FELLOW PROFILE

Kim-Phuong L. Vu
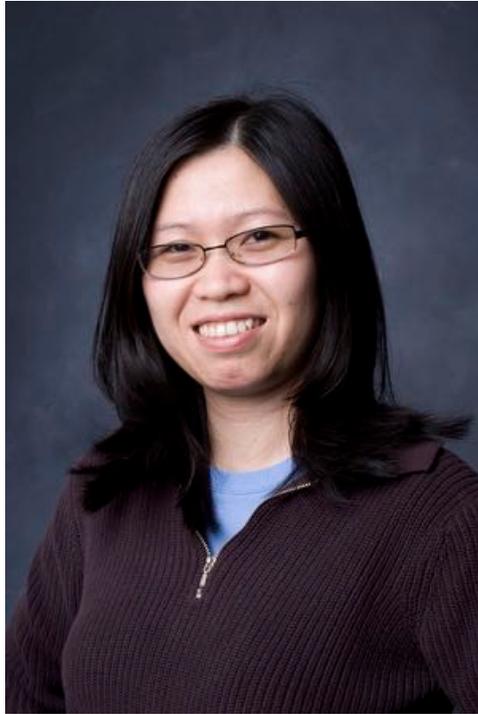
Degree: PhD, Cognitive Psychology
Current status: Full Professor
Homepage: http://web.csulb.edu/~kvu8/

Biography: My research training was in the area of cognitive psychology, examining perception-action relations. My current research program integrates basic and applied research to help resolve real world problems. I have collaborated with other researchers from industrial engineering, mechanical and aerospace engineering, and computer science, as well as with professionals in industry, on a variety of projects.

Employment History

- **August 2011–present: Professor:** California State University Long Beach, Long Beach, CA: Department of Psychology
- **August 2007–August 2011: Associate Professor:** California State University Long Beach, Long Beach, CA: Department of Psychology
- **August 2005–August 2007: Assistant Professor:** California State University Long Beach, Long Beach, CA: Department of Psychology

- **August 2004–July 2005: Assistant Professor:** California State University Northridge, Northridge, CA: Department of Psychology
- **August 2003–July 2004: Post-Doctoral Researcher:** Purdue University, West Lafayette, IN: Department of Psychological Sciences

What are your significant contributions to the field?
My first area of research focuses on the topic of action-selection. Action-selection refers to how a speeded decision is made regarding which action to take in response to perceptual events. One of the major factors affecting efficiency of action selection is stimulus-response compatibility (SRC). SRC refers to the fact that performance is better with certain mappings of stimuli to responses than others. Studies of SRC effects have been a valuable tool to study automatic (biological) and intentional (learned/controlled) processes associated with the response-selection that intervene between perception and action. My research in this area also has implications for how displays and controls should be organized and mapped in order to achieve efficient performance, with minimal errors.

The second area of my research focuses on directly human factors and human-computer interaction. I have made specific contributions to the areas of Web design, the role of password restrictions in the memorability and security of passwords for single and multiple accounts, evaluating the usability of Web privacy policies, and the how to improve multi-tasking performance with training on video games.

In addition, I have developed a research program using human-in-the-loop simulations to investigate human factors issues that influence operator performance and workload in the evaluation of advanced air vehicles, air traffic management concepts and automation technologies.

Have you received any notable awards or recognition during your career?

- APA Division 21, Earl Alluisi Award for Early Career Achievement: 2009
- Fellow, Human Factors and Ergonomics Society: 2016
- Fellow, American Psychological Association (Division 3: Experimental Psychology): 2017
- Fellow, Psychonomic Society: 2014
- Fellow, American Psychological Association (Division 21: Applied Experimental and Engineering Psychology): 2014

Which articles in the journal *Human Factors* would you say were the most influential to you and your research or practice?
There are too many to list ☺.

What advice would you give someone considering HF/E as a profession?
What I really enjoy about HF/E is the variety of work that I can engage in with my professional training. We develop HF/E methods and techniques that can be applied to a broad range of areas.