

Objectives: Chapter 1

1. What is Cognitive Psychology? What is Cognition and Cognitive approach?
 - Cognitive Psychology:
 - A subdiscipline of experimental psychology
 - Investigates mental processes that give rise to our perception and interpretation of the world around us
 - How people perceive, process, store and retrieve information
 - Cognition:
 - Acquisition, storage, transformation, and a use of knowledge
 - Cognitive Approach
 - A theoretical orientation that emphasizes people's thought processes and their knowledge
2. Why should we learn about cognition (cognitive psychology)?
 - Cognition occupies a major portion of human psychology
 - Almost everything you have done in the past hour requires you to perceive, remember, use language, or think
 - The cognitive approach has widespread influence on other areas of psychology as well as disciplines outside psychology
 - Cognitive Psychology provides an "owner's manual" for your mind
 - You can better understand how your mind works
3. How Cognitive Psychology can be applied to study of other psychological area (e.g. Clinical Psychology)
 - Clinical and Counseling Psychology
 - Research and treatment of behavioral disorders
 - EX: studying behavioral or pharmacological interventions for depression, ADHS, anorexia, etc.
4. What are the origins of cognitive psychology?

4.1 Know structuralism and functionalism. How do they differ from each other? Who were key figures in each movement? Know introspection and its limitation?

- Structuralism:
 - Founded by Edward Titchener (Wundt's student)
 - As physicists and chemists discerned the structure of matter, so Titchener aimed to discover the structural elements of mind (like the periodic table of elements in chemistry)
 - It encouraged systematic data collection and empiricism
- Functionalism:
 - Founded by William James
 - What are the "functions" of our thoughts and feelings?
 - How they enable us to adapt, survive, and flourish?
- Introspection:
 - Founded by Wilhelm Wundt
 - Self-reports of experience
 - Suggested that it is the method of careful reflection and reporting of mental experiences by trained observers
 - Unreliable (too subjective)

4.2 Know why the behaviorists sought to change the focus of psychological research.

- Because behaviorists sought to understand how we learn and improved psychology's scientific rigor

4.3 Know what the cognitive revolution (beginning around the 1950s – 1960s) reintroduced to psychology.

- Disappointment with behaviorist approach
- Shift away from behaviorism
 - Recaptured interest in the importance of mental processes
- Thinking is central
- Highlighted the role of thought and our interpretation of events in behavior

4.4 Know some important figures and what they did

- Watson and Skinner:
 - Central claim = Science is rooted in observation
- Jean Piaget
 - Children's thought processes
- Noam Chomsky
 - Linguistics
- Ulric Neisser
 - The first person to use the term Cognitive Psychology

5. How does cognitive psychology differ from other areas of psychology?

- Social psychology
 - Research on the relationship between cultural differences and sense of humor
- Cognitive psychology
 - Research on memory or effective learning

Objectives: Chapter 2

6. Know sensation and perception, and be able to differentiate between the two.

- Sensation: Detecting and encoding sensory information
 - Gathering information from the environment into your senses (namely, from the outside world into you)
 - EX: detecting the color and shape of the object
- Perception: the interpretation of raw sensory inputs
 - Involves integration of outside world (external stimuli) and one's own inner world (previous knowledge or experience)
 - Closely tied to thought and memory
 - EX: Loud ringing noise = "that's my alarm clock ringing!"

1-1 Know Sensory Memory too. Particularly, Iconic memory and Echoic memory