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**1,451**

Current  
Undergraduate  
Majors

**3rd**

Largest  
Major  
at UW-Madison

**18,000+**

Living  
Psychology  
Alumni

**\$135K**

Awarded to 111  
Undergraduates for  
Research, Community  
Impact, Academics & More

**108**

Graduate Students  
Pursuing Master's and  
Doctoral Degrees

**\$72K**

Awarded to 56 PhD  
Students for Research,  
Travel & More

## Celebrating Support from Alumni and Friends

As we look back on 2025, we're especially thankful for YOUR support - whether you **shared career advice or an internship opportunity** with our students, **made a gift** to the Department of Psychology, or **nominated a fellow Psychology alum** for an award, your contributions to the success of our department have a big impact on our students, faculty, and staff. Thank you!



## **Voices of Power partners with UW Psychology students to transform perspectives on prisoner reentry**

Described as the **most meaningful work of their collegiate career**, students in Dr. Patti Coffey's psychology capstone course, Issues in Prisoner Reentry, spent the semester partnering with community organizations to explore the complexities of incarceration and reentry. One cohort of nine students collaborated with **The Voices of Power**, a Madison-based organization led by mentors Frank Davis and Aaron Hicks, whose lived carceral experience informs their advocacy for systemic change.

"This partnership allows the kids at [low-security residential youth center Grow Academy] to see possibilities beyond their immediate circumstances," says Frank Davis. "It also gives UW students a clearer picture of the system they may someday influence. No textbook can do what a face-to-face conversation can—especially when many of these students could go their entire lives without substantial contact with people who've been system-impacted." [Read more.](#)



## Master's Program in Data Science and Human Behavior graduates its largest class yet

The day before commencement, 23 master's students submitted their final presentations to a crowd of colleagues, faculty, family and friends. Their work ranged from investigating the influence of competition on nighttime sleep and heart rate metrics for women's volleyball athletes to collaborating with American Family Insurance to examine how hurricanes affect migration patterns in Florida. [Find out what's next for these graduates.](#)

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## Gernsbacher honored with prestigious Oswald Külpe Prize for groundbreaking research on cognitive processing

Morton Ann Gernsbacher, Vilas Research Professor and Sir Frederic C. Bartlett Professor of Psychology, has been awarded the internationally renowned **Oswald Külpe Prize for her outstanding work on cognitive processing**. Presented biennially by the Institute of Psychology at Julius-Maximilians-Universität Würzburg since 2005, the prize celebrates exceptional contributions to experimental research on higher mental processes.

“We are honoring her outstanding and highly influential research on language comprehension, which explores the metaphor of comprehension as structure formation,” said Professor Tobias Richter, Chair of Psychology IV at JMU, during the award ceremony on November 28, 2025.



### **First Year Project Symposium celebrates its 40th year**

Twelve PhD students presented their First Year Projects (FYP) this fall, representing the most significant research projects that these students will have undertaken to date. "The FYP provides an opportunity to explore in great depth new ideas that they are passionate about," says Psychology Professor and Associate Chair of Graduate Studies Yuri Saalman. "It is foundational for their future research and a key milestone of the PhD program. We celebrate their achievements in the FYP symposium, and as Director of Graduate Studies, it is a highlight of my academic year." [Take a peek at the projects students presented here.](#)



**ALUMNI  
FEATURE**



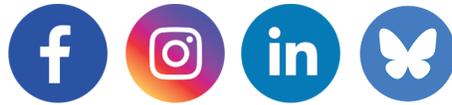
## **Carlye King '11: From Studying Brains to Building Brands**

Carlye King is a neuroscience-loving psychology alumna-turned-tech-sales-executive, who has built her career not in a lab or counseling room, but in the evolving world of programmatic advertising technology. While it may seem like her work is distant from her early love of neuroscience, she finds her work is deeply informed by her psychology roots. "I think being able to read people, understand sentiment, and be perceptive to nuance is beneficial in sales because you need to be able to pivot with new information at the drop of a hat," King said. [Read more.](#)



## **Why Teens Take Risks: New Insights from Moreira's Computational Developmental Neuroscience Lab**

Adolescence is a time of growth and discovery where teenagers begin to test boundaries, seek novelty, and engage more deeply with the world around them. It's also a period of heightened vulnerability and risk taking. This paradox is at the heart of research led by UW-Madison's João Guassi Moreira, who studies the brain to understand why teens take risks and what factors influence substance use. [Read more.](#)



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