



Winter 2005

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

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### Message from the Executive Director Mike Toglia

As we approach 2006 I dedicate this column to some of our many accomplishments during 2005. The year began with 180 of us descending on Wellington, New Zealand, the site of four great days of conferencing at SARMAC VI. Many members paid their 2005 dues prior to arriving in New Zealand. To better facilitate the payment of dues, in the spring we contracted with Paypal to handle our credit collections and I am pleased to report that this process has run relatively smoothly. Shortly thereafter, a much needed overhaul of the SARMAC Bylaws was undertaken, largely by Kathy Pezdek with significant support from Steve Lindsay. The Bylaws had not been revised since 2000. They can be found on our new website that was launched in mid-year.

Once the website was operational, the Membership Committee (Steve and Kathy) embarked on an aggressive recruitment and renewal campaign that was highly, highly successful. This took the form of an "email blitz" that resulted in about 100 people world wide joining SARMAC as 2005 members. This brought the membership to some 250, the second highest total in our 12 year history. I anticipate our numbers remaining at least at this level for 2006. As of late December 2005 over 100 people have rejoined or joined, as the case may be, for next year. I know I speak for the Membership Committee, in believing we can do even better. The Governing Board and I will explore ways to further increase the Society's membership and we welcome any ideas that you may have in this regard.

By late summer, Cognitive Technology became an online journal. This is a definite cost saving measure. Speaking of costs, SARMAC will end this year (2005) in excellent financial shape. Cathy Toglia will be

preparing a year end financial report to be distributed to the Board. "The Board" is actually a "new" Board as in November I, with significant help from our Technical Advisor, Dale Pember, conducted an electronic election to fill 6 open seats. As there was a tie for the 6<sup>th</sup> seat, I declared that 7 people were elected. In alphabetical order our new Board members are: Bob Belli, Graham Davies, Harlene Hayne, Chris Meissner, Don Read, David Rubin and Aldert Vrij. Graham and Don were actually re-elected. These 7 will take office on January 1, 2006 and serve a four-year term. I would be remiss if I failed to thank those members whose terms have expired; I very much appreciate the service of Cesare Cornoldi, Mike Gruneberg, Doug Herrmann, Paula Hertel, and Asher Koriat. Early in 2006 I will solicit the newly constituted Board for nominations for Board Officers.

I began this message with reference to our biennial convention, and this is where I will end. During the course of this fall I completed the selection process for SARMAC VII, to be held in July of 2007. I appointed a Site Selection Task Force to ensure we were asking the right questions and to provide advice on this important decision. This is not a decision that an executive director should make alone. The Task Force consisted of Bob Belli, Don Read, Steve and Kathy. It is with pleasure that I announce that in 2007 we will convene at Bates College (Lewiston, Maine) in the beautiful Northeastern part of the United States. Amy Bradfield Douglass of Bates' Psychology Department will serve as the chair of the conference organizing committee. She is beginning to assemble this committee and will be filling out a program committee as well. Amy has the full support of her administration and in this regard I have sent a letter to her Dean recognizing this assistance on behalf of the Society. Some preliminary information about the Bates conference can be found in a brief piece in this newsletter submitted by Amy.

**Best Wishes to You All in the New Year!**

**SARMAC VII  
Lewiston, ME  
July 25 - 29, 2007**

The next meeting of SARMAC is scheduled to take place at Bates College in Lewiston, ME from July 25, 2007 through July 29, 2007. Bates is a small residential liberal arts college with excellent facilities for hosting our biennial meeting, including a new dormitory for conference guests and a beautiful academic building for conference sessions. Bates is conveniently located 35 miles north of Portland, the largest city in Maine and a tourist hot spot. Bates is also well located for day trips to the stunning rocky Maine coastline (45 minutes) and the foothills of New Hampshire's White Mountains (45 minutes).

Please mark your calendars for SARMAC VII and consider combining your conference attendance with an extended stay in the area. For more information about the conference or the area, please contact Amy Bradfield Douglass, [adouglass@bates.edu](mailto:adouglass@bates.edu).

