

UNIT 3 - THE COGNITIVE PERSPECTIVE

What I believe: an owner's manual



Section 1 - The cognitive approach to behavior: concepts, principles and historical development

Readings:

Popov, *et.al.*, 3: 123-130

Objectives:

To understand the historical development of the cognitive approach to behavior

To understand the principles that define the cognitive approach

To understand the difference between the cognitive and biological approaches

Key terms and concepts:

Introspectionism and Wilhelm Wundt, conscious subjective experience, psychoanalysis, unconscious drives and desires, Sigmund Freud, Behaviorism, “black box” metaphor, operant conditioning, B.F. Skinner, cognitive psychology, E.C. Tolman, the computer metaphor, behavioral economics, cognitive biases, principles of the cognitive approach to behavior.

Section 2 - Models of memory

Readings/Sources:

Popov, *et.al.* 3: 131-140

Objectives:

To understand the major theories of how memories are created, stored and retrieved

Key terms and concepts:

Multi-store memory model (Atkinson and Shiffrin (1968), short term memory (STM), long-term memory (LTM), Sperling (1960), Glanzer and Cunitz (1966), primacy and recency effects, Craik and Lockhart (1972), levels of processing (structural, phonemic and semantic), types of LTM (episodic, procedural, semantic)), working memory model (dual task technique, Baddeley and Hitch (1974), central executive, visuospatial sketchpad, phonological loop, episodic buffer, Conrad and Hull (1964), Baddeley, Lewis and Vallar (1984), Baddeley (1996))

Section 3 - Schema Theory**Readings:**

Popov, *et.al* 3: 141-148

Objectives:

To understand how prior knowledge shapes processing, comprehension and “sense making”

Key terms and concepts:

Cognitive schemas, Bransford and Johnson (1972), Anderson and Pichert (1978), social schemas (Darley and Gross (1983)), scripts (Bower, Black and Turner (1979)), self schema (Aaron Beck's theory of depression (1967) (Popov 296-297)), Bottom up and top down processing (The rat man of Bugelski and Alampay (1961)), pattern recognition, illusions and schema

Section 4 - Thinking and decision making**Readings:**

Popov, *et.al* 3: 149-159

Objectives:

To understand several psychological models for how people make decisions

Key terms and concepts:

Decision making, normative models (logic, probability, utility),

Descriptive models, macro v. micro-level models

Theory of reasoned action (Fishbein (1967), behavioral intention (attitudes and subjective norms), theory of planned behavior, Ajzen and Fishbein (1973), Albarracín et al (2001),

Adaptive decision-maker framework (Payne, Bettman and Johnson (1993) (WADD, LEX, SAT, EBA), alternative based v. attribute based strategies, meta goals

Luce, Bettman and Payne (1997)

Section 5 - Reliability of cognitive processes: reconstructive memory

Readings:

Popov, *et.al* 3: 160-167

Objectives:

To understand research on how reliable memory is

Key terms and concepts:

Theory of reconstructive memory (Loftus and Palmer (1974), eyewitness testimony, response bias, memory change, post event information,

Misleading information (recognition v. recall, Loftus, Miller and Burns (1978),

Response bias Mcloskey and Zaragoza (1985),

Payne, Toglia and Anastasi (1994), Yuille and Cutshall (1986), flashbulb memory

Section 6 - Biases in thinking and decision making

Readings:

Popov, *et.al* 3: 168-179

Objectives:

To understand the psychological reasons behind why people believe things that are not true

Key terms and concepts:

Heuristics, cognitive biases, Kahneman (2003), cognitive biases, Kahneman (2003), system 1 and system 2, selective attention, Huber, Payne and Pluto (1982), Asymmetric dominance, Framing effect, expected utility theory, prospect theory, Tversky and Kahneman (1981), Confirmation bias, Watson's 4 card problem (1968), Congruence bias, Tschirgi (1980), Wason (1960), implicit personality theories, Chapman and Chapman (1969), Theory of cognitive dissonance, belief disconfirmation paradigm, Festinger, Rieken and Schachter (1956), induced compliance paradigm, Freedman and Fraser (1966)

Section 7 - Emotion and cognition

Readings:

Popov, *et.al* 3: 180-187

Objectives:

To understand the role emotion plays in cognition and memory

Key terms and concepts:

Charles Darwin's theory of emotion, James-Lange theory of emotion, Cannon-Bard theory of emotion (1927), Schachter and Singer (1962), Lazarus (1982), Joseph LeDoux (1996)

The influence of emotion on cognition (flashbulb memory, Brown and Kulik (1977), overt and covert rehearsal, mechanisms of formation and maintenance, Sharot et al (2007), Sharot et al (2004), Neisser et al (1996), Bohannon (1988), Neisser and Harsch (1992), Talarico and Rubin (2003)