Director’s Corner

As spring semester approaches, it’s hard to believe that soon we’ll be closing out a whole year of hunkering down, teaching and learning remotely. It’s a good thing we didn’t know last March just what we were getting into or the whole thing would have seemed even more overwhelming.

Absence does make the heart grow fonder. I was on campus the other day, and it felt great to have high-speed internet, a good office chair, and a laser printer. Best of all was seeing several colleagues who had escaped from their Zoom boxes. Yes, they still exist in three dimensions and are still capable of unscheduled chats!

Despite everything, Lehigh students remain deeply engaged in their studies and preparing for their futures. We have a record-setting seven Cognitive Science senior majors this year, with an even more record-setting 11 juniors and 12 sophomores declared. Increased media attention to cognitive science, plus the recent addition of a B.S. degree as well as B.A., may be driving the trend. I met with each major by Zoom during the fall advising period, and all of them were well-prepared, working hard at their remote studies, and truly excited about studying Cognitive Science. Our current circumstances really underscore the importance of topics at the intersection of minds, brains, and computers.

Meet Brenda Cuadra-Arguello, a junior double-majoring in Cognitive Science and Psychology who is also minoring in Health, Medicine and Society! She plans to go to graduate school in Clinical Neuropsychology and work at a hospital or even open her own clinic in her home country of Nicaragua. She also dreams of opening a tennis academy for kids with intellectual disabilities and auditory processing deficiencies. She was attracted to Cognitive Science by its interdisciplinarity, allowing her to take classes from fields including neuroscience, computer science, and philosophy. She has been enjoying program activities including the meet-and-greets for majors and the talk series.

Brenda is a world traveler, having been to 32 countries. An especially memorable part of her Lehigh experience was Study Abroad through CIEE (Council on International Educational Exchange) in Berlin and Copenhagen. Her current job at Lehigh’s Center for Gender Equity has helped her grow as a person and has taught her many valuable life lessons.
News & Events


Upcoming events: Feb 8—Alumni panel; Mar 5—Meir Meshulam (Princeton University); April 2—Dustin Stolz (Lehigh University)

Watch for talk titles and other event updates on our program webpage, https://cogsci.cas2.lehigh.edu/

Spotlight on Alumni

Sara Mason ’17 combined her Cognitive Science major with minors in Business and Science, Technology, & Society! Her credentials are a great match for her job at Brand Networks, a marketing tech company. She works on social advertising, which means she promotes advertisements on social channels such as Facebook, Instagram, Pinterest, Snapchat, and TikTok. She assists clients in the planning phase, providing media plans and recommendations for campaigns, in addition to executing, optimizing, and reporting on media in the market. Sara enjoys the strategy and reporting aspect of her job the most - She is able to work through the end results of a campaign to see how successful initial planning was and improve performance over time. Having a background in Cognitive Science has allowed Sara to understand the mind from the perspective of multiple disciplines, which helps her gain insight on why or how consumers might think about or engage with the media being promoted.

Research Roundup

Just some of the many recent faculty publications!


Cognitive Science Program

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