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Dognition Allows Owners to “Find the Genius” in their Dogs
New science-based games reveal canine cognition and strengthen relationships

Durham, N.C. (February 5, 2013) – It’s simple: humans love their dogs, but they don’t always understand them. Throughout history man’s best friend has been as misunderstood as beloved – idolized for an affectionate and loyal nature, but often dismissed as less than brilliant. Today, however, scientists have reached an altogether different conclusion: dogs are among the most *extraordinary* animals on the planet because of the unique way they relate to the people around them.

In the past 10 years, the scientific community has learned more about how dogs think than in the prior century. We now know that dogs use a variety of problem-solving skills to navigate the world – just like people. These cognitive styles influence how dogs see and interact with family and loved ones. Most of the general public doesn’t know that this field of research even exists, let alone how it could enhance their relationship with their dog.

Enter [Dognition](#), a company devoted to enriching the understanding of dogs – and our relationships with them – through cognitive science. Leading a team of the world’s foremost experts in dog cognition is [Dr. Brian Hare](#), associate professor in evolutionary anthropology at Duke University and Director of Duke’s Canine Cognition Center, and his wife, award-winning writer Vanessa Woods. The pair have detailed their insights on the intelligence of dogs in “The Genius of Dogs: How Dogs are Smarter Than You Think,” was published by Dutton, an imprint of the Penguin Group.

Dognition’s unique, web-based canine cognition assessment tool – “The Dognition Experience” – launched today. Providing participants an incomparable view into their dogs’ minds, The Dognition Experience facilitates deeper, more rewarding relationships between owners and their dogs. By playing fun, science-based games and completing an individualized personality questionnaire, each Dognition owner gains access to their dog’s Dognition Profile – a personalized compendium on what makes their dog unique. Dognition subscribers also receive ongoing insights, as well as trainer tips and activities tied to their dogs’ unique cognitive style.

While discovering what is extraordinary about their own dogs, owners are also contributing to the greater good of all canines. Dognition offers owners an opportunity to play the role of “citizen scientist” by contributing research that furthers the understanding of dogs throughout the world.

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About Dognition

Dognition is the champion for enriching the relationships between dogs and their owners through cognitive science. Dedicated to all dogs, the service is for curious owners who treasure a deeper relationship with their dogs and are excited about gaining unique insights into dog behavior. By tailoring fun, science-based games to subscribers and by offering everyday “citizen scientists” a chance to contribute to research that furthers the study of dog cognition, The Dognition Experience helps owners discover what is extraordinary about their dogs, while contributing to the greater good of all dogs.

For more information on The Dognition Experience or to sign-up, visit [Dognition.com](#). For more information on Dr. Brian Hare, co-author of “The Genius of Dogs,” visit [www.brianhare.net](#) and the [Brian Hare Facebook fan page](#).