

**James Intriligator, PhD**  
**Professor of the Practice: Human Factors**  
**School of Engineering, Tufts University, Boston**  
**Managing Director, Intriligator Innovations Inc.**

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**EDUCATION**

- 1997      Ph.D., Cognitive Neuroscience **Harvard** University
- 1992      M.A., Perceptual and Cognitive Psychology **Harvard**
- 1990      B.A. *Cum Laude*, Honors in Psychology and Philosophy with Highest Distinction **University of California, San Diego, California**

**HONORS AND AWARDS**

- 2014              Named HEA National Teaching Fellow (highest teaching award in the UK)
- 2013              Following nominations by the department, university staff, and past/current students inducted into the Academy of Teaching Fellows
- 2013              National Union of Students (NUS) university-wide teaching award nominee in two categories (Best Teacher and Best Postgraduate Teacher)
- 2012              NUS university-wide teaching award winner, named students' "*Equality and Liberation Champion*"
- 2012              Short-listed for NUS university-wide teaching award in three categories (Best Teacher, Most Innovative, and Open Category)
- 2010 and 2011      Named "FLUX Champion," representing Bangor University at national enterprise competition
- 2009-present      Bangor University Academic Champion for Enterprise (ACE)
- 1994              Harvard University Bok Center Teaching Award recipient
- 1992              Fellow, McDonnell Summer Institute in Cognitive Neuroscience
- 1991-1994          National Science Foundation graduate fellowship
- 1990              William James Merit Fellowship, Harvard University

1990 Honors with Highest Distinction in Psychology, University of California, San Diego

### **RELEVANT EXPERIENCE**

9/2016-present **Professor of the Practice: Human Factors** Tufts University School of Engineering

7/2013–present **Professor of Innovation and Consumer Psychology** Bangor University, Wales, UK

8/2003–7/2013 **Senior Lecturer - Psychology**

Director of the university's Centre for Experimental Consumer Psychology. Conduct investigations and deliver lectures on psychology, business, and marketing. Supervise undergraduate (BSc) and post-graduate (MA/MSc/PhD) students. Creator and director of two lucrative masters programs: 1) Consumer Psychology and Business and 2) Consumer Psychology and Digital Media. Senior academic in Centre for Innovation in Learning and Teaching. Co-Director of Illusionarium (science for public). Academic lead for Young Enterprise programme.

4/2013–present **Director** Attention Retraining Technologies, Wales, UK

Founder and Director of spin-out tech company developing smartphone games for behavior change. Funded by UK Technology Strategy Board and the National Health Service, ART's first game has been proven to reduce alcoholism. Finalist: "Best New Start-up" (November 2013).

4/2013–present **Chief Scientific Advisor** Shopping Behaviour Explained (SBXL), England, UK

Consumer-insight specialist for the UK's leading consultancy for in-store research.

1/2013–present **Vice President** UCU, UK

Local vice-president of the national union for academic staff.

8/2012–present **Director of Commercialisation - Psychology** Bangor University, Wales, UK

Work with all staff to commercialise research and capture non-traditional (e.g., corporate) funding for research projects. Have helped to found companies, redraft contracts and intellectual property documents, and capture over £250k (\$386k).

8/2009–present **Adjunct Lecturer - Business  
University, Wales, UK**

**Bangor**

Deliver courses in Marketing Psychology. Supervise MSc students. Develop teaching best-practices guidelines.

9/2009–present **Enterprise Education Innovator  
University, Wales, UK**

**Bangor**

Co-creator of university's Enterprise by Design multi-disciplinary design program that teaches teams of students to design products for local businesses. Co-creator of the university's Social Enterprise Accelerator, which creates and/or coaches local social enterprises. Co-creator of Design Leadership masters programme. Focus on psychology of design and innovation.

1/2002 – 6/2003 **Innovative Solutions  
Expert**

**Syncata, El Segundo/CA**

Co-created the company-wide Offerings Development Process. Worked with vertical leads and subject-matter experts to craft product-service strategies and offerings. Acted as subject-matter expert (in consulting, business development, and sales meetings) on several offerings (e.g. TREAD Act, quality assurance, advanced text/data analysis). Served on Process Re-Engineering Steering Committee (CMM certification initiative). Served as spokesman and IP-lead to customers, conferences, and news agencies. Results: Opened up six new accounts and several new industry verticals.

3/2001 - 1/2002 **Market Offerings  
Manager**

**Syncata, El Segundo, CA**

Evaluated alliance partners. Developed offerings with internal subject-matter experts and partner companies. Created marketing materials, identified customers, crafted sales strategy, and made sales presentations. Developed corporate positioning and internal processes. Primary focus: Automotive, high-tech manufacturing, and financial services industries. Extensive work in data/text-mining and automotive warranty, quality, audit and parts-failure detection. Results: Increased internal collaboration through process re-engineering, achieved unprecedented levels of visibility within client companies, government agencies (NHTSA), and the media.

10/2000-  
3/2001 **Consultant  
Boston, MA**

**Idealab!,**

Developed internal business development methodology. Member of international brainstorming team. Tracked and reported on new technologies and trends with a focus on wireless technology (802.11 and Bluetooth). Helped create and develop three new

companies. Evaluated existing companies and issued reports to the CEOs on ways to strengthen their businesses.

Feb-Oct 2000     **Director of Strategic Innovation**     **Reach Internet Ventures, Boston, MA**

Created and ran internal think tank – managed three analysts. Designed and ran Reach University (“Helping our management teams perform at peak proficiency”). Member of deal-flow R&D team. Issued reports and recommendations to the extended executive management team of the investment firm and portfolio companies.

