THE COGNITIVE APPROACH
OVERVIEW OF THE COGNITIVE APPROACH
This is concerned with the study of mental processes such as memory, language production, thinking & reasoning and perception.

• Assumptions:

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OVERVIEW OF THE COGNITIVE APPROACH
This is concerned with the study of mental processes such as memory, language production, thinking & reasoning and perception.

• **Assumptions:**
  1. All behaviour is determined by **mental processes** within the brain such as memory, language & problem solving. These processes can not be directly observed & have to be inferred by scientific measurement.
  2. Our minds work like computers: they are **information processors**. The brain inputs, stores and outputs information, and this is the best way of explaining our thinking and behaviour.
COGNITIVE EXPLANATIONS FOR BEHAVIOUR:
How can cognitive psychology explain the behaviour in each of these core studies?

• **Loftus & Palmer**: (Language & Memory):

• **Baron-Cohen et al**: (Autism & Theory of Mind):

• **Savage-Rumbaugh et al**: (Apes & Language):
EVALUATING THE COGNITIVE APPROACH:
Give an example of each strength & weakness from one cognitive study

• **Strengths:**
  - Cognitive studies have *useful practical applications* in everyday life:
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    - .........................................................................................................................
    - .........................................................................................................................
  - Studies provide *objective evidence* through controlled scientific study:
    - .........................................................................................................................
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EVALUATING THE COGNITIVE APPROACH

• Weaknesses:
• The computer analogy is reductionist: it gives a simplified view of behaviour & causes.

• Studies may lack ecological validity (laboratory experiments are often used)