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Engineering & Scientific Consulting

Samuel Spevack, Ph.D.

Scientist | Data Sciences

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Professional Profile

Dr. Samuel Spevack is a cognitive scientist, with specialized knowledge in linguistics, visual attention, and cognitive anthropology. Dr. Spevack's work focuses on the acquisition and analysis of human-center data used to inform product design and algorithm development. He has worked extensively with complex research protocols to collect data from diverse participant demographics.

Dr. Spevack is well-versed in the following areas of data collection and analysis:

- Eye-Tracking & Computer Mouse-Tracking
- Natural Language Processing
- Experimental Design
- Machine Learning & Statistics
- Data Visualizations and Dashboards
- Python, MATLAB, & R

Dr. Spevack is particularly experienced in using natural language processing to extract information from text data. During his doctoral work, for example, he analyzed the text of over two million forum posts in order to predict online user behavior. Outside of human factors, he has applied his data science skills to areas such as energy, biomedicine, and entertainment media.

Dr. Spevack received his Ph.D. in Cognitive and Information Sciences from the University of California Merced. His dissertation focused on examining how variation in human behavior relates to culture, language, personality, and the environment. For example, Dr. Spevack conducted a cross-national eye-tracking study to investigate cultural differences in how individuals from Japan and the U.S. attend to their environment. Dr. Spevack's doctoral work also included the use of computational models to simulate how monolingual and bilingual individuals process language.

Academic Credentials & Professional Honors

Ph.D., Cognitive and Information Sciences, University of California, Merced, 2019

B.A., Linguistics and Anthropology, San Diego State University, summa cum laude, 2013

Outstanding Graduating Senior for the College of Arts & Letters, San Diego State University, 2013

Publications

Falandays, J. B., Batzloff, B. J., **Spevack, S. C.**

, Spivey, M. J. (2020). Interactionism in language: From neural networks to bodies to dyads. *Language, Cognition and Neuroscience*, 35 (5), 543-558.

Spevack, S. C.

, Batzloff, B. J., Falandays, J. B., Spivey, M. J. (2018). Interactivity of language. *Language and Linguistics Compass*, 12-7.

Spivey, M. J., & **Spevack, S. C.**

(2017). *An inclusive account of mind across spatiotemporal scales of cognition*. *Journal of Cultural Cognitive Science*, 1(1), 25-38.

Presentations

Ebrahimpour, M., K., Falandays, B., **Spevack, S.**

, & Noelle., D. C. (2019) *Do Humans Look Where Deep Convolutional Neural Networks 'Attend?'* Poster session presented at the Annual Meeting of the Cognitive Science Society. Montreal, Canada.

Spevack

, S. C., & Spivey, M. J., (2018) *A text-based analysis of the effects of personality on the adoption of cultural and linguistic norms*. Poster session presented at the Annual Meeting of the Cognitive Science Society. Madison, Wisconsin.

Spivey, C., **Spevack, S. C.**

, & Wattonville, G. (2018) *Between-Language Competition in Early Learner Bilinguals*. Poster session presented at the Annual Meeting of the Cognitive Science Society. Madison, Wisconsin.

Spevack

, S. C., Lichtenstein, T. & Shih, S. (2017) *Word Order Rules in Business Name Binomials*. Poster session presented at the Annual Meeting of the Cognitive Science Society. London, England

Lichtenstein, T., **Spevack, S**

., Shih, S. (2017) *Flout or follow? Word Order Rules in Business Name Binomials*. Abstract for the 2017 American Name Society Conference.

Spevack, S

., Saiki, J., Spivey, M., (2016) *Multiple Cultural Factors as Modulators of Visual Attention*. Poster presented at the Japanese Society for the Promotion of Science Summer Program. Sokendai, Japan.

Spevack

, S. C., Spivey, M. J., & Huette S. (2014). *How Do You Get Negation Without Symbols?* Poster session presented at the Annual Meeting of the Cognitive Science Society. Quebec City, Quebec.

Additional Education & Training

Insight Data Science Fellow, 2019

Research Grants

National Science Foundation East Asian and Pacific Summer Institutions Fellowship, 2016