

COGNITIVE PSYCHOLOGY

Assignment on:

- **Define psychology**
- **Scope of cognitive psychology and History of psychology**
- **Five contributions of History**

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QUESTION NO: 1

Give at least three definitions of cognitive psychology?

- 1** Cognitive psychology the empirical investigation of mental processes and activates used in perceiving remembering and thinking and act of using these process.
- 2** Cognitive psychology is the scientific study of mental processes such as attention, language use, memory perception, problem solving, creativity and thinking.
- 3** Cognitive psychology is empirical investigation of mental events and knowledge involved in recognizing an object remembering a name, having an idea, understanding a sentence and solving a problem.

QUESTION NO: 2

Discuss scope or Application of cognitive psychology?

Scope:

Cognitive psychology is not only focused to all what occurs in everyday life it is even dominant to psychologist mission to realizing how of the behavior. The scope of cognitive psychology could be assumed by realizing its sub disciplines and the effort or the work done in it

1. Scientific psychologists:

Clinical psychologists inspect the role that the mental practice play in psychology.

2. Neuro psychologists:

Neuropsychology is connected with the cognitive psychology in which neuropsychologists stab to understand the connotation between mental dispensations.

3. Development psychologists:

Development psychologists examine about the ways that cognitive procedure amend through the life time.

4. Managerial Psychologists:

Cognitive psychologists play its role in manufacturing structural set up where in administrative psychologists are maintained to know how cognitive procedure such as memorizing and decision making plans work out in administrative or industrial workstation.

5. Social or Communal Psychologists:

Social psychologists try to examine the mental process involved in thinking about their persons.

QUESTION NO: 3

Mention name of at least five contributors in the history of cognitive psychology?

The names of contributors are under,

- Ulric Gustav Neisser.
- George Armitage Miller
- Elizabeth F. Loftus
- Jerome Seymour Bruner
- Herbert A. Simon

1. Ulric Neisser

American- German Psychologist

Ulric Gustav Neisser was a German- born American Psychologist and member of the Us National Academy of science. He has been referred to as the “father of cognitive psychology”.

2. George Armitage Miller

American Psychologist

George Armitage Miller was an American Psychologist who was one of the founder of cognitive psychology, and more broadly, of cognitive science.

3. Jerome Bruner

American Psychologist

Jerome Seymour Bruner was an American psychologist who made significant contributions to human cognitive psychology and cognitive learning theory in educational psychology

4. Elizabeth Loftus

American Psychologist

Elizabeth F. Loftus FRSE is an American cognitive psychologist and expert on human memory. She has conducted research on the malleability of human memory.

5. Herbert A. Simon

Economist

Herbert Alexander Simon was an American economist, political scientist and cognitive psychologist, whose primary research interest was decision making within organization and is best known for the theories of ‘bounded rationality’ and ‘satisficing’.