**Categories & Concepts**

**Module: Functions of Categorization**

**Subtopic: Why Categorize?  
-**classification allows us to treat objects that appear differently as belonging together (ex: apples)  
-understanding, predicting (current experience and comparing it to past experience), communication

**Subtopic: Illusion of the Expert  
-Illusion of the Expert:** the feeling that something must be simple because you’re good at it

**Subtopic: Rules  
-**applying set of rules

**Module: Prototype Theory**

**Subtopic: Prototypes  
-** suggests that we categorize objects by comparing them to an internal representation of the category called a prototype  
-prototypes are thought to be the average, or “best” member of a category  
-prototypes are formed through experience

**Subtopic: Categorization Using Prototypes  
-**categorize new objects by comparing them to your prototypes  
-the further an object is from your prototype, the less likely it will be categorized (for example, looks more like a bush then a tree so you refer to it as a bush)  
-more typical category members which are likely closer to the prototype are categorized more quickly and easily than are atypical category members

**Subtopic: Problems with Prototypes**-good chance that when asked to write down an object from a certain category, answers will be inconsistent with time

**Module: Exemplar Theory**

**Subtopic: Exemplars  
-**prototype theory suggests that we store one internal average of a category that is compared to a new experience to determine category membership  
-exemplar theory suggests that instead of storing only one average category prototype, you store your entire lifetime worth of experiences  
-quickly search through library to compare to the current object  
-once you find an exemplar that is sufficiently similar, you identify it as being a member of the same category

**Subtopic: Evidence for Exemplar  
-**many more robin exemplars in memory than penguin (larger in quantity)

**Subtopic: Children Categorization  
-**children as young as 3 are able to understand general categories (able to generalize)—members of the same categories share similar characteristics  
-deeper understanding of categories

**Subtopic: Animal categorization  
-**baboons are able to identify which was food and which wasn’t