscience, 4, 127-132.

**Arieh, Y.** & Marks, L. E. (2003). Time Course of Loudness Recalibration: Implications for Loudness Enhancement. Journal of Acoustical Society of America, 114, 1550-1556.

Odgaard, E. C., **Arieh, Y.**, & Marks, L. E. (2003). Cross-modal Enhancement of Perceived Brightness: Sensory Interaction versus Response Bias. Perception and Psychophysics, 65, 123-132.

**Arieh, Y.**, & Marks, L. E. (2003). Recalibrating the Auditory System: A Speed-Accuracy Analysis of Intensity Perception. Journal of Experimental Psychology: Human Performance and Perception, 29, 523-536.

**Arieh, Y.**, & Marks, L. E. (2002). Context Effects in Visual Length Perception: Role of Ocular, Retinal, and Spatial Location. Perception & Psychophysics, 64, 478-492.

**Arieh, Y., & Algom, D. (2002).** Processing picture-word stimuli: The Contingent Nature of Picture and of Word Superiority. Journal of Experimental Psychology: Learning Memory and Cognition, *28*, 221-232. [**Based on the PhD dissertation**].

**Arieh, Y., & Algom, D. (1997).** Reading words in Stroop-like tasks: The effect of contingency between semantic and visual components. Psychologia: Israel Journal of Psychology, *6*, 7-19. [Competitive review by two referees]

### **Presentations and talks**

Stevens, S. T., & **Arieh, Y. (2005).** What you see is what you hear: The effect of auditory pitch on the detection of visual targets. Poster presented at the 76th annual meeting of the Eastern Psychological Society, Boston, MA.

Mensah, D. B., **Arieh, Y., & Zellner, D. (2005).** Red hot or cool blue: The effect of color on perceived temperature. Poster presented at the annual meeting of the Pace University, New-York, NY.

**Arieh, Y., Mailloux, J., & Marks, L.E. (2004).** Loudness Recalibration at Short ISI: A closer look. Poster presented at the 75<sup>th</sup> conference of Acoustical Society of America, New York, New York.

Odgaard, E. C., **Arieh, Y. & Marks, L. E. (2003).** Asymmetric interactions between light and sound: Response biases vs. sensory enhancement. Poster presented at the Fourth International Multisensory Research Forum, Hamilton, Ontario, Canada.

Ashkenazi, A., **Arieh, Y.**, & Marks, L. E. (2003). Cross modal interaction between vision and audition: Role of semantic and spatial processes. Poster presented at the Fourth International Multisensory Research Forum. Hamilton, Ontario, Canada.

Mailloux, J., **Arieh, Y.**, & Marks, L.E. (2003). Enhancement and recalibration in hearing and touch. Poster presented at the Fourth International Multisensory Research Forum. Hamilton, Ontario, Canada.

**Arieh, Y.**, Odgaard, E. C., & Marks, L. E. (2002). Cross-Modal Interaction between Light and Sound: An Accuracy-Speed Analysis. Poster presented at the 43<sup>rd</sup> annual meeting of the Psychonomic Society, Kansas City, Missouri.

**Arieh, Y.**, & Marks, L. E. (2001). Recalibration of loudness: Sensory vs. decisional processes. In E. Sommerfeld, R. Kompass, T. Lachman (Eds.). Fechner Day 2001. Proceeding of the seventeenth Annual Meeting of the International Society for Psychophysics. Pabst Science Publishers: Berlin.

**Arieh, Y.**, Jiang, Y., Marks, L. E. (2001). Context Effects in Visual Length Perception: Evidence for Pre-Attentive Processing. Poster presented at the 42<sup>nd</sup> annual meeting of the Psychonomic Society, Orlando, FL.

Odgaard, E. C., **Arieh, Y.**, & Marks, L. E. (2001). Cross-Modally induced response bias in brightness judgments. Poster presented at the 42<sup>nd</sup> annual meeting of the Psychonomic Society, Orlando, FL.

