



Tuesday, April 22, 2003

Cynthia Sifonis

Upon joining Oakland University in September 1999, Cynthia Sifonis, assistant professor of psychology, immediately established a research lab in which she investigates the interaction between the use of category knowledge and the representation of that knowledge. She also has an interest in the underlying cognitive processes associated with creativity.

She has included more than 10 undergraduate students as research assistants on her research projects and encouraged one student to present work at a regional conference. Her research efforts have resulted in several conference presentations, publications and grant funding opportunities. To date she has made 23 conference presentations in regional, national and international organizations. Of those, seven have been presented on research conducted at Oakland University. Additionally, she has five publications, four of which were published in one of the most prestigious journals in the area of cognitive psychology.

Last summer, she was contracted by General Motors, through a \$24,000 grant, to write an extensive literature review about creativity in a workshop environment. General Motors was so impressed with her efforts that it has provided her with additional monies to conduct further research.

SUMMARY

Upon joining Oakland University in September 1999, Cynthia Sifonis, assistant professor of psychology, immediately established a research lab in which she investigates the interaction between the use of category knowledge and the representation of that knowledge.

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