

▣ Humans and Information:

1. Humans have been “designed” to efficiently compute similarity, abstract knowledge, make inferences, and generalize to novel domains
2. We are both the producers and consumers of language
3. Small data → Big Data
4. Translational cognitive science



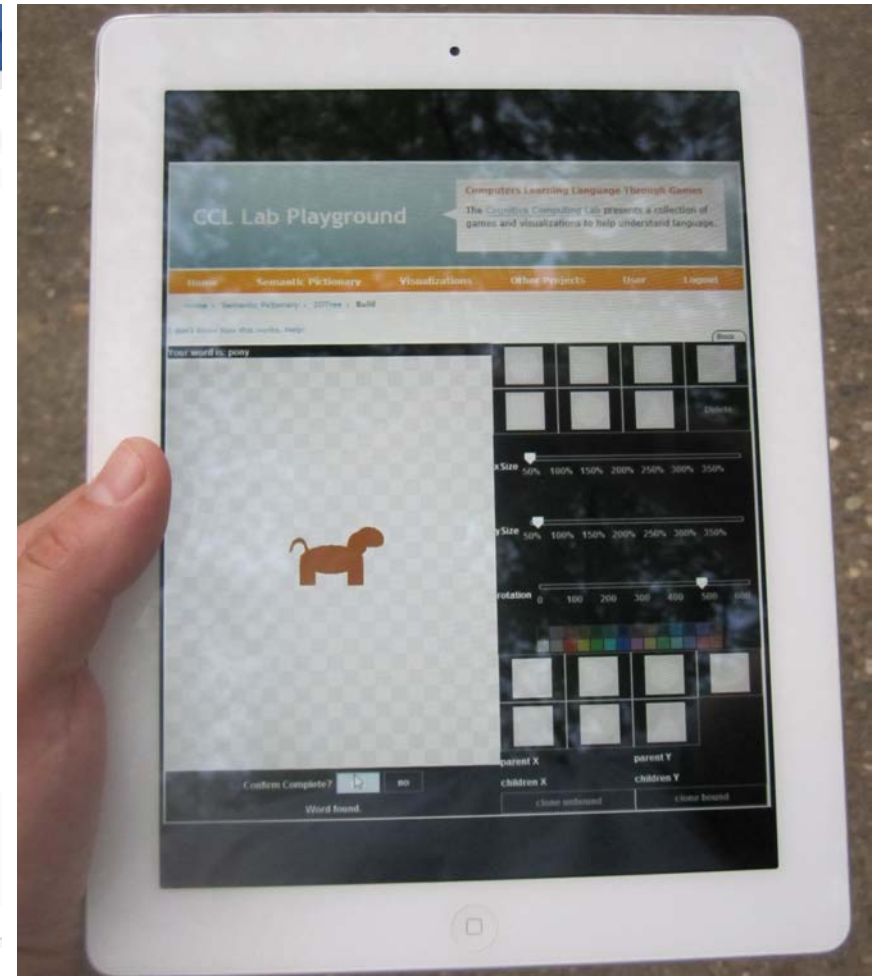
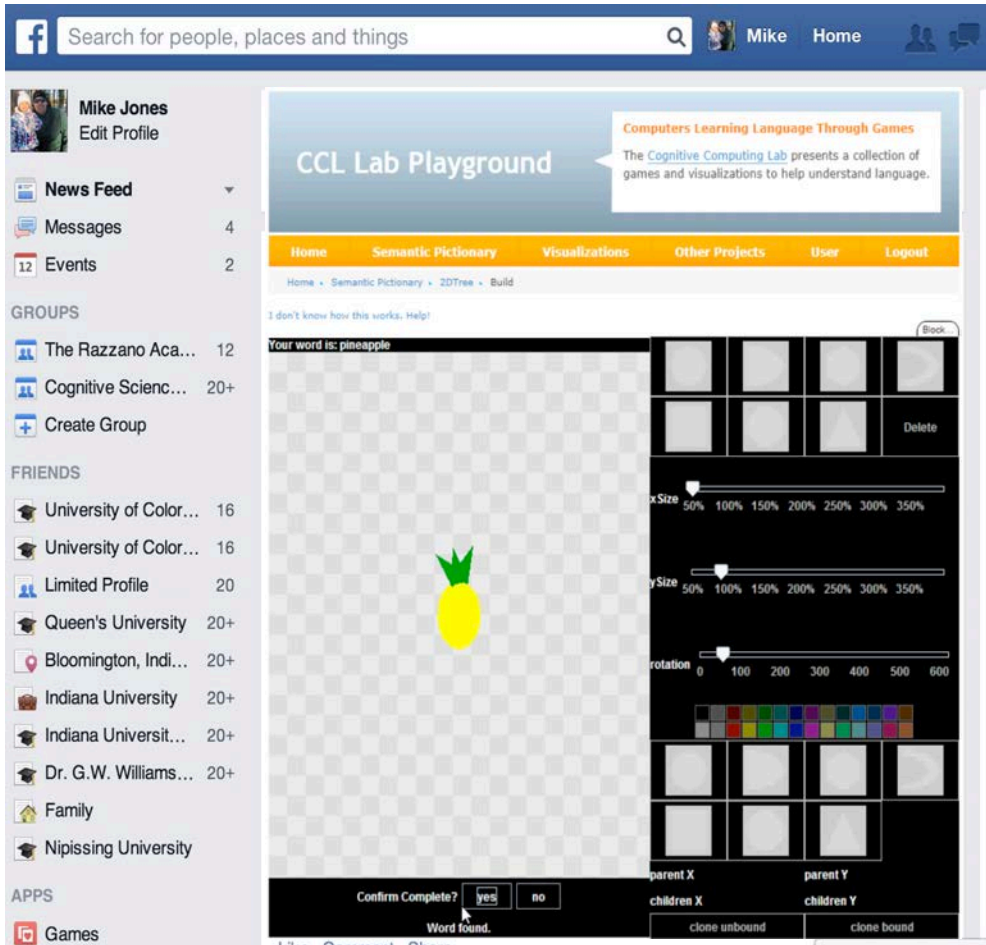
Research Projects:

