

COGNITIVE PSYCHOLOGY

Mainly concerned with internal processes of the mind such as:

- Attention
- Perception
- Learning
- Memory
- Language
- Problem Solving
- Thinking

LOFTUS & PALMER (1974)

Reconstruction of Automobile Destruction

Areas to learn about:

- Processing memory
- Different types of memory
- Reconstructive Nature of Memory

?Eye-witness testimony; how reliable is it?

• **Processing Memory**

- Memory is the process of retaining information after the original thing is no longer present.
- Close links between learning & memory.
 Something learned is lodged in memory
- Three stages involved in learning/memory;
 1. **Encoding** (creating memory trace)
 2. **Storage** (stored in memory; variable time)
 3. **Retrieval** (accessing/recalling stored info)

DIFFERENT TYPES OF MEMORY

1. **Short – term memory** (eg; remembering a telephone number)
 - **Limited capacity; Miller (1956)** ‘seven, plus or minus two’ (span measure)

Read through the following list of digits once

7 3 5 1 5 6 9 8 2 7 4

7 3 5 1 5 6 9 8 2 7 4

Now write the digits down in the correct order

1 9 3 9 1 0 6 6 1 8 0 5 1 2 1 5

Now try these:

1 9 3 9 1 0 6 6 1 8 0 5 1 2 1 5

1939

Start of the Second World War

1066

Battle of Hastings

1805

Battle of Trafalgar

1215

Signing of Magna Carta

- 'Chunking' can extend capacity
- Recency Effect; last few items better remembered than middle
- Primacy Effects; first few items etc.
- **Limited duration** (seconds). How can you enhance recall? (eg; rehearsal/images)

Eye

Sofa

Shoe

Door

Tree

Box

Carpet

River

Needle

Skirt

Chair

Pencil

Bottle

Coat

Pipe

Shop

Computer

Scarf

Magazine

Beard

Nail

Blanket

Piano

Bus

Cat

Butter

Eye

Shoe

Tree

Carpet

Needle

Chair

Bottle

Pipe

Computer

Magazine

Nail

Piano

Cat

Eye	Sofa
Shoe	Door
Tree	Box
Carpet	River
Needle	Skirt
Chair	Pencil
Bottle	Coat
Pipe	Shop
Computer	Scarf
Magazine	Beard
Nail	Blanket
Piano	Bus
Cat	Butter

2. Long Term Memory

- **Unlimited capacity**
- **Duration**; from minutes to years
- Two types of LTM; *episodic* and *semantic* (Tulving, 1972);
- **Episodic** : autobiographical – memories of events/episodes
- **Semantic** : knowledge of the world
- Are these memory types interrelated?

• **Reconstructive Nature Of Memory**

1. Why might memory be unreliable (eg; eyewitness testimony)?
 - Stereotyping
 - Leading questions
2. **Schema Theory (Bartlett, 1932):**
 - A schema is an organised package of information that stores your knowledge about the world.
 - Schemas are stored in L-T-M
 - Schemas show how prior expectations and past experience influence perceptions.

- Eg; Going to a restaurant; (Bower et al, 1978)

Shown to a table

Read menu

Order drinks/food

Waiter serves food

Eat

Pay for meal

Leave restaurant

- People share similar schemas for events (eg; catching a train, starting school)
- Implies how prejudices and stereotypes can influence what we think we have seen.