1997-May 2000     **Research Associate**     **Beth Israel Hospital, Boston, MA**

Researcher in the Department of Neurology. Member of the Magnetic Brain Stimulation Laboratory, the Ocularmotor Laboratory, and the Brain Mapping Laboratory. Designed, coded, and developed dozens of software programs. Created more than a dozen scientific studies – the results of which were presented at scientific conferences and in journal articles. Supervised and directed research associates. Managed all laboratory computers and IT.

1996-1997     **Consultant**     **IdeaLab!, Pasadena, CA**

Internet strategist and all-around brainstormer/problem-solver for Bill Gross (CEO) and partner companies. Aided in the design and implementation of internet, educational, and CD-ROM-related projects. Managed research, creative, and programming teams.

1990-1997     **Graduate Researcher, Instructor**     **Harvard University, Cambridge, MA**

Designed, coded, and conducted dozens of studies on human vision and cognition. Primary areas of research: visual attention, visual learning, color perception, and neuropsychology. Taught numerous courses including: perception, statistics, and research methods.

1982-2009     **Consultant and Programmer**     **Carmel Research Center, Santa Monica, CA**

Consultant in the space plasma physics research group. Designed, coded, and conducted statistical and neural-network analyses of plasma data. Created numerous computer simulations of physical phenomena. Supervised three-member research and development team. Wrote software, grants, papers, and patents.

1994-1995      **Visiting Scholar**  
**Neurologique, Lyon, France**

**INSERM and L'Hopital**

Designed, programmed, and conducted experiments on the visual and linguistic abilities of patients with neurological disorders.

1989-1990      **Researcher/Developer**  
**Foundation, La Jolla, CA**

**Scripps**

Designed and wrote multiple software programs to aid the collection and analysis of event-related potential (ERP) and electroencephalographic (EEG) data.

1987-1988      **Teaching Assistant**  
**California, San Diego, CA**

**University of**

Teaching assistant for one introductory symbolic logic course and two advanced logic courses. Aided in the development of course material.

### **PROFESSIONAL ACTIVITIES**

External Degree Programme Examiner: London Metropolitan University (Masters in Business and Masters in Consumer Psychology), Birmingham University (MA in Psychology).

Referee: Leverhulme Trust, *Vision Research*, *Spatial Vision*, *Perception*, *Psychological Science*, National Science Foundation, *Perception and Psychophysics*, *JEP: HPP*, *Neuroscience Methods*, *Psychonomic Bulletin*, *Brain Research*, *Quarterly Journal of Experimental Psychology*, *Brain and Cognition*

Member: Association for Research in Vision and Ophthalmology, Vision Sciences Society

Commentator: "The Breakfast Show" on BBC TV, *Financial Times*, BBC World Service, BBC Radio Stoke, BBC Radio Manchester, BBC radio Merseyside, *The Sunday Independent*, TheTalentBlog, BBC show "Watchdog", BBC Radio Oxford, Channel 4, Betty TV, BBC Consumer Website, ITV1.

External Consultant/Expert: Other Lines of Enquiry, Dipsticks Research, DraftFCB, Millward-Brown, and a range of other private market-research and marketing agencies.

### **EXTRAMURAL GRANTS AND CONTRACTS – Principle Investigator (PI) noted where appropriate**

British Academy Small Grants Scheme – "Privacy: definitions and management by adolescents of 13-16 years of age ". **Co-PI** (with Andy McStay). £10k (\$16k). [submitted]

Arts and Humanities Research Council (AHRC) – “Gallery 2.0: How digital technology can augment gallery experiences and explorations”. **Co-PI** (with Gareth Harvey). £90k (\$140k).

Technology Strategy Board: “Attention Retraining Technologies”. Technology Strategy Board and NHS funding of innovative high-tech startup. £150k (\$232k). **PI**. Funding to launch new spin-out.

Welsh Assembly Government: “North Wales Regional Enterprise Hub” £467k. To Dec 2015. Lead Academic Investigator.

Technology Strategy Board: “Mobile Technologies and Gamification to Reduce Alcoholism”. Technology Strategy Board. £100k (\$157k). To April 2013. **PI**.

European Union Access to Masters Studentship Awards: One award of £ 10 k (\$15 k).

Company Partner: *Antur Waunfawr*. To October 2014. **PI**.

European Union Access to Masters Studentship Awards: One award of £ 10 k (\$15 k).

Company Partner: *BIC Innovations*. To October 2014. **PI**.

European Union Access to Masters Studentship Awards: Two awards of £ 10 k (\$15 k) each.

Company Partner: *Coleg Menai*. To October 2013. **PI**.

European Union Access to Masters Studentship Awards: Three awards of £ 10 k (\$15 k) each.

Company Partner: *Antur Waunfawr*. To October 2013. **PI**.

Research Contract: SBXL: Brains, Choice, and Shopping. £32k (\$50k). **PI is P. Mullins**.

Research Contract: Cadbury: The Neural Dynamics of Chocolate Branding. £32k (\$50k). **PI is E. Cross**.

Research Contract: Cadbury: Aromas, chocolate, priming, and shopping. £14k (\$21k). **PI**.

Research Grant: Strategic Insights Programme, Glanmorgan University. £2k (\$3k). **PI**.

Research Contract: Deiniol Centre: The Psychology of Shopping and Spaces. £14k (\$21k). **PI**.