**Arieh, Y.** (1997). Categorization of picture-word stimuli: The effect of dimensional discriminability on Stroop and Garner Interference. Poster presented at the 8<sup>th</sup> annual meeting of the European Society for Cognitive Psychology, Jerusalem, Israel.

Algom, D., **Arieh, Y.**, & Goldstein, A. (1995). The horizontal-vertical illusion in perception and memory: A psychophysical investigation. In C.A. Possamai (Ed.), Fechner Day 1995. Proceeding of the tenth Annual Meeting of the International Society for Psychophysics. Cassis, France. .

Invited talk, “The Effect of Induced Loudness Reduction on Auditory Lateralization” Conference on Loudness Perception, The John B. Pierce Laboratory and Yale University, New-Haven, CT, 2005.

Invited talk, “Studies in loudness.” Speech-Language Pathology & Audiology - Bouve College, NorthEastern University, Boston, MA, 2004.

Invited talk, “Recalibrating the Auditory System: A Speed-Accuracy Analysis of Intensity Perception.” Speech-Language Pathology & Audiology - Bouve College, NorthEastern University, Boston, MA, 2002.

Invited talk, “The Ever Changing Nature of Intensity Perception” Research in Progress Seminar series, The John B. Pierce Laboratory and Yale University, New-Haven, CT, 2002.

Invited talk, “Effect of Context on the Perception of Line Length: Implications for the Horizontal-Vertical Illusion” Cognitive Seminar series, Psychology Department at Tel-Aviv, Israel, 2001.

### **Research in Progress**

Kelly, K., Arieh, Y., & Marks, L. E. (In Press). Inducing Loudness reduction affects auditory lateralization. Proceeding of the twenty first Annual Meeting of the International Society for Psychophysics.

Arieh, Y., Odgaard, E. C., & Marks, L. E. (2005). Cross-Modal Interaction between Light and Sound: An Accuracy-Speed Analysis. Manuscript submitted to the Journal of Experimental Psychology: Human Perception and Performance – Under revision

Arieh, Y & Stevens, T. S. (2005). What you see is what you hear: The effect of auditory pitch on detection of visual targets. Manuscript submitted to the Psychonomic Bulletin and Review – Under revision

#### **AWARDS AND RECOGNITION**

- o Israel Foundation Trustees grant for doctoral dissertation - 1995-1998.
- o Bar-Ilan University Rector Award for Ph.D. proposal – 1995
- o Bar-Ilan Excellence scholarship for Ph.D. students –1995-1997

#### **PROFESSIONAL MEMBERSHIPS**

Psychonomic Society – Member

Eastern Psychology Association - Member

Acoustical Society of America - Member

Council on Undergraduate Research – Member

## **Montclair state University instructional record**

### Courses:

- Experimental Psychology – fall 2003; fall 2004; spring 2005
- Quantitative methods in Psychology – fall 2004; spring 2005
- Research methods for graduates – fall 2003;
- Human experimental Psychology for graduate – spring 2004; spring 2005
- History and Systems of Psychology – spring 2004 (2 sections)

### Independent studies and Graduate Assistantship

Karen Kelly (Graduate assistant, 2004-5) – After-effects in loudness perception.

Christina Matos (BA, 2005-6) - The effect of pitch on visual detection II.

Mason Shepard (BA, 2005) - selective attention and looming stimuli.

Sean T. Stevens (BA, 2004-5) – The effect of pitch on visual detection I.

Darius Menasha (BA, 2004-2005) - Cross modal interactions between color and temperature.

Ilana Goldstein (BA, 2004) - selective and divided attention for color and words.

### Thesis committee

Karen Kelly (2005), Hemispheric Differences in Deception and Fanaticism: a Modal using High Affiliation Sports Fans. Sponsor: Julian P. Keenan

## **Departmental service**

- Adjacent evaluation committee – 2003-2004
- Graduate curriculum committee- 2004-2005-2006
- Graduate program admission committee – 2005
- Ad-hoc committee for examination of faculty evaluation - 2005