

# Curriculum Vitae

## Personal Details:

Dr. Hadas Marciano  
Ergonomics and Human Factors Unit  
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## Higher Education:

University of Haifa, Haifa, Israel 2007- 2012  
Ph.D. in Cognitive Psychology,  
*Perceptual load in different regions of the visual field and its relevance for driving*

Ben Gurion University of the Negev, Beer Sheva, Israel 1996-2000  
M.A. in Organizational Psychology, summa cum laude, 2000  
*Task shifting: Cognitive processes that reflect shifting cost and residual cost*

University of Haifa, Haifa, Israel 1992-1995  
B.A. in Psychology and general studies, summa cum laude, 1995

## Academic Appointments:

2014-present Researcher, Road Safety Authority of Israel

2012-present Research and Teaching Fellow, University of Haifa

2010-2012 External Lecturer, Emek Yizrael College

1998-Present Researcher, Ergonomics and Human Factors Unit, IIPDM, University of Haifa.

## Scholarships, Awards, Research Grants:

Grant from the National Insurance Institute of Israel "*Developing a Cognitive Test for Assessing Fatigue Level among Professional Drivers*". 140,000 NIS. 2015. With Dr. Pe'erly Setter.

Grant from the Ministry of Defense. *Do people with Asperger and HFASD syndrome can serve as photo analysts?*. 80,000 NIS. 2014. With Prof. Ruth Kimchi, Dr. Yoram Bonne, and Dr. Eynat Gal

Grant from the Research Fund on Insurance Matters . *Developing an optimal marking mean for pedestrian's crosswalk* . 244,000 NIS. 2013-2016. With Dr. Pe'erly Setter.

Grant from the Research Fund on Insurance Matters . *The influence of advertizing billboards on the attention allocation of drivers: The effect of type of*

*presentation and size.* 420,000 NIS. 2011-2014. With Prof. Joel Norman, Dr. Pe'erly Setter, and Dr. Yaffa Yeshurun.

Grant from the Research Fund on Insurance Matters . *Automatic enforcement methods: overt versus covert speed cameras and the best conditions for their implementation.* 355,795 NIS. 2010-2012. With Prof. Joel Norman and Dr. Peerly Setter.

Grant from the Road Safety Authority, Israel. *The effect of billboards on driving as a function of type of billboard, their size, and density.* 245,000 NIS. 2009. With Prof. Joel Norman, Dr. Pe'erly Setter, Dr. Yaffa Yeshurun, and Dr. Tomer Toledo.

Grant from the Research Fund on Insurance Matters . *The effect of perceptual load level on driving performance and on the efficiency of warning systems.* 158,455 NIS. (2009-2010). With Dr. Yaffa Yeshurun.

Grant from the Ran Naor Foundation. *A systematic evaluation of in-car warning systems under varying conditions of perceptual load.* 68,200 NIS. (2009-2010). With Dr. Yaffa Yeshurun.

PhD. Students Scholarship from the Road Safety Authority Israel in the area of advanced technologies and road safety. *Developing a method to evaluate the efficiency of automatic warning systems in a car under differential perceptual load.* 192,000 NIS (2007-2009).

### **Academic Interests:**

Human factors, attention, driving behavior, road safety