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COLLEGE OF ARTS AND SCIENCES

NEWS & UPDATES



AWARDS

Psychology Professor Receives NSF Award for Attention Study



Andrew Leber, assistant professor, psychology, received a \$499,888 NSF award for his proposal, "**Characterizing the Determinants of Goal-Driven Attentional Control**," to investigate the role of three factors that may influence how attention is controlled: 1) performance maximization (the drive to achieve a goal as quickly as possible); 2) effort minimization (avoiding tasks that are cognitively taxing); and 3) novelty-seeking (exploring new stimuli in the environment). His work may have

important implications for screening and training employees in professions that depend heavily on attentional control, such as drivers, security agents and air traffic controllers.