

Assignment #01

Cognitive Psychology Practical

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Roll No:13

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Question 01: Give at least 3 definitions of cognitive psychology

Definition:

Cognitive psychology is the branch of psychology that focuses on the way people process information. It looks at how we process information we receive and how the treatment of this information leads to our responses.

Definition according to American Psychological Association:

APA seeks to advance psychology as a science, a profession, and as a means of promoting health, education, and human welfare.

Another definition:

Cognitive psychology refers to the study of the mind and how we think. If one were to major in cognitive psychology that person would study attention span, memory, and reasoning, along with other actions of the brain that are considered a complex mental process.

Question 02: Mention names of at least 5 contributors in the history of cognitive psychology?

Famous Psychologists & their contributions:

- **Jerome Bruner** - cognitive development of children
- **Jean Piaget** – cognitive development
- **John Watson** – classical conditioning within behaviorism
- **Wilhelm Wundt** – structuralism, founder of experimental psychology
- **Erik Erikson** - Theory of Psychosocial Development

Question 03: Discuss scope/ applications of cognitive psychology?

- **Applications of Cognitive Psychology**

Cognitive psychology research has produced an extensive body of principles, representations, and algorithms. Successful applications range from custom-built expert systems to mass-produced software and consumer electronics:

- Development of computer interfaces that collaborate with users to meet their information needs and operate as intelligent agents.
- Development of a flexible information infrastructure based on knowledge representation and reasoning methods.
- Development of smart tools in the financial industry.
- Development of mobile, intelligent robots that can perform tasks usually reserved for humans.
- Development of bionic components of the perceptual and cognitive neural system such as cochlear and retinal implants.

- **Scope of Cognitive Psychology**

Cognitive psychology is not only focused to all what occurs in everyday life, it is even dominant to psychologist's mission to realize 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. Social/Communal Psychologists:

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

2. Scientific Psychologists:

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

3. Developmental Psychologists:

Developmental psychologists examine about the ways that cognitive procedure amend throughout the life time.

4. Neuropsychologists:

Cognitive psychology is also connected with neuropsychology, in which neuropsychologists stab to understand the connotation between mental dispensation and brain action.

5. Managerial Psychologists:

Cognitive psychology plays its role in manufacturing or 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.