- ❑ Integrating linguistic and perceptual information
- ❑ Clinical data mining w/ cognitive models
- ❑ Model-based optimal teaching and learning
- ❑ Mining the neuroimaging literature
- ❑ Translational cogsci from lab to real world:
“Decontamination” of review ratings



NSF Semantic Pictionary Project:

www.SemanticPictionary.org



Jones, 2014; Jones & Kievit-Kylar, 2013; Kievit-Kylar & Jones, 2011

Chair:



Carrot:



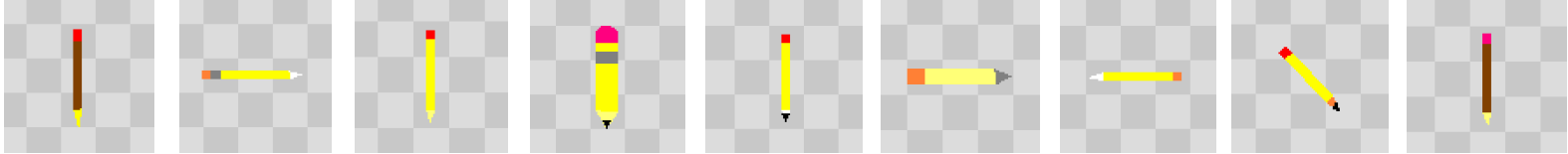
Dog:



Alligator:



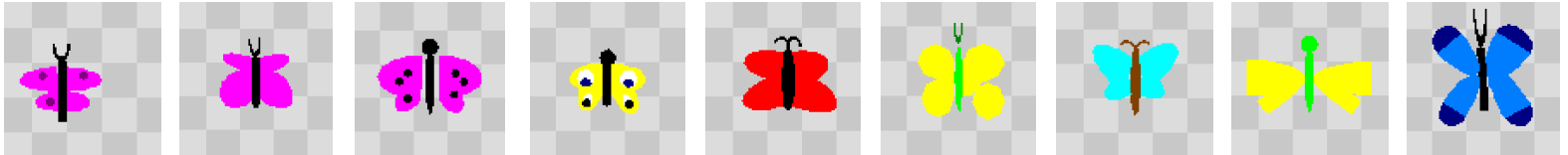
Pencil:



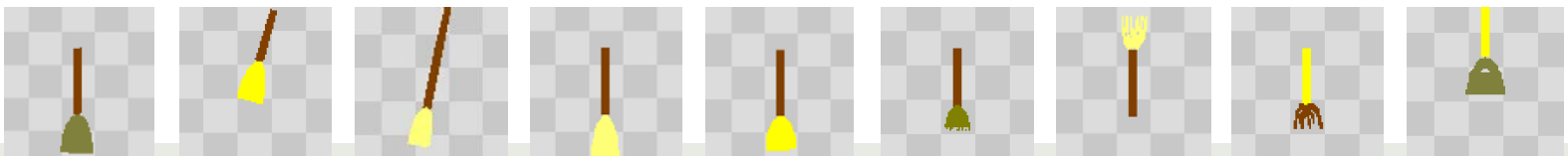
Barn:



Butterfly:



Broom:





Absolute Judgments are Relative

■ We are *terrible* at rating absolute magnitudes

- Regardless of task, judgments of absolute magnitude of a stimulus, experience, of feeling, are inherently contaminated by relative information from the sequence of judgments prior to the current one
- Example: Mass of a weight at the gym

■ Parducci (1968): Moral judgments on 1-10 scale

(1) Stealing a towel from a hotel

(1*) Testifying falsely for pay

(2) Keeping a dime you find on ground

(2*) Using guns on striking workers

(3) Poisoning a barking dog

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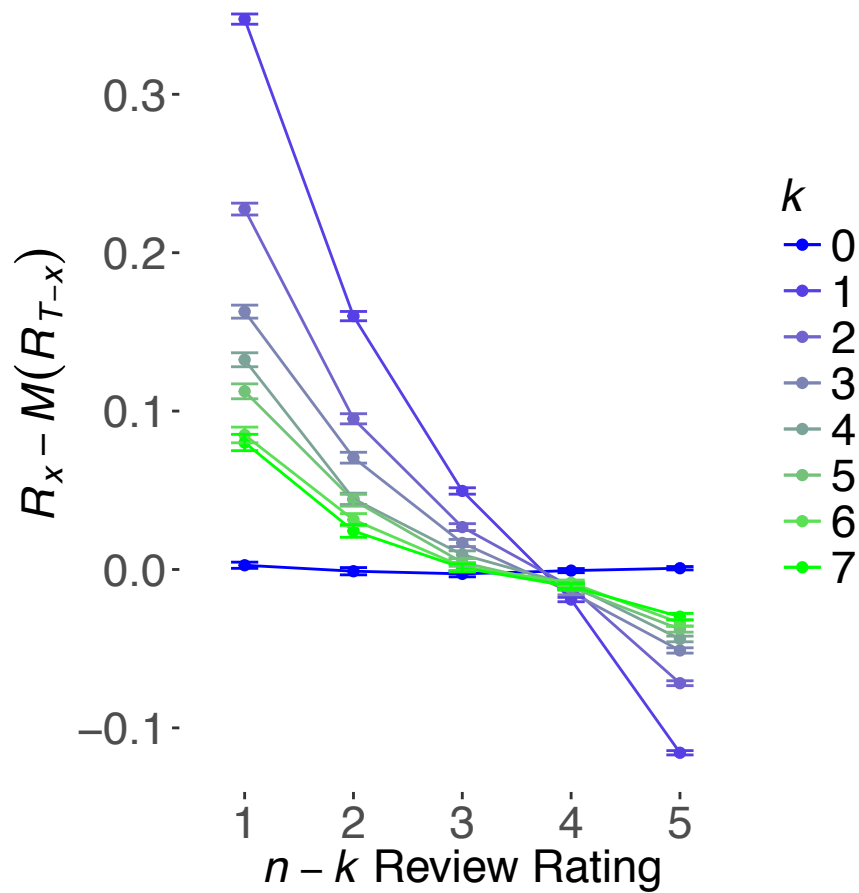
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Yelp and Amazon:

Yelp



Amazon