KESS PhD Student Award: £ 86 k (\$135 k). Co-Supervisor with Charles Leek. Company Partner: Countryside Council of Wales, GeoSho Technology. To November 2014. **PI.**

*“Consuming Nature: Digital Technologies in Outdoor Spaces”*

KESS PhD Student Award: £ 86 k (\$135 k). Co-Supervisor with Rob Ward. Company Partner: Boots. To November 2013. **PI is R. Ward.**

*“A Divine Deception: Faces, Personalities, and Make-up”*

KESS PhD Student Award: £ 86 k (\$135 k). Co-Supervisor with Marketa Caravolas. Company Partner: Remploy. To November 2013. **PI is M. Caravolas.**

*“An Evaluation of an Interventional Training Programme for Dyslexia in the Workplace”*

KESS PhD Student Award: £ 86 k (\$135 k). Co-Supervisor with John Parkinson. Company Partner: Setters Partners. To November 2012. *“The Psychology of Corporate Coaching”*. **PI is J. Parkinson.**

ESRC Case PhD Student Award: £ 86 k (\$135 k). Intriligator (Supervisor). To October 2011.

*“Digital Signs in Workplaces: Mood, Attitudes, Behaviours, and Learning”*. **PI.**

UK Waste and Recycling Action Programme (WRAP): £ 30 k (\$60 k). Intriligator. To August 2008.

*“Package Design and Over-Packaging”* **PI.**

European Union (Consortium Grant): £330 k (\$625 k). With Unilever & Trinity College Dublin. To October 2010. **Co-PI.**

*“Using Cognitive Neuroscience to Understand How Consumers Make and Maintain Healthy Food Choices”*

Unilever: £57 k (\$100 k). Co-PI with John Parkinson. To December 2008. **Co-PI.**

*“Neuroscience of Food Choice”*

Mars-Masterfoods: £ 10 k (\$19 k). Intriligator. To October 2007. **PI.**

*“Consumer Perceptions of Over-Packaging”*

European Union (Objective 1 funded PhD): £ 86 k (\$162 k). Intriligator (Supervisor). To June 2007.

*“Neuroscience of Internet Marketing” PI.*

Mars-Masterfoods: £ 10 k (\$19 k). Intriligator. To April 2007.

*“Forms of In-Store Marketing” PI.*

Mars-Masterfoods: £ 23 k (\$45 k). Intriligator. To January 2007.

*“The Psychology of Off-Shelf Displays” PI.*

Millward-Brown: £ 22k (\$41 k). Co-PI with Jane Raymond. To September 2006.

*“Neuroscience and Advertising” Co-PI.*

Knowledge Exploitation Fund (KEF): £ 72k (\$136 k). Co-PI with Jane Raymond. To June 2006.

*“Saving Sight: A Cheaper, Faster, and Earlier Test for Glaucoma” Co-PI.*

Knowledge Exploitation Fund (KEF): £ 73k (\$138 k). Co-PI with Jane Raymond. To June 2006.

*“Neuroscience Tools for Market Research” Co-PI.*

Welsh Development Agency (WDA). £ 29k (\$55 k). Co-PI with Jane Raymond. To April 2005.

*“The Psychology of Welsh SMEs” Co-PI.*

**RESEARCH**

Author of more than forty papers appearing in top-level scientific journals (see *publications list below*).

Author of dozens of scientific papers presented at international scientific conferences (*see list at end*).

**AREAS OF RESEARCH:**

Design thinking, creativity, and innovation.

Branding/Packaging: Neuroscientific measures of brands, packs, marketing.

Consumer Perceptions and Experience: Design thinking in the consumer domain.



Marketing: In-store marketing, digital-sign networks, multi-channel impact, strategy and design.

Sensory: attention, vision, audition, learning, neuropsychology, phenomenology, eye movements.

Cognition: attention, decision-making, neuropsychology, learning, education.

Emotion: implicit and explicit measures.

Neuroimaging: electrophysiology, functional/magnetic imaging, transcranial magnetic stimulation.

Education: inter-disciplinary and experiential learning paradigms.

Business: Consumer psychology, marketing/branding, product/service strategies, innovation/entrepreneurship, methodologies (business creation/development & think-tanks).

Philosophy: Theoretical and practical analyses flowing from a transversal analysis into the nature of science, religion, culture, and art.

## **PUBLICATIONS**

### ***Under Review***

- Nolan, L., Gilchrist, A., and Intriligator, J. (Invited). Kansas: Report of an art/vision collaboration,
- McCarron, T., Manodulkus, M, Harvey, G.J., and Intriligator, J. (submitted). Digital Nature: Atmospheric Influences on Workplace Behaviour. *Environmental Psychology*.
- Peatfield, N., Parkinson, J., and Intriligator, J. (submitted). Consumer Desire: Shopping Depletes Inhibitory Control. Submitted to *Cognition and Emotion*.
- Harvey, G.J., Ingledew, D., and Intriligator, J. (submitted). Motivational Posters: Too Much of a Good Thing. Submitted to *Journal of Management Research*.
- Harvey, G.J., Ingledew, D., and Intriligator, J. (submitted). Passive Priming Can Improve Integrity and Reduce Theft. Submitted to *Journal of Experimental Social Psychology*.

### ***Published – Journal Impact Factor (JIF) noted where appropriate***

1. Cox, W.M., Fadardi, J.S., Intriligator, J. and Klinger, E. Attentional bias modification for addictive behaviours: Clinical implications. *CNS Spectrums*, in press (2014). JIF: 3.409.
2. Klein, C., Saville, C.W., C.W.N., Shikhare, S., Iyengar, S., Daley, D., Intriligator, J., Boehm, S., Feige, B. (2012). Is reaction time variability consistent across

