

# NSRDEC Employee Appointed Army Senior Scientist



Dr. Armand Cardello, NSRDEC, was recently appointed to the position of Senior Research Scientist for Behavior and Performance for the U.S. Army. He is also a renowned psychophysicist and subject matter expert on consumer expectations of product performance. (Photo courtesy of U.S. Army Soldier Systems Center-Natick.)

**U.S. Army senior scientists divide their time between conducting research in their own disciplinary areas and serving DOD as scientific reviewers, program advisors and mentors of young scientists and engineers. Earlier this year, the U.S. Army Natick Soldier Research, Development and Engineering Center (NSRDEC) was notified by the Army Civilian Leader Management Office at Headquarters, Department of the Army, that Dr. Armand Cardello had been appointed to the prestigious position of Senior Research Scientist for Behavior and Performance.**

Soldiers are the primary consumers of rations, clothing and equipment developed by NSRDEC and the Army. Research into consumer behavior and performance can ensure that we are getting the best and most effective products into the field.”

Cardello noted that even if you have a good product, if Soldiers are not willing to use it, or they don't have the ability to use it, then missions could be compromised or lives endangered. “Understanding the sensory, cognitive and situational factors that influence effective utilization of military products and equipment is essential. This is an area that DOD needs to pursue more heavily,” he added.

Cardello said that he is looking forward to the challenges and opportunities this new position will bring because it will allow him more focused time for his independent research, while enabling him to be a more effective advocate within NSRDEC and the

Army for both his own area of research — sensory and consumer behavior — and for the more general area of human behavior and performance.

“These are extremely important areas of research,” Cardello remarked. “Our

Cardello has been working at the Natick installation for more than 30 years. During this time, his research has focused on two main areas in which he has made significant scientific breakthroughs. The first area, psychophysics, is the study of the relationships between physical stimuli in the environment and how humans perceive them. For many years, Cardello has worked on establishing new methods for measuring human perceptual responses. Recently, he developed conceptually new methods for assessing the magnitude of sensory and emotional experiences, such as likes, dislikes, comfort and satiety (feelings of fullness). Such methods enable better quantification of Soldier-consumer responses to rations, new products and equipment.

Cardello's second research field concerns consumer expectations of product performance and how these expectations influence behavior toward the products. In this area, he has worked to develop models to predict the acceptability of consumer goods based on the user's expectations about them. "This area is especially important to the military," he explained. "There are many negative stereotypes about military rations and other products. Research into how people's beliefs and expectations influence how they actually perceive the world is essential for counteracting negative beliefs and ensuring that beneficial foods and advanced technologies and equipment are used effectively to ensure the safety and well-being of both our Soldiers and the consuming public."

Cardello holds a B.A. in psychology from Dartmouth College and both an M.S. and a Ph.D. in psychology (biopsychology) from the University of Massachusetts. He is author or co-author of more than 150 scientific journal articles and book chapters. Cardello is on the editorial boards of two scientific journals; has been a scientific columnist and book reviewer; has been a member of the National Science Foundation, National Institutes of Health, U.S. Department of Agriculture and DOD ad hoc research and grant review panels. His scientific innovations have resulted in numerous military and federal scientific awards.

*U.S. Army Soldier Systems Center-Natick press release.*

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