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Scott A. Reed, Ph.D.

Senior Human Factors Scientist

Dr. Reed is a Senior Human Factors Scientist at Guidance Engineering and Applied Research. Dr. Reed has expertise in visual perception, attention, pedestrian gait and falls, lighting and visibility, perception reaction time, and warning compliance. He uses his expertise to investigate and analyze the human factors issues in transportation accidents (automobiles, motorcycles, bicycle, etc.), occupational accidents, and pedestrian slip/trip/fall accidents. Dr. Reed has published and conducted research on how perceptual judgments, visual gaze, and response time are affected by the visual context in a scene. He has also investigated human performance factors related to visual search, sensory adaptation, and multiple-object tracking.

Prior to joining Guidance Engineering and Applied Research, Dr. Reed completed his Ph.D. at the University of Oregon, where he studied visual perception and cognitive neuroscience. His dissertation examined how visual perception, attention, and cognitive processes contribute to capabilities and limitations in human performance. Dr. Reed has been an instructor at multiple universities and has taught courses in perception, human performance, memory, biological psychology, human learning, research methods, and general psychology. Dr. Reed is also a certified English XL Tribometrist and uses his training to measure and evaluate the slip resistance of walking surfaces.

Academic Credentials

Ph.D., Cognitive Neuroscience, University of Oregon, 2014

M.A., Psychological Science, California State University, Chico, 2005

B.A., Psychology, California State University, Chico, 2002

Academic Appointments

Instructor, Department of Psychology, University of Oregon, Eugene, OR, 2014-2015

Graduate Teaching Fellow, University of Oregon, Eugene, OR, 2008-2014

Lecturer, Department of Psychology, California State University, Chico, CA, 2005-2008

Licenses and Certifications

Certified English XL Tribometrist (CXLT)

Publications

Crump, C., Cades, D., Lester, B., Reed, S.A., Barakat, B., Milan, L., Young, D. (2016). Differing perceptions of Advanced Driver Assistance Systems (ADAS). *Proceedings, Human Factors and Ergonomics Society, 60(1)*, 861-865.

Dassonville, P. & Reed, S.A. (2015). The two-wrongs model explains perception-action dissociations for illusions driven by distortions of the egocentric reference frame. *Frontiers in Human Neuroscience, 9*, 1- 16.

Dassonville, P., Lester, B.D., & Reed, S.A. (2014). An allocentric exception confirms an egocentric rule: a comment on Taghizadeh and Gail (2014). *Frontiers in Human Neuroscience, 8*, 1-2.

Reed, S.A., & Dassonville, P. (2014). Adaptation to leftward-shifting prisms enhances local processing in healthy individuals. *Neuropsychologia, 56*, 418-427.

Conference Abstracts

Conference Presentations and Published Abstracts

Peterson, J., Kenny, R., Reed, S.A., & Dassonville, P. (2014). A two-factor structure within the systemizing trait of autism differentially predicts susceptibility to lateral and collinear flanker effects. *Vision Sciences Society Annual Meeting, St. Pete's Beach, FL.*

Reed, S.A., Farley, M., & Dassonville, P. (2014). Delineating the mechanisms of the rod-and-frame illusion. *Vision Sciences Society Annual Meeting, St. Pete's Beach, FL.*



Reed, S.A., & Dasonville, P. (2013). Embedded figures performance is modulated by an 'analytical tendencies' factor within the systemizing trait of autism. *Vision Sciences Society Annual Meeting*, Naples, FL.

Reed, S.A., & Dasonville, P. (2012). Illusion susceptibility indicates a two-factor structure to the systemizing trait of autism. *Vision Sciences Society Annual Meeting*, Naples, FL.

Lester, B., Reed, S.A., & Dasonville, P. (2012). Surround suppression is modulated by an "insistence on sameness" factor within the systemizing trait of autism. *Vision Sciences Society Annual Meeting*, Naples, FL.

Reed, S.A., McCollough, A., & Vogel, E. (2011). Neural measures of object tracking are modulated by sensitivity to motion information. *Cognitive Science Association for Interactive Learning Annual Meeting*, Hood River, OR.

Dasonville, P., & Reed, S.A. (2011). Leftward prism adaptation increases sensitivity to local cues in healthy individuals. *Vision Sciences Society Annual Meeting*, Naples, FL.

Reed, S.A., & Dasonville, P. (2011). Using prism adaptation to understand visual processing in hemispatial neglect. *University of Oregon Graduate Student Research Forum*, Eugene, OR.

Reed, S.A., & Dasonville, P. (2010). Configural and feature-based processing of human faces and their relation to autistic tendencies. *Vision Sciences Society Annual Meeting*, Naples, FL.

Reed, S.A. (2008). The detection of deception in neutral and emotionally-masked facial expressions. *Western Psychological Association Annual Conference*, Los Angeles, CA.

Academic Talks

Reed, S.A. (2015). Seeing the world differently: Cognitive traits and perceptual biases. Autism Interest Group, Eugene, OR.

Reed, S.A. (2011). Autism, systemizing, and the illusion of the extreme male brain. Autism Interest Group, Eugene, OR.

Reed, S.A. (2010). Learning and memory. Humphrey Fellowship Program, Eugene, OR.



Reed, S.A. (2009). The psychology of memory. Humphrey Fellowship Program, Eugene, OR.

Peer Reviewer

Journal of Science and Medicine in Sport