- sensory modalities? Insights from latent variable analysis of single-trial P3b latencies. *Biological Psychology*, 91, 275 (2012). JIF: 3.348.
3. Peatfield, N., Parkinson, J., and Intriligator, J. (2012). Emotion-Based Learning is Biased by Brand Logos. *Applied Cognitive Psychology*, 26, 5, 694-701, DOI: 10.1002/acp.2847. JIF: 1.667.
  4. Intriligator, D. S., Detman, T., Gloeckler, G., Gloeckler, C., Dryer, M., Sun, W., Intriligator, J., and Deehr, C. (2012). Pickup Protons: Comparisons Using the Three-Dimensional MHD HHMS-PI Model and Ulysses SWICS Measurements. *Journal of Geophysical Research*, VOL. 117, A06104, 8 PP., 2012, doi:10.1029/2011JA017424. JIF: 3.021.
  5. Peatfield, N., Turnbull, O., Parkinson, J., and Intriligator, J. (2011). Quick as a BLINK: An ultra-rapid analogue of Iowa Gambling Task decision-making. *Journal of Clinical and Experimental Neuropsychology*, DOI: 10.1080/13803395.2011.633496. JIF: 2.133.
  6. Saville, C.W., Pawling, R., Trullinger, M., Daley, D., Intriligator, J., and Klein, C. (2011). On the Stability of Instability: Optimising the Reliability of Intra-Subject Variability (ISV) of Reaction Times. *Personality and Individual Differences*, 51:148-153. JIF: 2.313.
  7. Saville, C.W., C.W.N., Dean, R.O., Daley, D., Intriligator, J., Boehm, S., Feige, B., and Klein, C. (2011). Electrocortical correlates of intra-subject variability in reaction times: Average and single-trial analyses. *Biological Psychology*, 87:74-83. JIF: 3.348.
  8. Intriligator, D.S., Detman, T., Intriligator, J., Gloeckler, C., Sun, W., Miller, W. D., Webber, W. R., and Dryer, M. (2011). Shock Waves in Space Environments. In *Shock Waves in Space and Astrophysical Environments* (Eds. Q. Hu, V. Florinski, G. Zank), AIP.
  9. Detman, T., Intriligator, D. S., Dryer, M., Sun, W., Deehr, C., and Intriligator, J. (2011). The Influence of Pickup Protons, from Interstellar Neutral Hydrogen, on the Propagation Interplanetary Shocks from the Halloween 2003 Solar Events to ACE and Ulysses: A 3D MHD Modeling Study. *Journal of Geophysical Research*, 116, A03105, doi:10.1029/2010JA015803. JIF: 3.021.
  10. Intriligator, D. S., Intriligator, J., Miller, W. D., Webber, W., and Decker, R. B. (2010). High energy plasma ions found near the termination shock: Analyses of Voyager 2 data in the heliosheath and in the outer heliosphere, *Journal of Geophysical Research*, 115, A07107, doi:10.1029/2009JA014967. JIF: 3.021.
  11. zoos (Intriligator, J. and Reynolds, B.) (2010). Continuous R(E)volutions: Thermodynamic Processes, Analog Hybridizations, Transversal Becomings, and the Post-human. *postmedieval: a journal of medieval cultural studies* 1/2 (April 2010).
  12. Intriligator, D. S., Sun, W., Rees, A., Horbury, T., Webber, W.R., Deehr, C., Detman, T., Dryer, M., and Intriligator, J. (2008). Three-Dimensional Simulations of Shock Propagation in the Heliosphere and Beyond, Particle Acceleration and Transport in the Heliosphere and Beyond (Eds. G. Li, Q. Hu, O. Verkhoglyadova, G. Zank, R. Lin, and J. Luhmann) AIP 1039, 375-383.

13. Intriligator, D.S., Rees, A. Horbury, T., Sun, W., Detman, T., Dryer, M., Deehr, C., Intriligator, J. (2007). 3D Modeling and Turbulence: From the Sun to Voyager 1, *Turbulence And Nonlinear Processes In Astrophysical Plasmas*.
14. Barton, J.J.S., Radcliffe, N., Cherkasova, M.V., Edelman, J., Intriligator, J. (2006). Information processing during face recognition: the effects of familiarity, inversion and morphing on scanning fixations. *Perception*, 35(8), 1089-1105. JIF: 1.293.
15. Intriligator, D.S., Sun, W., Dryer, M., Fry, C.D., Deehr, C., Intriligator, J. (2005). From the Sun to the outer Heliosphere: Modeling and analyses of the interplanetary propagation of the October/November ("Halloween") 2003 solar events, *Journal of Geophysical Research A: Space Physics*. 110(A9). JIF: 3.021.
16. Tse, P.U., Rivest, J., Intriligator, J. and Cavanagh, P. (2004). Attention and the subjective expansion of time. *Perception and Psychophysics*, 66(7), 1171-1189. JIF: 1.37.
17. Barton, J.J.S., Cherkasova, M.V., Press, D.Z., Intriligator, J., O'Connor, M. (2004). Perceptual functions in prosopagnosia. *Perception*, 33: 939-956. JIF: 1.293.
18. Rivest, J., Kim, J. S., Intriligator, J., Sharpe, J. A. (2004). Effect of Aging on Visual Shape Distortion. *Gerontology (International Journal of Experimental, Clinical and Behavioral Gerontology)*, 50(3), 142-152. JIF: 1.661.
19. Barton, J.J.S., Cherkasova, M.V., Press, D.Z., Intriligator, J., O'Connor, M. (2003). Developmental prosopagnosia: A study of three patients. *Brain and Cognition*, 51, 12-30. JIF: 3.174.
20. zoz (Intriligator, J. and Reynolds, B.) (2003). Transversal Poetics: I. E. Mode. *GESTOS: Teoria y Práctica del Teatro Hispánico*, 18:35, 9-22.
21. zoz (Reynolds, B. and Intriligator, J) (2003). Transversal Poetics: IE Mode. In: B. Reynolds and D.K. Hedrick (Eds.), *Performing Transversally: Reimagining Shakespeare and the Critical Future*. Palgrave Macmillan Publishing Corp. New York. Romanian translation (2006) by Anca Pintilie under the title: Jucind Transversal: Reimaginindu-l pe Shakespeare Si Viitorul Critic. UNITEXT, Bucureti.
22. Intriligator, J., Xie, R., Barton, J.J.S. (2002). Blindsight modulation of motion perception. *Journal of Cognitive Neuroscience*, 14:8, 1174-1183. JIF: 5.175.
23. Cherkasova, M.V., Manoach, D.S., Intriligator, J., Barton, J.J.S. (2002). Antisaccades and task-switching: interactions in controlled processing. *Experimental Brain Research*, 144: 528-537. JIF: 2.395.
24. Barton, J.J.S., Cherkasova, M.V., Lindgren, K., Goff, D.C., Intriligator, J.M., Manoach, D.S. (2002). Antisaccades and task switching Studies of control processes in saccadic function in normal subjects and schizophrenic patients. *Neurobiology of eye movements: from molecules to behavior*. 956: 250-263. *Annals of the New York Academy of Sciences*. JIF: 3.155.
25. Manoach, D.S., Lindgren, K.A., Cherkasova, M.V., Goff, D.C., Halpern, E.F., Intriligator, J., Barton, J.J.S. (2002): Schizophrenic subjects show deficient inhibition but intact task-switching on saccadic tasks. *Biological Psychiatry*, 51:816-825. JIF: 8.283.