**4<sup>th</sup> International Conference on  
Memory (ICOM-4)  
University of New South Wales  
Sydney, Australia  
16 – 21 July, 2006**

The 4<sup>th</sup> International Conference on Memory (ICOM-4) will be held at the University of New South Wales, Sydney, Australia from 16 to 21 July, 2006. ICOM-4 will celebrate memory research by bringing together colleagues from around the world with different interests, theoretical perspectives, and methods. ICOM-4 will be the largest gathering of memory researchers to date, and will recreate the academic excellence and relaxed social atmosphere of previous ICOMs (in Lancaster, Padova and Valencia).

We have gathered an amazing group of leading international scholars who will set the tone of the conference as keynote speakers. They include: Alan Baddeley, Fergus Craik, Eric Eich, Robyn Fivush, Michael Humphreys, Marcia Johnson, Jay McClelland, Morris Moscovitch, Henry L. Roediger III, Daniel Schacter and Endel Tulving. In addition to these keynote addresses, the academic program will include themed symposia, oral presentations and poster

presentations. Currently we have 50 symposia on a broad range of topics across developmental, clinical, cognitive, neuroscience, social, forensic, and applied areas. Also we have 350+ submissions of papers and posters from at least 50 countries around the world. The final scientific program will include the latest and greatest across all areas of memory research.

Best of all, ICOM-4 will be held at one of Australia's leading universities only minutes away from Sydney's famous beaches. Expect an outstanding scientific program and a vibrant social program, so invite all colleagues, junior and senior, to join us. Visit <http://www.psy.unsw.edu.au/Groups/ICOM4/> for more details, including program, travel arrangements and costs (which we are hoping to keep very reasonable).

**American Psychology-Law Society (AP-  
LS) Annual Meeting  
St. Petersburg, Florida  
2 – 5 March, 2006**

The annual meeting of the American Psychology-Law Society will be held in St. Petersburg, Florida from March 2nd-5th, 2006. Pre-conference workshops will begin March 1<sup>st</sup>.

For more information visit the conference website at <http://www.ap-ls.org/conferences/apls/apls2006.html>

**Audit on Applied Cognitive Psychology  
– 2005 Graham Davies, Founding  
Editor**

Members may be interested in the operations of ACP in the year January- December 2005.

Since the beginning of 2005, the three Editors and the Associate Editor have processed a total of 208 manuscripts.

The decisions were as follows:

Decision	Number
Publish	49
Revise/resubmit	77
Reject	37

The remaining 45 manuscripts are awaiting reviews.

Using the APA standard formula, this gives an overall acceptance rate for the year of 48%. For new manuscripts, the mean number of weeks from submission date to date of action letter to the author(s) from an editor was approximately 12 weeks. Lag from acceptance to publication is currently running at approximately 4 months, with the manuscripts available earlier online on WileyInterscience ([www.interscience.wiley.com](http://www.interscience.wiley.com)). The journal now operates an online submission and peer review system that allows authors to submit their articles online and track their progress via a web interface at <http://mc.manuscriptcentral.com/acp>. The latest impact factor for the journal is 1.239, a rise over previous years.

## Publications by SARMAC Members

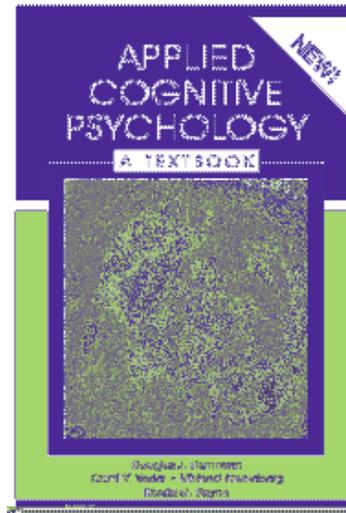
**Arnold, M. M., & Lindsay, D. S. (2005). Remembrance of remembrance past. *Memory*, 13(5), 533-549.**

Arnold and Lindsay (2002) found that individuals more often failed to remember they had previously recalled an item if that item had been cued in a qualitatively different way on two recall occasions: the "forgot-it-all-along" (FIA) effect. Experiment 1 was designed to determine if the FIA effect arises because participants incorrectly believe they have not been previously tested for an item, or because they incorrectly believe they have failed to recall the item when previously tested. Experiment 2 measured participants' confidence in their incorrect prior-recall judgments. Experiment 3 tested participants' ability to "recover" their previous recollection when the prior-recall context was restored. Results indicated that participants usually believed they had not previously been cued for the items they failed to remember previously recalling; they were often confident in their incorrect judgments of prior non-remembering; and re-introducing the context of prior remembering sometimes enabled them to recapture their memories of previous recall.

