Cognitive scientists and anthropologists should talk with one another more frequently. The former, directed by a deeply engrained form of ethnocentrism, often do not take into account that cognitive processes and structures are inextricably linked to cultural factors. The latter, often keep their analysis to the surface level of phenomena or events, failing to pay sufficient attention to noticeable deeper cognitive processes that result from knowledge previously acquired and memorised by subjects that are activated and used in the context of their daily lives. Cognitive anthropology aims to overcome the gap between these two fields of enquiry insofar as it understands the issues of knowledge and knowing as deriving from sequences of prototypical and stereotyped events that only in these ways can be memorised as patterns or cultural models. We thus explore the links between cultural models and cognitive processes by following connectivist models (PDP: parallel distributed processing) which are very promising. The question then is, what are the ethnographic examples that support this approach? We introduce the example of Yupno from Papua New Guinea in order to address this issue.