26. Intriligator, J. and Cavanagh, P. (2001). The spatial resolution of visual attention. *Cognitive Psychology*. 171-216. JIF: 4.273.
27. Barton, J.J.S., Intriligator, J. (2001). Vertical saccades in superior oblique palsy and Brown's syndrome. *Journal of Neuro-Ophthalmology*, 21:4, 250-255. JIF: 1.448.
28. Intriligator, D.S., Jokipii, J.R., Horbury, T.S., Intriligator, J.M., Forsyth, R.J., Kunow, H., Wibberenz, G., and Gosling, J.T. (2001). Processes associated with particle transport in corotating interaction regions and near stream interfaces. *Journal of Geophysical Research*., 106:10625-10634. JIF: 3.021.
29. Battelli, L., Cavanagh, P., Intriligator, J., Tramo, M.J., Hénaff, M.A., Michel, F. (2001). Unilateral Right Parietal Damage Leads to Bilateral Deficit for High-Level Motion. *Neuron*, Vol. 32, 985-995. JIF: 14.736.
30. Intriligator, J., Hénaff, M.A, and Michel, F. (2000). Able to name, unable to compare: The visual abilities of a posterior split-brain patient. *Neuroreport*, 11(12), 2639-2642. JIF: 1.616.
31. Holcombe, A. O., Intriligator, J., and Tse, P. U. (2000). The spoke brightness illusion originates at an early motion processing stage. *Perception and Psychophysics*, 62(8), 1619-1624. JIF: 1.37.
32. He, S., Cavanagh, P., & Intriligator, J. (2000). Attentional resolution and the locus of visual awareness. In M. Gazzaniga (Ed), *Cognitive neuroscience: A reader*. (pp. 153-187). Malden: Blackwell Publishers.
33. Cavanagh, P., He, S., & Intriligator, J. (1999). Attentional resolution: The grain and locus of visual awareness. In: C. Taddei-Ferretti and C. Musio (Eds.), *Neuronal basis and psychological aspects of consciousness*. Singapore: World Scientific. p. 41-52.
34. Chen, Y., McPeck, R., Intriligator, J., Holzman, P.S., and Nakayama, K. (1999). Smooth pursuit to a movement flow and associated perceptual judgments In: W Becker, H Deubel and T Mergner (Eds.), *Current Oculomotor Research: Physiological and Psychological Aspects*. Plenum. New York. p. 125-128.
35. Holcombe, A.O., Macknik, S., Intriligator, J., Seiffert, A. E., and Tse, P. U. (1999). Wakes and spokes: New motion-induced brightness illusions. *Perception*, 28 (10). 1231-1242. JIF: 1.293.
36. Nielsen, K., Intriligator, J., and Barton, J.J.S. (1999). Spatial representation in the normal visual field: A study of hemifield line bisection. *Neuropsychologia*., 37, 267-277. JIF: 3.636.
37. Cavanagh, P., Hénaff, M.A., Michel, F., Landis, T., Troscianko, T, and Intriligator, J. (1998). Complete sparing of high-contrast colour input to motion perception in cortical colour blindness. *Nature Neuroscience*, 1, 3, 242-247. JIF: 15.531.
38. He, S., Cavanagh, P., and Intriligator, J. (1997). Attentional resolution. *Trends in Cognitive Sciences*, 1, 3, 115-121. JIF: 12.586.
39. Intriligator, J. (1997). A real-time method for generating random-dot motion displays of specified coherence. *Spatial Vision*, 11, 1, 33-41. JIF: 1.04.
40. Rivest, J., Boutet, I., and Intriligator, J. (1997). Perceptual learning of orientation discrimination by more than one attribute. *Vision Research*, 37, 3, 273-281. JIF: 2.414.

41. He, S., Cavanagh, P., and Intriligator, J. (1996). Attentional resolution and the locus of visual awareness. *Nature*, 383, 334-337. JIF: 36.28.
42. Michel, F., Hénaff, M.A., and Intriligator, J. (1996). Two different readers in the same brain after a posterior callosal lesion. *NeuroReport*, 7,3, 786-788. JIF: 1.656.
43. Intriligator, J. and Polich, J. (1995). On the relationship between EEG and ERP variability. *International Journal of Psychophysiology*, 20, 59-74. JIF: 2.144
44. Intriligator, J. and Polich, J. (1994). On the relationship between background EEG and the P300 event-related potential. *Biological Psychology*, 37, 207-218. JIF: 3.225.
45. Kosslyn, S. M. and Intriligator, J. M. (1992). Is cognitive neuropsychology plausible? The perils of sitting on a one-legged stool. *Journal of Cognitive Neuroscience*, 4(1), 96-106. Italian translation (1994) by Maurizio Riccucci under the title: *La neuropsicologia cognitiva è plausibile? Ovvero i rischi di sedere su uno sgabello a una gamba sola*. *Systemi Intelligenti*, 6(2), 181-205. JIF: 5.175.

