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# How WEIRD is Cognitive Science?

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## Abstract

Over the last decade, cognitive science and allied fields have been criticized for being excessively “WEIRD,” i.e., overly reliant on participants from Western, Educated, Industrialized, Rich, and Democratic societies. The lack of diversity among research participants is now widely acknowledged, but it’s a rather superficial problem, symptomatic of other more fundamental ones. This poster outlines what we see as four overlapping problems. Cognitive science is WEIRD not only in terms of who makes up its participant pool, but also in terms of its theoretical commitments (e.g., individualism and universalism), methodological assumptions (e.g., measurement and analysis methods), and institutional structures (e.g., funding and publishing). Merely solving the problem of WEIRD participants by sampling more widely is insufficient to address cognitive science’s more fundamental WEIRD theoretical, methodological and institutional problems. Coming to terms with this is necessary if we wish to make cognitive science relevant for all humanity.