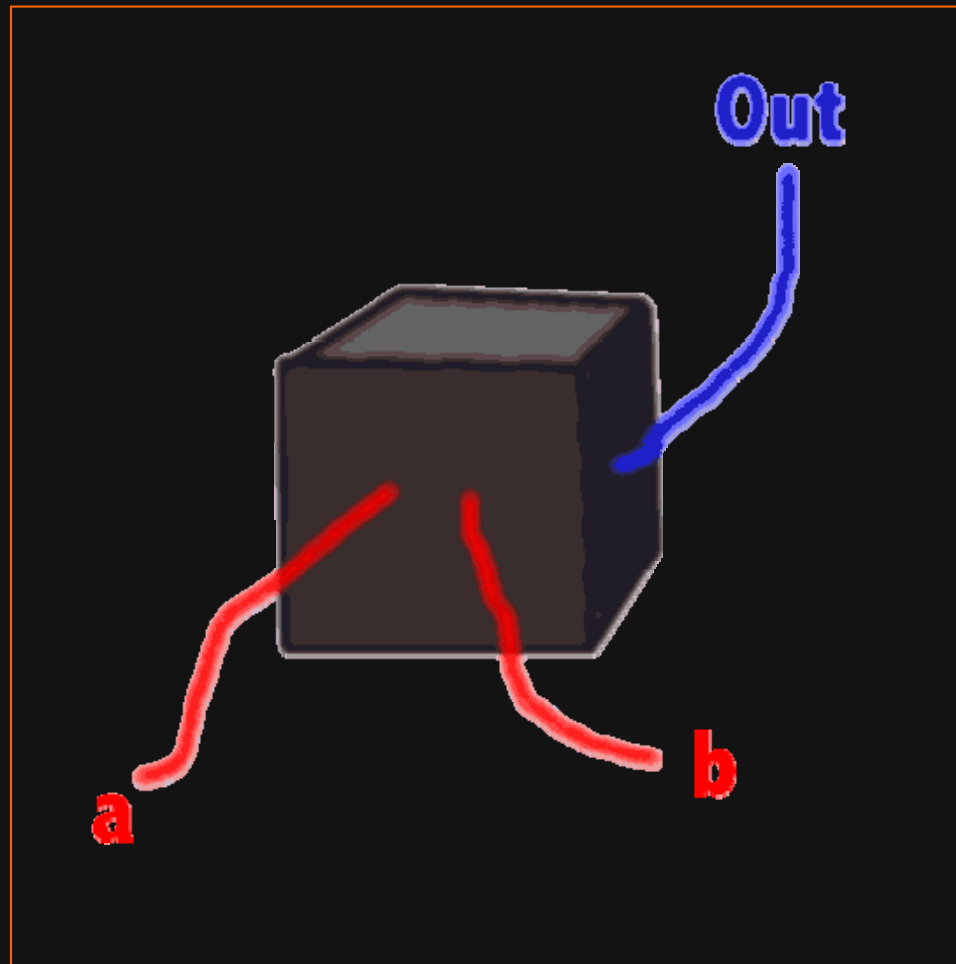


COGNITIVE PSYCHOLOGY



What is in the “Black Box”?



What is Cognitive Psychology?

Studies cognition 😊

What is Cognition?

- Studies knowledge:
 - acquire
 - organize
 - use
- Involves:
 - sensation
 - perception
 - attention
 - memory
 - language
 - reasoning
 - problem solving
 - decision making



The Origins of Cognitive Psychology

- Quite young discipline
- Did not emerge until the late 1800s
- A reaction to Behaviorism

Important Figures in the History of Cognitive Psychology

- Wilhelm Wundt
- Hermann Ebbinghaus
- William James
- The Gestalt Approach
- Frederick C. Bartlett

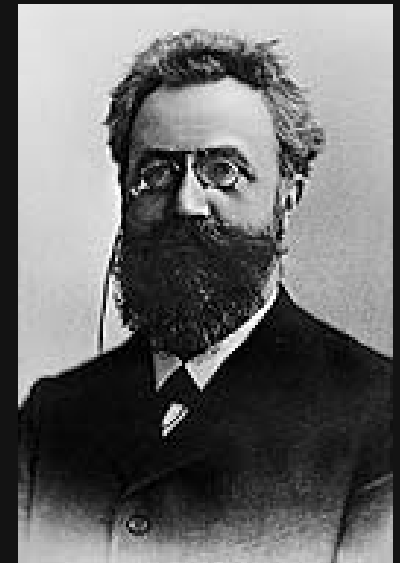
Wilhelm Wundt

- Opening of his lab in Leipzig marks the beginning of Psychology
- Method of *introspection*
- *Replication*



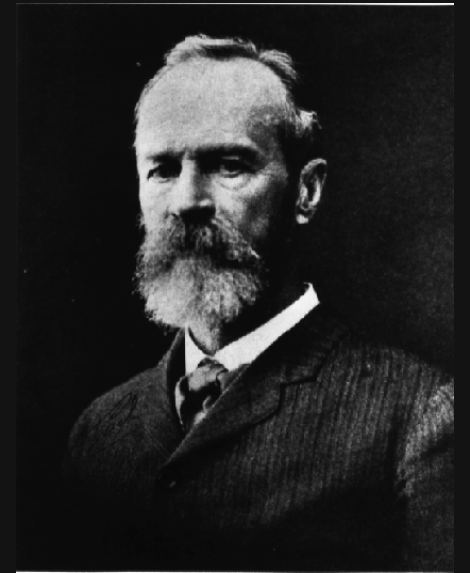
Hermann Ebbinghaus

- Beginning of memory research
- Non-sense syllables
- *High control* of material and environment



William James

- He emphasized the importance of looking at *real life experiences*
- *Principles of Psychology*
 - In which he explains several cognitive processes and phenomena



