



THE SOCIETY FOR APPLIED RESEARCH
IN MEMORY AND COGNITION

SARMAC

SARMAC NEWS



October 2004

*Enhancing collaboration and co-operation between basic and applied
researchers in memory and cognition*

Message from the Executive Director
Mike Toglia

I am pleased to report that our next biennial meeting, SARMAC VI in Wellington, New Zealand, is shaping up to be an excellent convention. The credit goes to Maryanne Garry and her Program and Organizational committees who have worked hard since shortly after the Aberdeen meeting to put together an outstanding set of invited speakers to compliment a strong array of papers, symposia and posters. A number of social events have also been planned. Please read Rachel Sutherland's article for the latest on the conference and visit the conference web site, <http://www.vuw.ac.nz/sarmac>, for details. I hope you will be attending and if so it is time to make air travel plans as we are meeting on January 5-8, 2005 which is just some three months away.

It is hard to believe that I have served as Executive Director for over a year now. I have learned quite a bit about running an organization and can report that the society is doing quite well. My goal is to continue to advance SARMAC, particularly in the area of membership. In this regard, our conferences contribute significantly to our recruitment efforts while of course to SARMAC's professional advancement as well. I believe the Wellington meeting will be a success on both counts.

Thanks to our administrative assistant, Cathy Toglia, we have a filing system for the business we conduct and she is working behind the scenes on issues such as preparations for how SARMAC will approach the updating of its bylaws. Cathy has worked long hours with Dale Pember who has spent considerable time to get

the 2005 membership form up so that those new to SARMAC can become 2005 members and others can renew their membership for 2005. The form is accessible via our website, www.sarmac.org. Dues have not been increased as regular membership remains at 75 USD year which includes subscriptions to *Applied Cognitive Psychology* and *Cognitive Technology*. Students are encouraged to join at 10 USD a year or at 50 USD with journals. Dale is working on a system that in 2006 will permit renewals to be virtually automatic. We ask for your patience in providing online "paperwork" when you renew for 2005.

Leslie Miller continues to produce an outstanding newsletter in her role as editor. While I have continued to assist we still are searching for a new assistant editor. Please send the names of nominees, including self-nominations to my attention. Speaking of searches, I recently sought nominees for a new North American/SARMAC editor of *Applied Cognitive Psychology*. Graham Davies made the final selection, in consultation with Don Read, and it is with great pleasure to announce that Bob Belli (University of Nebraska) will assume his new editorial duties later this year. Congratulations Bob. And congratulations and many thanks to Don Read who is stepping down as the North American/SARMAC editor on December 15, 2004 after 5 years of excellent service.

***Until next time, I send my best
wishes. I look forward to seeing
many of you in New Zealand.***

Helping to Increase SARMAC Membership

If you know of someone who does cognitive psychology research that spans applied and basic interests, please consider inviting them to join the Society for Applied Research in Memory and Cognition (SARMAC). Later in this newsletter you will find a letter from Kathy Pezdek that you can print out and distribute to these individuals. [Thank you in advance for your assistance!](#)

SARMAC VI
Wellington, New Zealand
January 5-8, 2005
SARMACVI Organising Committee

SARMAC VI – Wellington, New Zealand – January 5-8 2005

Kia ora tatou. Hello everyone. Plans are really starting to take shape for SARMAC VI “down under”, to be held in Wellington, New Zealand in January 2005. Submissions closed on July 1 and we are very pleased with the response to the call for papers – we received almost 200 proposals! The programme certainly shaped up to be good one! The Programme Committee has completed the review process, and those who submitted an abstract should have received notification. The programme Committee has also put together an impressive collection of invited addresses. Our invited speakers include: Mahzarin Banaji; Roddy Roediger; Michael Corballis; Harlene Hayne; Christopher Hertzog; Randall Engle; and Jim Flynn.

It seems that many people are considering taking advantage of the fabulous NZ summer (and it will be fabulous) and making a vacation of their conference trip. With fantastic vineyards and wineries nearby in Martinborough and the Wairarapa, and also across Cook Strait in Marlborough, you'll go back to your respective winters feeling relaxed and very decadent (if not a

little hungover). New Zealand wines will be a major theme of SARMAC VI, and we hope to a showcase NZ wines and local cheeses from the Kapiti coast (www.kapiticheeses.co.nz). We will also party in true NZ style at the conference dinner and dance, with entertainment from The Beat Girls, a fully costumed and choreographed show featuring music from the 60's through to the 00's (www.thebeatgirls.com).

