



Exponent[®]
Engineering & Scientific Consulting

S. Adam Smith, Ph.D.

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Professional Profile

Dr. Smith is a cognitive psychologist with particular expertise in memory, attention, and perception. He is well-versed in both the theoretical properties of cognition as well as the necessary mechanics of experimental design and data collection required to investigate psychological phenomena. Dr. Smith is also an experienced writer who has developed expertise in converting abstract high-level concepts from various bodies of research into distilled formats that are accessible to those outside of these fields. He is a member of Exponent's Phoenix User Research Center (PURC), and has successfully contributed to the study design, data collection (both on-site and remote), and report writing phases of client deliverables.

Prior to joining Exponent, Dr. Smith completed his Ph.D. at the University of North Carolina at Chapel Hill, where he investigated a variety of phenomena that influence human memory. His doctoral dissertation consisted of an investigation into how immersion experienced within virtual reality settings might affect memory for stimuli observed within these virtual environments. Additionally, his graduate work also consisted of investigating various components of the relationship between attention and episodic memory. While in graduate school, Dr. Smith had the opportunity to serve as an undergraduate instructor for several semesters and received both departmental and university-wide recognition of his instructional excellence.

Academic Credentials & Professional Honors

UNC-CH Dissertation Completion Fellowship, 2018-2019

Baughman Dissertation Research Award, 2018

Tanner Award for Excellence in Undergraduate Teaching by Graduate Teaching Assistants, 2017

Completed the Future Faculty Fellowship Program (FFFP) with the UNC-CH Center for Faculty Excellence, 2017

Academic Appointments

Graduate Research Consultant, Psychology, University of North Carolina at Chapel Hill, 2018-2019

Graduate Instructor of Record, Psychology, University of North Carolina at Chapel Hill, 2015-2018

Graduate Teaching Assistant, Psychology, University of North Carolina at Chapel Hill, 2013-2015

Prior Experience

Academic Tutor, UNC-CH Academic Support Program for Student Athletes (ASPSA), 2014

Project Assistant (Clinical Administration), Pharmaceutical Product Development, Inc. (PPD), 2012-2013

Professional Affiliations

The Psychonomic Society

The Association for Psychological Science

The Society for the Teaching of Psychology

Publications

Smith, S. A., & Mulligan, N. W. (2021). Immersion, presence, and episodic memory in virtual reality environments. *Memory*, 29(8), 983-1005.

Smith, S. A. (2019). Virtual reality in episodic memory research: A review. *Psychonomic Bulletin & Review*, 26(4), 1213-1237.

Mulligan, N. W., Smith, S. A., & Buchin, Z. L. (2019). The generation effect and experimental design. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 45(8), 1422.

Smith, S.A., & Mulligan, N. W. (2018). Distinctiveness and the attentional boost effect. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 44(9), 1464-1473.
<http://dx.doi.org/10.1037/xlm0000531>

Mulligan, N. W., Smith, S. A., & Spataro, P. (2016). The attentional boost effect and context memory. *Journal of Experimental Psychology: Learning, Memory, and Cognition*, 42(4), 598-607.
doi:10.1037/xlm0000183

Mulligan, N. W., Susser, J. A., & Smith, S. A. (2016). The testing effect is moderated by experimental design. *Journal of Memory and Language*, 90, 49-65. doi:10.1016/j.jml.2016.03.006

Smith, S. A. (2012). An exploration of the negative effects of repetition and testing on memory. *The Yale Review of Undergraduate Research in Psychology*, 78-91.

Presentations

Smith, S. A., & Mulligan, N. W. The Roles of Immersion and Presence in Episodic Memory Performance in Virtual Reality. Poster presented at the Annual Meeting of the Psychonomic Society, Montréal, Canada, November 2019.

Smith, S. A., & Mulligan, N. W. Distinctiveness and the Attentional Boost Effect. Poster presented at the Fourth Annual Mechanisms of Learning Forum, Querétaro, Mexico, May 2017.

Smith, S. A., & Mulligan, N. W. Distinctiveness and the Attentional Boost Effect. Poster presented at the North Carolina Cognition Conference, Greensboro, NC, March 2017.

Smith, S. A., & Mulligan, N. W. Distinctiveness and the Attentional Boost Effect. Poster presented at the Annual Meeting of the Psychonomic Society, Boston, MA, November 2016.

Editorships & Editorial Review Boards

Frontiers in Psychology (Cognition), Review Editor, 2020 - Present

Peer Reviewer

Frontiers in Psychology (Human-Media Interaction)

Behaviour & Information Technology

PeerJ (Human-Computer Interaction)Memory

Memory & Cognition

Journal of Cognitive Psychology

Brain & Cognition

Journal of Environmental Psychology