

## **KEYNOTE ADDRESS:**

### **Every new IT gimmick means angst: What to do about it**

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#### **Abstract:**

Information Technology training is challenging for educators as well as for end users. It takes time, energy, and clarity of communication. A great deal of the challenge stems from the disconnect between educator and end user, including knowledge, skills, ways of thinking, and emotional reactions. This presentation will discuss cognitive, emotional, and social aspects of the “enigma” that arises from the introduction of new IT and IT security measures. The goal of this presentation is to help understand what to do about these issues to optimize learning and implementation of appropriate IT security measures.

#### **Biography:**



Neil E. Grunberg, Ph.D., is Professor of Medical & Clinical Psychology and Professor of Neuroscience at the Uniformed Services University of the Health Sciences (USUHS) in Bethesda, Maryland, USA. He earned baccalaureate degrees in Medical Microbiology and Psychology from Stanford University (1975). He earned M.A. (1977), M.Phil. (1979), and Ph.D. (1980) degrees in Physiological and Social Psychology from Columbia University and completed doctoral training in Pharmacology at Columbia University's College of Physicians & Surgeons. Dr. Grunberg's specialties include drug use and stress. He has published more than 150 scientific papers with an emphasis on effects of nicotine on body weight, food consumption, attention, and stress. He also studies environmental influences on drug actions and behavioral and cognitive effects of traumatic brain injury. Dr. Grunberg has received scientific contribution awards from the U.S. Surgeon General, Centers for Disease Control, U.S. Food & Drug Administration, American Psychological Association, and Society of Behavioral Medicine. He also has received awards for medical school and graduate education. In addition, Dr. Grunberg lectures and conducts workshops on faculty development, mentoring, and communication. He is active in professional and

scientific societies, including the Society for Research on Nicotine and Tobacco, Academy of Behavioral Medicine Research, Society of Behavioral Medicine, Society for Neuroscience, American Psychological Association, and the Association for Psychological Science.