**Herrmann, D. J., Yoder, C. Y., Gruneberg, M., & Payne, D. G. (2005). *Applied Cognitive***

**Psychology: A Textbook. Lawrence Erlbaum Associates.**

The field of applied cognitive psychology represents a new emphasis within cognitive psychology. Although interesting applied research has been published over the last several decades, and more frequently in the last dozen years, this is the first comprehensive book written about the progress in this new applied area. This text presents the theory and methodology of cognitive psychology that may be applied to problems of the real world and describes the current range of cognitive applications to real-world situations.



In addition, *Applied Cognitive Psychology*:

- identifies the rudimentary principles of basic theory (e.g., perception, comprehension, learning, retention, remembering, reasoning, problem solving, and communication) that lend themselves to application;
- examines a range of cognitive products and services;
- begins with an explanation of the differences between basic and applied science, especially in cognitive psychology across discipline areas;
- is the first cognitive text to familiarize students with the institutional and social factors that affect communication between basic and applied researchers and, therefore, determine the success of application efforts;
- presents applications important to many problems in society and demonstrates the value of basic research in leading to these important applications; and

- cites a substantial number of references to help readers who want to apply cognitive psychology to do so.

The text is intended to be used by students who are concurrently studying cognitive psychology or applied cognitive psychology. It could be used with graduate students as well as with undergraduates.

**Contents:** Preface. Part I: Fundamentals. Introduction to Applied Cognitive Psychology. Similarities and Differences Between Basic and Applied Cognitive Psychology. Methodology of Cognitive Research. Special Approaches and Methods of Applied Research. Phases of Application and the Basic-Applied Cycle. Basic Cognitive Psychology and a Framework for Application. Part II: Application. Attention, Sensation, Perception, and Imagery. Comprehension and Learning. Retention and Remembering. Reasoning, Problem Solving, and Decision Making. Part III: Non Cognitive Factors Affecting Cognition and Application. Social Interaction and Communication. The Physical Environment. Physiological and Emotional States. Responding. Cognitive Assessment. Occupational Experience. Careers of Applied Cognitive Psychologists. The Future of Applied Cognitive Psychology. The Aim of Practical Psychology.

## Job Announcements

Victoria University of Wellington, New Zealand is searching for qualified candidates for the following position: **Lecturer/Senior Lecturer in Psychology, School of Psychology**. The area of specialization is open but preference will be given to applicants who can contribute to one or more of the existing areas of expertise in the School. These areas include cognitive, social, cross-cultural, developmental psychology and behavioural pharmacology, neuropsychology, organizational, clinical and criminal justice psychology, learning and psychometrics.

The appointee will have a proven record of research, supervision experience and be able to teach at all levels. The ability to teach Research Methods and Statistics would be an advantage.

Applications close 31 January 2006. Application information is available from the HR Adviser, Faculties of Science and Architecture & Design, email: [science-appoint@vuw.ac.nz](mailto:science-appoint@vuw.ac.nz); phone 463 5100.

## Submissions Leslie Miller and Lauren Shapiro

Don't forget to submit articles to the SARMAC News. Email Leslie ([lesliemiller@adelphia.net](mailto:lesliemiller@adelphia.net)) or Lauren ([shapiro@emporia.edu](mailto:shapiro@emporia.edu)) with your **recent publications, forthcoming conferences, calls for papers**, and anything else you'd like to share with your SARMAC colleagues.

## For more information about SARMAC

**Contact:**  
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**SUNY at Cortland**  
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## 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).*

## Officers and Members of the Board

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*Kathy Pezdek will remain acting Secretary –  
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