



FELLOW PROFILE

Name: Robert R. Hoffman

**Degrees,
certifications, etc.:** University of Cincinnati
Psychology
B.A., June 1972
University of Cincinnati
Experimental Psychology
M.A., June 1974 University of
Cincinnati
Experimental Psychology
Ph.D., August 1976

Current status: Alive



Home page: <http://www.ihmc.us/groups/rhoffman/>

Biography (How you got involved in the field, your major career activities and milestones):

Hoffman is a recognized world leader in cognitive systems engineering and Human-Centered Computing. He is a Fellow of the Association for Psychological Science, Fellow of the Human Factors and Ergonomics Society, and a Fulbright Scholar. His Ph.D. is in experimental psychology from the University of Cincinnati, where he received McMicken Scholar, Psi Chi, and Delta Tau Kappa Honors.

Following a Postdoctoral Associateship at the Center for Research on Human Learning at the University of Minnesota, he joined the faculty of the Institute for Advanced Psychological Studies at Adelphi University. He began his career as a psycholinguist, and founded the journal, *Metaphor and Symbol*. His subsequent research leveraged the psycholinguistics background in the study of methods for eliciting the knowledge of domain experts. Hoffman has been recognized internationally in disciplines including psychology, remote sensing, weather forecasting, and artificial intelligence, for his research on human factors in remote sensing, his work in the psychology of expertise and the methodology of cognitive task analysis, for his work on HCC issues intelligent systems technology and for his work on the design of macrocognitive work systems.

Hoffman is a Co-Editor for the Department on Human-Centered Computing in *IEEE: Intelligent Systems*. He is Editor for the book Series, "Expertise: Research and Applications." He is a co-founder of two professional journals: *Metaphor and Symbol*, and *The Journal of Cognitive Engineering and Decision Making*. His current research focuses on the psychology of intelligence analysis, methodological issues in the analysis of complex systems, and performance measurement for macrocognitive work systems. In the real world, he has worked as a Ranger/Naturalist in the Green Mountains of Vermont and is an accomplished blues drummer.

What were your significant contributions to the field?

I leave this to others to judge.

Did you receive any notable awards or recognition during your career?

Yes. But I do not like to self-advertise.

Which articles in the journal *Human Factors* would you say were the most influential to you and your research or practice?

My own.

Please provide any links to your online articles, essays, blogs, Wikipedia pages, etc., that pertain to your research, publications or practice.

All my publications are available for download at my web site. Except the books.

What advice would you give someone considering HF/E as a profession?

Talk to me.