MA IN COGNITIVE SCIENCE*
THE STUDY OF THE HUMAN MIND AND HOW IT IS SHAPED BY AND SHAPES OUR EXPERIENCES

Cognitive science is the study of the human mind, brain, and behaviour. Cognitive scientists use advanced statistical modelling and sensitive experimental methods to reveal the nature of cognitive processes. They do this to advance our knowledge of human thought and behaviour, and apply this knowledge in real-world settings.

Cognitive scientists are trained to develop a rigorous theoretical understanding of topics such as human decision-making, problem-solving, language and communication, action and movement, and attention and perception, and they use this understanding to solve real-world problems. They are trained to use experimental methods including functional brain imaging, eye-tracking, behavioural experiments, and theoretical modelling.

PROGRAMME CONTENT
Aarhus University’s MSc in Cognitive Science is Denmark’s first advanced cognitive science degree programme. It builds on our successful BSc in Cognitive Science and is designed to provide students with the advanced knowledge and methods required to work in the field.

Students in the MSc will learn how to develop their own computational models of behaviour, how to process natural language and text data, and how to analyse very large datasets. They will complete advanced courses in neuroscience and neuroimaging, human decision-making, and human–machine interaction. Classes and exams are heavily project-based and are designed to allow students to develop a rich portfolio of project work during their study.

During the programme, students will have the opportunity to use their training in project placements with other organisations. They may also have the opportunity to develop these projects further in their MSc thesis. For their thesis, students may develop their own research project, or they may choose to complete their thesis work in the context of one of the many research centres and funded projects that make up the rich cognitive science research environment at Aarhus University.

CAREERS
Graduates from the MSc programme will be trained to enter any field that requires skills in experimental design and statistical modelling of human behaviour. Graduates will be particularly well suited to careers in the following four sectors:

• Consumer cognition: With their knowledge of how people perceive and pay attention to their environment and how they make decisions, cognitive science graduates will be well qualified to assist organisations in developing more engaging products and marketing materials.

• Cognitive analytics: With their skills in advanced statistical modelling, combined with their ability to apply those skills to explain complex human behaviour, cognitive science graduates will be well qualified to assist organisations in maximising the use of existing databases to develop new strategies and products.

• Design of information technology: With their specific skills in analysing human–machine interaction, cognitive science graduates will be well qualified to assist companies in developing new technologies for human use in both the design and testing phase of research and development.

• Sensory science: With their detailed knowledge of how the brain transforms light, sound, and chemical energy into sensory information, and how it combines that information into perceptions of the world, cognitive science graduates will be well qualified to research and development in the food industry and in audio technology.

*PLACE OF STUDY
Aarhus

**ANNUAL TUITION FEE**
EU/EEA/Swiss citizens: FREE
Others: EUR 8,000

WWW
masters.au.dk/cognitive-science

Fees are subject to change. See studyguide.au.dk
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