Prof. Joel Norman

Died on May 30, 2013

Higher Education

1957	B. A. Amherst College, Amherst, Massachusetts, U.S.A. Major in Psychology
1965	M. A. The Hebrew University of Jerusalem. Major in Psychology
1975	Ph.D. The Hebrew University of Jerusalem

Academic Appointments

2002-	University of Haifa, Associate Professor
1995-	Head, Ergonomics and Human Factors Unit
1998-2000	Head of the Departmental Graduate Cognitive Psychology Program
1995-1998	Head of the Departmental Undergraduate Committee and B.A. students advisor
1993-1994	University of California, Berkeley, Visiting Scientist
1991-1993	Head, Institute of Information Processing and Decision Making
1987-1988	University of Colorado, Visiting Professor
1986-2002	University of Haifa, Senior Lecturer
1980-1986	University of Haifa, Research Fellow
1976-1980	University of Haifa, Lecturer
1975-1976	Pennsylvania State University, Visiting Professor

Research Projects

Title	Source of Support	Period
Developing innovative methods for improving the human-display interface (with P. Setter)	A.M.N. Foundation	2008-2012
Developing a visual transparency tool for improving INTERNET navigation - a human factors aopproach (with H. Hel-Or)	Israel Internet Association (ISOC-IL)	2008-2011
Seeking evidence fir the independent functioning of the	Israel Science Foundation	2004-2008

two perceptual systes: Dorsal system pickup of optic flow with concurrent ventral perception of object identity		
Visual fatigue from extended computer use (with P. Setter)	Systems Research and Applications Corporation (SRA)	2007-2008

Publications

Koriat, A., & Norman, J. (1984). What is rotated in mental rotation? *Journal of Experimental Psychology: Learning Memory and Cognition*, *10*, 421-434.

Koriat, A., & Norman, J. (1985). Reading rotated words. Journal of Experimental Psychology: Human Perception and Performance, 11, 490-508.

Koriat, A., & Norman, J. (1988). Frames and images: Sequential effects in mental rotation. Journal of Experimental Psychology: Learning: Memory, & Cognition, 14(1), 93-111.

 Koriat, A., & Norman, J. (1989). Why is word recognition impaired by disorientation while the identification of single letters is not? Journal of Experimental Psychology: Human Perception and Performance, 15(1), 153-163.

Koriat, A., & Norman, J. (1989). Establishing global and local correspondence between successive stimuli: The holistic nature of backward alignment. Journal of Experimental Psychology: Learning, Memory, and Cognition, 15(3), 480-494.

Koriat, A., & Norman, J., & Kimchi, R. (1991). Recognition of rotated letters: Extracting transformational invariance across successive and simultaneous stimuli. Journal of Experimental Psychology: Human Perception and Performance, 17, 444-457.

Norman, J. (2001). Ecological psychology and the two visual systems: Not to worry! Ecological Psychology, 13(2), 135-145.

Norman, J. (2002). Toeing the party line is getting harder: In response to Michaels at al.'s (2001) reply to commentators.

Kaminsky, M., Eviatar, Z., & Norman, J. (2002). The timing deficit hypothesis of dyslexia and its implications for Hebrew reading. Brain and Cognition, 48(2/3), 394-398.

Norman, J. (2002). Two visual systems and two theories of perception: An attempt to reconcile the constructivist and ecological approaches. Behavioral and Brain Sciences, 25, 73-144.

Norman, J. (2002). Perceptual constancy: Direct vs. constructivist theories. Encyclopedia of the social and behavioral sciences. Oxford: Elsevier.

Setter, P., Marciano, H., Norman, J., & Horev, M. (2007). The effects of the reliability of an automatic target recognition system on image analyst performance. Proceedings of the ECCE 2007 Conference, 28-31.

Setter, P., Marciano, H., Norman, J., & Hovev, M. (2007). The effects of time limitations on target identification. Proceedings of the 14th European conference on Cognitive ergonomics (ECCE): invent! explore!, 28-31.

IIPDM Technical Reports (in Hebrew)

Norman, J., & Samid, Y. (1993). Detection of stereoscopic targets: The effect of presentation variables oculomotor variables.

Setter, P., & Norman, J. (1999). Target detection and identification in stereoscopic video films.

Setter, P., & Norman, J. (2001). Target detection and identification in compressed images.

Setter, P., Norman, J., & Marciano H. (2002). Detection of stereoscopic FLIR targets.

Setter, P., & Norman, J. (2003). Target detection with different slant angles.

Setter, P., & Norman, J. (2004). Hyperstereoscopic displays for perceiving large distances.

Setter, P., Norman, J., & Marciano H. (2004). The effect of automatic target recognition on human image interpretation.