### **PATENTS GRANTED**

Intriligator, D.S. and Intriligator, J. System and Method for Space Weather Prediction. Chinese Patent awarded 2009, Canadian Patent awarded 2008, World-Wide Patent awarded 2004, European Patent awarded 2003.

Intriligator, D.S. and Intriligator, J. A System and Method for Space Weather Prediction. United States Patent awarded November, 2001. Additional Patents granted in 2002, 2003, and 2004.

Intriligator, J. Self-Synchronizing Animations. United States Patent awarded August, 2000.

### **TECHNICAL REPORTS, WHITEPAPERS, AND OTHER WORKS (selected)**

Morgan, H., Mullens, P., Cross, E. and Intriligator, J. (2013). "Choice, Options, and Decision Making: Behavioural and Neural Dynamics". SBXL Technical Report.

Harvey, G.J., Thorne, S. and Intriligator, J. (2013). "Aromas, priming, and chocolate: Psychological Influences and Consumer Choice". Kraft/Cadbury Report.

Bangor EbD Team (2013). Big Ideas Wales: Bangor's Innovative Multidisciplinary Enterprise-by-Design Programme. A case study appearing on the Welsh Assembly Government's Big Ideas Wales website. Link: <http://tinyurl.com/jiEbdCaseBIW>

Goodman, A., Harvey, G.J., Intriligator, J., Laing, R., Owen, L., Pierce, I., Rowlands, D., and Walker, C. (2012). Enterprise By Design: A Case Study. A report to the Higher Education Science, Technology, Engineering, and Maths council. Link: <http://tinyurl.com/jiEbdCaseHESTEM>

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Contributor: The Mind's Eye. Educational CD-ROM series

Creator: "Mind, Eye, and Motion" – Permanent exhibit at Technorama science museum. Zurich, Switzerland.

### **ABSTRACTS / CONFERENCE PRESENTATIONS**

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2. Intriligator, J. Bowman, C., and Laing, R. (2014). Learn-While-Doing and Do-While-Learning: Integrating Enterprise Skills within Education. Presentation at HEA Future Directions Conference ("Global Graduates: Enabling Flexible Learning"). April 2014.
3. Intriligator, J. and Harvey, G. (2013). Enterprise Training in Masters Education: Lessons from Psychology and Marketing. Presentation at International Enterprise Educators Conference. September, 2013.
4. Harvey, G. and Intriligator, J. (2013). Wrapping Research around Enterprise Education: Philosophy, Guidance, and Examples. Presentation at International Enterprise Educators Conference. September, 2013.
5. Hillier, C. and Intriligator, J. (2013). Enterprise Education through Social Enterprises: The Social Enterprise Accelerator (SEA). Presentation at International Enterprise Educators Conference. September, 2013.
6. Muir, J., Gudgeon, J., Intriligator, J., and Owen, L. (2013). Using Social Media and Gamification to build enterprise co-education. Presentation at International Enterprise Educators Conference. September, 2013.
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8. Intriligator, J., Eschweiler, T., Herwig, V., Harvey, G.J., and Goodman, A. (2010). The Psychological Impact of Enterprise Education. Presentation at the International Enterprise Educators Conference. Cardiff, UK. September 2010.
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11. Saville, C, Daley, D, Intriligator, J, Boehm, S., and Klein, C. (2010). Lost in the average: Overcoming ERP latency jitter in populations with highly variable reaction times. Poster at Eunethydis 2010.
12. Saville, C, Daley, D, Intriligator, J, and Klein, C. (2010). On the stability of instability: Psychometric characteristics of intra-subject variability of reaction times. Poster at Eunethydis 2010.
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15. Intriligator, D., Intriligator, J., and Webber, W. Examination of the Voyager 2 Plasma Observations in the Vicinity of the Termination Shock. Presentation at AGU conference, December, 2008.
16. Detman, T., Intriligator, D., Dryer, M., Sun, W., Deehr, C.S., and Intriligator, J. Initial Results from the 3D Hybrid Heliospheric Modeling System with Pickup Protons. Presentation at AGU conference, December, 2008.
17. Peatfield, N. and Intriligator, J. (2008). When meaning matters: The effects of images in decision-making. Presentation at ECVF conference, August 2008.
18. Intriligator, J., Tibboel, H., Takahashi, C., & Enns, J. T. (2007). Rapid resumption: Temporal asynchrony reveals contents of perceptual hypotheses [Abstract]. *Journal of Vision*, 7(9):721, 721a, <http://journalofvision.org/7/9/721/>, doi:10.1167/7.9.721.
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  49. Michel, F., Hénaff, M.A., and Intriligator, J. (1997). Visual abilities after a left-parietal lesion. Presentation at the *Cognitive Neuroscience Society Fourth Annual Meeting*. March 26-28, 1997, Boston.
  50. Boutet, I., Rivest, J., and Intriligator, J. (1996). The role of attention on motion, color, and luminance aftereffects. *Investigative Ophthalmology and Visual Science*, 37(3), s528.
  51. Cavanagh, P. and Intriligator, J. (1996). The resolution of attention. Presentation at the *Thirty-Seventh Annual Meeting of the Psychonomic Society*. November 20-23, 1996, Chicago.
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  53. Rivest, J., Mitchell, T., and Intriligator, J. (1996). Perceptual learning in the visual and auditory systems with and without attention. *Investigative Ophthalmology and Visual Science*, 37(3), s180.
  54. Verstraten, F.A.J., and Intriligator, J. (1996). Asymmetries in brightness and darkness for assimilation and simultaneous contrast. Presentation at the *Nineteenth European Conference on Visual Perception*. September 9-13, 1996, Strasbourg, France.
  55. Boutet, I., Intriligator, J., and Rivest, J. (1995). The influence of attention on visual learning. *Investigative Ophthalmology and Visual Science*, 36(4), s375.
  56. Boutet, I., Intriligator, J., and Rivest, J. (1995). The influence of attention on visual learning. Presentation at the *International Conference on Visual Coding*. York University, Toronto, Ontario.
  57. Boutet, I., Rivest, J., and Intriligator, J. (1995). La discrimination de l'orientation à travers différents attributs. Société Québécoise de recherche en psychologie, XVIIIème congrès, Québec.

