


TOPIC: COGNITIVE PSYCHOLOGY

Cognitive Psychology (1960's)		
A field of psychology that focuses on _____ processes (information processing, memory, perception, language, and problem solving).		
Historical Context		
The growing popularity of _____ inspired psychologists in the 1950's and 60's.		
Computers process information in specific ways – psychologists began to think about the _____ similarly.		
This shift was known as the Cognitive _____.		
Main Research Question		
How do humans perceive, think, remember, and solve problems?		
Important Founders		
Ulric Neisser (1928 – 2012)	George A. Miller (1920 – 2012)	Noam Chomsky (1928 -)
Considered the _____ of cognitive psychology. Published <i>Cognitive Psychology</i> in 1967 – a book that defined the field. His research focused on perception and _____.	Considered a founder of cognitive psychology. His research focused on _____ - term memory capacity and language.	Considered the father of modern _____. Published a _____ of behaviorism in 1959 – helped to kickstart the cognitive revolution. His work focused on language and cognitive processes.

For More Detail: See our section on *Cognition (Thinking, Intelligence, and Language)*.

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EXAMPLE

Which of the following research questions would a cognitive psychologist ask?

- a) How does prosocial behavior change from childhood to adolescence?
- b) How does culture impact the expression of emotions?
- c) What strategies do people use when problem solving?
- d) How do people develop stereotypes?

PRACTICE

If a cognitive psychologist were to criticize a behaviorist, what might they say?

- a) Behaviorism is great because it focuses on the most important facet of humanity – behavior.
- b) By focusing entirely on behavior, we are limiting ourselves because most psychological phenomena happen in the mind.
- c) By focusing entirely on behavior, we fail to consider the social and cultural environment.
- d) We should be considering developmental change and stability when examining psychological phenomena.