

Cultural Ties

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When a child learns to tie her shoes —perhaps using the “bunny ears” method or the “squirrel and the tree” — her parents probably don’t think of the lesson as a moment of cultural reinforcement. But in the midst of a debate over culture and cognition, a group of five psychological scientists at Northwestern University’s MOSAIC lab noticed their shoe-tying methods were as diverse as the countries they represented. The lesson: Culture permeates nearly everything we do, even mundane routines that we think are neutral. For more on culture and science, read the April 2012 Presidential Column [Everything is Cultural](#) by APS President Douglas L. Medin.