58. Hénaff, M.A., Intriligator, J., and Michel, F. (1995). Color blindness versus color blindsight: two cases of central achromatopsia. Presentation at the *Conference on Cerebral Cortex Function and Development*. May 10-13, 1995, Lyon, France.
59. Intriligator, J., Hénaff, M. A., and Michel, F. (1995). A patient suffering from damage to the posterior portion of the corpus callosum can name items in both visual fields but cannot report whether they are the same or different. *Investigative Ophthalmology and Visual Science*, 36(4), s470.
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65. Intriligator, J., Nakayama, K., and Cavanagh, P. (1991). Attentive tracking of multiple moving objects at different scales. *Investigative Ophthalmology and Visual Science*, 32(4), 1040.
66. Intriligator, J.M. and Polich, J. (1991). EEG and the P300 event-related potential. *Psychophysiology*, 29, S66. Society for Psychophysiological Research, Chicago.

**INVITED PRESENTATIONS (Selected highlights)**

Digital Marketing Summit, 2014: “Psychology of the digital consumer”

Bangor University, 2013: “Innovation, Creation, and Idea Generation” – Young Enterprise workshop

Bangor University, 2013: invited university-wide presentation on excellence in teaching. Title: “Out with the old, in with the YOU – putting students at the heart of education”.

University of Utrecht, 2012: “Transversal Theatre, Education, Evolution, and Pathways of Change.”

HSBC, 2011: “Behaviour Change in the Workplace.”

Bangor Alumni Event, 2011: Keynote: “Consumer Psychology in the Marketplace and Workplace”.

Bangor University Student Event, 2011: “The Psychology of Enterprise”.

Bangor Knowledge Transfer Event, 2010: Keynote: “Putting Psychology to work...At work!”.

United Biscuits, 2010: “Digital Sign Networks within a Corporate Environment”, London, England.

Santander, 2009: “The Psychology of Banking, Incentives, and Trust”, Spain.

Marketing Week, 2006: “The Science of Shopping”, London, England.

Mars-Masterfoods, 2006: “Neuromarketing”.

Millward Brown, 2005: “The Neuroscience of Advertising”, Warwick, England.

National Trust, 2005: “Retailing and the National Trust Brand”.

Pixel Inspirations, 2005: “Digital Sign Networks: Technology and Psychology”, Chester, England.

Pira International, 2005: “The Psychology of Pack Design”, Nice, France.

Millward Brown, 2004: “Psychology and Market Research”, Warwick, England.

### **SERVICE TO UNIVERSITY**

2012-present College Representative to Bangor University “Business and Enterprise Strategy Group”

2012-present Executive committee member of “North-Wales Enterprise Hub”

2012-present Executive committee member of “Centre for Media and Pervasive Communications”

2013-present Member of Staff Induction Review Committee

2011-present Founding member, “Social Enterprise Accelerator”

2011-present Academic Liaison with Alumni

2009-present Member, “3W” Academic-Business Engagement Group

2009-present Founding member, “Enterprise by Design” cross-disciplinary design programme

2009-11 Member, Arts & Innovation “Innovation Team” (later named Pontio Innovation Team)

### **SERVICE TO SCHOOL/DEPARTMENT**

#### **COMMITTEES**

2003-present Member of ethics/IRB board and ad hoc ethics reviewer

2003-present Director of Student Participant Panel

2004-present Member of Marketing Committee

2009-present Masters Programmes Management Committee

2009-present Programme Director for Masters in Consumer Psychology and Business

2012-present Programme Director for Masters in Consumer Psychology and Digital Media

2003-2004 Cognitive Neuroscience Colloquium Organiser

2009-2013 Member of Knowledge Transfer Committee

2009-2012 Member of Associated Units Advisory Committee

2009-2012 Member of Knowledge Exchange and Research Governance Executive Committee

#### **TEACHING**

2003-present Supervised 35 BSc, 45 MSc, and three PhD theses to completion

2003-present Masters: Consumer Psychology - Theory

2003-present Masters: Consumer Psychology – Applied

2011-present Masters: Nudges and Behaviour Change

2004-present Undergraduate: Consumer and Applied Psychology

#### **PhD Students Supervised**

\_2015 (expected): Nudges and gamification in sustainable energy use (Chris Hillier)

2014 (expected): Consuming Nature: Consumer psychology in natural environments (Rob Laing)

2012: The use of digital signs in retail and corporate environments (Gareth Harvey)

2011: When meaning matters?: The impact of meaning on time-perception, inhibitory-control and decision making (Nicholas Peatfield)

2009: Measuring implicit attitudes towards pictures (Felicity Greenwell)

**Masters Thesis Supervision (selected)**

*2013: Social media, message framing, and enterprise education (Muir)*

*2013: Gamification of enterprise education (Gudgeon)*

*2013: Cosmetics and Brands: Implicit and explicit measures (Schween)*

*2013: Ambient information, priming, and workplace satisfaction (Morgan)*

*2013: Social enterprise branding: The case of Antur Waunfawr (Forster)*

*2013: Social Enterprises, Intellectual Disabilities, and Market Research (Harries)*

