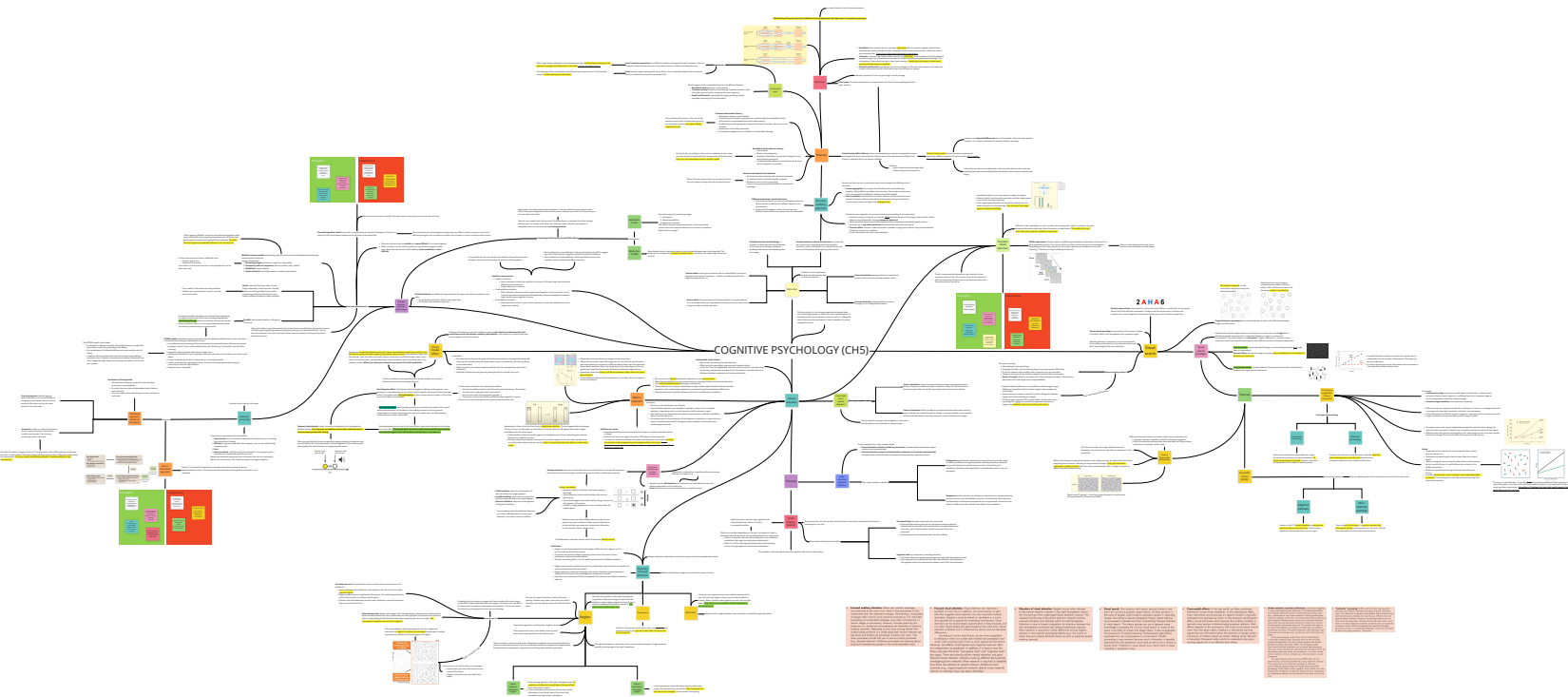


COGNITIVE PSYCHOLOGY (CH5)



What is Cognitive Psychology?
Cognitive psychology is the study of the mind and how it works. It is a branch of psychology that focuses on the internal processes of the mind, such as perception, attention, memory, and problem-solving. Cognitive psychologists use a variety of methods to study the mind, including experiments, surveys, and brain imaging techniques.

What are the main areas of research in Cognitive Psychology?
The main areas of research in cognitive psychology include perception, attention, memory, and problem-solving. Perception is the process of taking in information from the environment and interpreting it. Attention is the process of focusing on a specific stimulus while ignoring others. Memory is the process of storing information for later use. Problem-solving is the process of finding a solution to a problem.

What are some of the key findings in Cognitive Psychology?
Some of the key findings in cognitive psychology include the discovery of the 'magical number seven' (Miller, 1956), the discovery of the 'availability heuristic' (Tversky & Kahneman, 1973), and the discovery of the 'insight problem' (Wertheimer & Allport, 1918).

What are some of the applications of Cognitive Psychology?
Cognitive psychology has many applications in the real world, including in the fields of education, psychology, and business. For example, cognitive psychologists have helped to develop more effective teaching methods, to understand the causes of mental illness, and to improve decision-making in business.