The conference will be held at the James Cook Hotel Grand Chancellor, a 4-and-a-half star hotel right in the centre of Wellington's CBD. You can stay with the Garry lab at the conference hotel, or at the Chancellor Hotel Wellington, which is also centrally located. Reservations can be made at either hotel, reservation forms can be downloaded from our website www.vuw.ac.nz/sarmac. Just be sure to quote SARMAC to take advantage of our discounted rates.

Ka kite ano o Aotearoa – till we see you again in New Zealand!



Publications by SARMAC Members

Cognitive Technology: Transforming Thought and Society. A Collection of 11 Essays from a conference held in June, 2003 at Winston Salem University. Editors: W. Richard Walker and Douglas J. Herrmann. Published by McFarland, Jefferson, N.C.

This collection of 11 chapters discusses the most recent psychological research in cognitive technology, showcasing the paradigms and theories that have driven the development of applied cognitive psychology and cognitive technologies. The chapters explore the impact of technology on a variety of problems in modern society. Careful consideration is given to the distracting characteristics of new technologies (such as the effects of cell phone use on driving ability and of distracting advertisements on problem solving), the study of mass media through assessing memories for media experiences, the media's role in advancing gender and racial prejudices, and the misuse of cognitive technology through identity theft and cyberterrorism.

The research and findings address the interaction between the human mind and the tools people create to enhance it. Careful consideration is given to determining which technologies assist cognition the most. The text also considers the point at which the technological enhancement of human ability begins to restrict that very ability, leading some cognitive technologies to impair cognition and to creating disadvantages for individuals or groups. The contributors to this exciting conference volume include Jeffrey A. Gibbons, Richard J. Harris, Douglas Herrmann, Katelyn McKenna, Brad Sagarin, David Strayer, Rodney J. Vogl, W. Richard Walker, Carol Yoder, and Frank Durso, along with colleagues: Reggie Y. Andrews; Jennifer M. Bonds-Raacke; Anne Brit; Elizabeth T. Cady; Keith F. DeSonier; Frank A. Drews, Jeremy D. Heider; William A. Johnston; Joel E. Lynch; Sandra D. Nicks; Brad J. Sagarin; Chanda Simkin; and Sarah E. Wood.

Submissions Leslie Miller

Don't forget to submit articles to the SARMAC News. Email me (lesliemiller@adelphia.net) with your **recent publications, forthcoming conferences, calls for papers**, and anything else you'd like to share with your SARMAC colleagues.

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SARMAC

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Dear Colleague,

As someone who does cognitive psychology research that spans applied and basic interests, I think that you might be interested in joining the Society for Applied Research in Memory and Cognition (SARMAC). The purpose of this professional organization is to enhance collaboration and cooperation between basic and applied researchers in memory and cognition. SARMAC's official journal is *Applied Cognitive Psychology (ACP)*.

SARMAC is an organization that I am strongly committed to, and I am happy to serve as the current Chairperson. I find SARMAC to be one of the most rewarding professional organizations I belong to. The group is small enough that most of us know each other, but large enough to have terrific biennial conferences ...in lovely locations!

SARMAC is a bargain. The annual membership fee for regular members is \$75 US (the student membership is only \$10 without the journals). This includes a one-year subscription to *Applied Cognitive Psychology* and *Cognitive Technology*. The regular membership cost is less than the cost of a personal subscription to these journals!

So how do you join? The easiest way to sign up is to go to the new SARMAC web site, <http://www.atkinson.yorku.ca/~sarmac/index.htm>. Then just click on the membership information button and follow the directions from there. Note that this website also has information about SARMAC's 2005 meeting in New Zealand.

I encourage you to give SARMAC a try. In this world of large professional organizations with thousands of anonymous members, it's nice to still have a small friendly society of serious researchers with similar interests.

Regards,

Kathy Pezdek
Professor of Psychology
Claremont Graduate University