*2012: Umbrella brands: Corporate branding and meaning (Gherardi)*

*2012: Ambient priming and shopping behaviours (Michaut w/Cadbury)*

*2012: Aroma priming and chocolate purchases (Shenton w/Cadbury)*

*2011: Tone of voice as a moderator of brand-personality updating (Manso De Valle)*

*2011: Effects of positive-thinking intervention on school children well-being (Hore)*

*2011: The influence of pictorial nature in the workplace (Christodoulakis)*

*2010: Resistance to evaluative conditioning as a measure of brand loyalty (Reisinger)*

*2010: Impact of Advertising Repetition and Scheduling (Dazeley)*

*2010: The effects of craving and gender on a go/nogo task (Amphlett)*

*2010: The effects of digital display networks on mood (Hanly)*

*2010: The effectiveness of DSNs for positive mood induction (Walker)*

2009: *Consumer desire and reward value: effects on inhibitory control (Clarke)*

2009: *Lead us into temptation: shopping order effect (Solomon)*

2009: *State dependent functionality and inhibitory control (Loveday)*

2009: *Brand loyalty and the subjective expansion of time (McCarron)*

2009: *The subjective expansion of time with brand loyalty (D'Silva)*

2009: *Brand loyalty and performance in the Iowa Gambling Task (Bradshaw)*

2009: *Influence of brand loyalty on the subjective expansion of time (Blissett)*

2008: *Globalisation: Effects of language on consumer evaluations (Chiao-Yin Wen)*

2008: *The success and failure of demarketing strategies for drug campaigns (Davies)*

2008: *Motivating healthy behaviour: Identifying message content (McKenzie)*

2008: *Motivating help seeking behaviour (Toli)*

2007: *Brand Loyalty and the Iowa Gambling Task (Peatfield)*

2006: *Attitudes of library users and non-users in Wales (Hall)*

2006: *Faces on e-commerce websites: Implicit and explicit trust (McCartan)*

2005: *Country of origin effects on consumer attitude and beliefs (McNamara)*

2005: *Visual working memory capacity: Greater for familiar brands? (Guest)*

2005: *Visual working memory and brand familiarity (Hayashi)*

### **COMMUNITY ENGAGEMENT AND THIRD-MISSION IMPACT**

*I have identified, liaised with, and directed research projects with the following companies. In each case the number of different research projects undertaken is indicated in square brackets. Projects done with/for Bangor University are denoted as "Bangor".*

#### **2013-2014**

\*\* LateRooms.com [5]

\*\* National Beekeeping Centre [3]

- \*\* SBXL [1]
- \*\* Gwynedd Council [2]
- \*\* Pontio Arts and Innovation [3]
- \*\* Antur Waunfawr [1]
- \*\* FACT Museum Liverpool [2]
- \*\* International Students Marketing (Bangor) [5]
- \*\* International Students Attitudes (Bangor) [2]

### **2012-2013**

- \*\* Betsi Cadwaladr [3]
- \*\* Black Mountain Sheep Insulation [1]
- \*\* Embassy Nightclub [3]
- \*\* Waitrose [4]
- \*\* Pentraeth Automotive [1]
- \*\* Bonni Mallows [3]
- \*\* Academi Nightclub [1]
- \*\* Nightline [3]

### **2011-2012**

- \*\* Cadbury/Kraft [3]
- \*\* Penrhyn Castle (National Trust) [4]
- \*\* Mostyn Art Gallery (Llandudno) [3]
- \*\* "Catalyst" / Total Foods Marketing [2]
- \*\* Yo Mamma Restaurant [3]



- \*\* Us Unlimited Shop [3]
- \*\* Tyddn Mon - Menai Compost Project [2]
- \*\* Gwynedd Museum and Art Gallery [4]
- \*\* Bangor Carnival (People of Bangor Community Group) [2]
- \*\* Student Catering Needs (Bangor) [1]
- \*\* fMRI Scanner Participants (Bangor) [3]
- \*\* Communities-first student attitudes (Bangor) [3]
- \*\* IT Support and Desires for Students (Bangor) [3]

### **2010-2011**

- \*\* Dimensions Health Food Store [3]
- \*\* Penrhyn Castle (National Trust) [4]
- \*\* Shop Viv (high street) [2]
- \*\* Ibwab (local start-up) [2]
- \*\* Ogwen Mountain Rescue [2]
- \*\* Student Union [2]
- \*\* Deiniol Shopping Centre [2]
- \*\* Bar Uno (Bangor) [2]
- \*\* International Office (Bangor) [3]
- \*\* Student Learning Experience (Bangor) [2]
- \*\* Bangor's City Happiness (Pontio) [2]

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### **2009-2010**

- \*\* BBC Wales [3]
- \*\* SmartKem (St Asaphs Technium) [2]
- \*\* Bangor Nightclub Design – Student Union [3]
- \*\* Communication Strategy – Student Union [2]
- \*\* International Office (Bangor) [2]
- \*\* Biocomposites (Bangor) [2]
- \*\* Teras Bar (Bangor) [3]
- \*\* Maes Glass (Bangor) [2]
- \*\* Enterprise By Design (Pontio) [2]

**pre-2009**

- \*\* Gelart Clothing [3]
- \*\* Adams Clothing [3]
- \*\* Halfords Automotive [2]
- \*\* SPI Play [2]
- \*\* Arquest [2]
- \*\* PPM Technologies [2]
- \*\* Blah-d-blah Media [2]
- \*\* Elysium Water Technologies [2]
- \*\* Bangor Library (Bangor) [2]