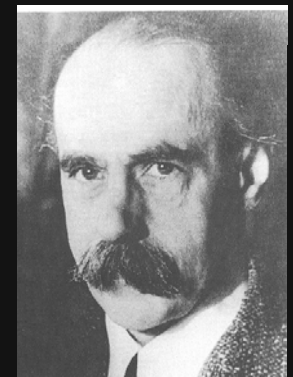


The Gestalt Approach



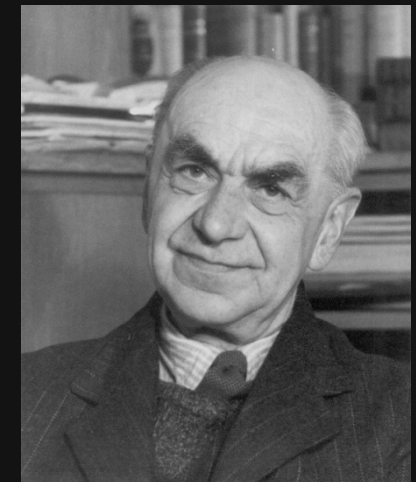
Whole is greater than the sum of its parts

- Emphasis on context and organization
- *Insight* in problem solving



Frederick C. Bartlett

- Important figure in memory research
- He rejected the idea of careful control and encouraged using *meaningful material*
- Role of *schema's* in memory errors



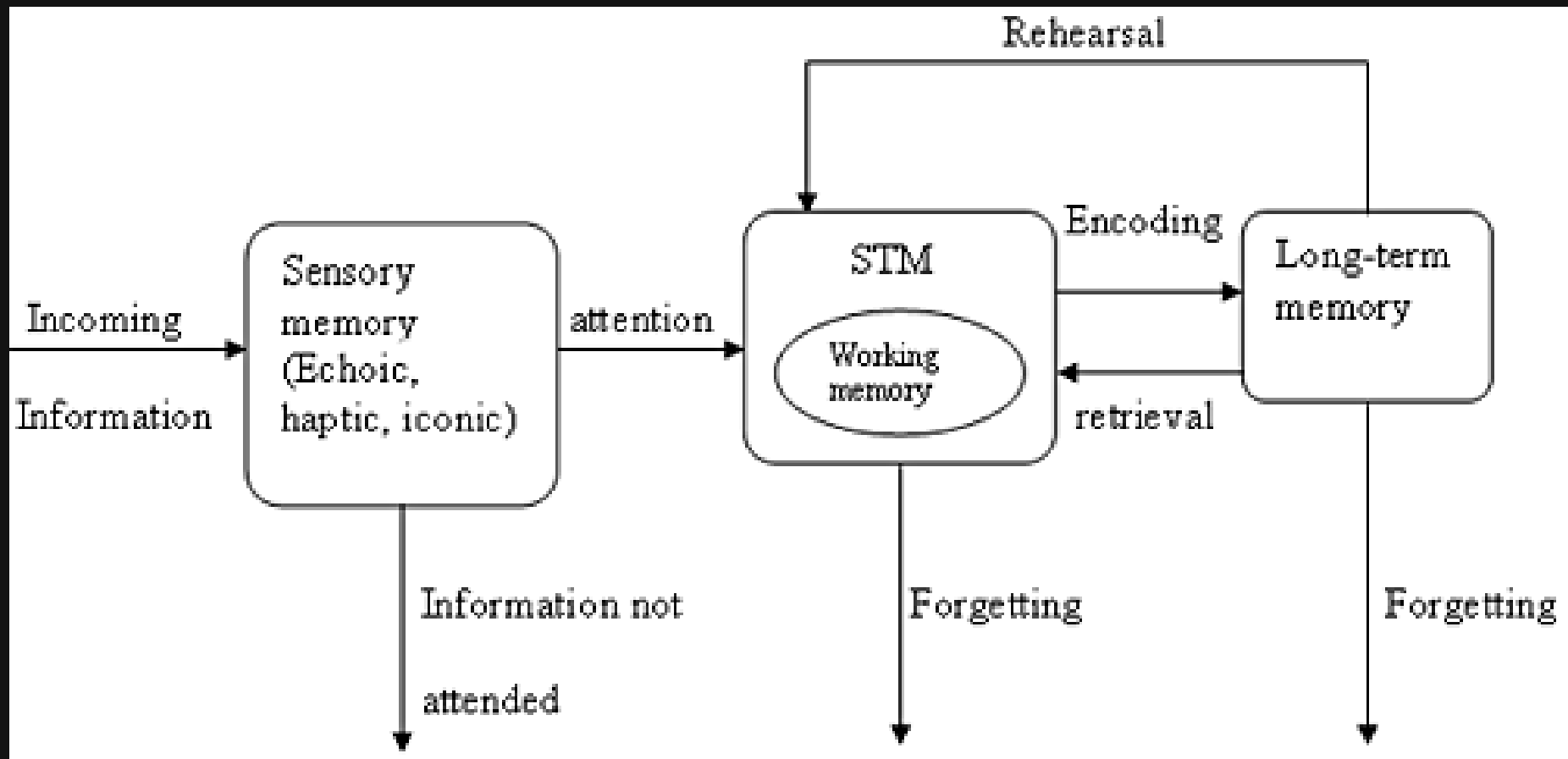
Emergence of Modern Cognitive Psychology (1950s)

- The cognitive revolution
- Research on language
- Research on memory

The Information Processing Approach

- Computer analogy
- The Atkinson-Shiffrin Model

The Atkinson-Shiffrin Model



Cognitive Science

- Understand human mind and behavior
 - Psychology
 - Linguistics
 - Philosophy
 - Computer Science
 - Anthropology





Viewer

THE END