

Download An Introduction To Applied Cognitive Psychology

An Introduction to Applied Cognitive Psychology offers an accessible review of recent research in the application of cognitive methods, theories, and models. Using real-world scenarios and engaging everyday examples this book offers clear explanations of how the findings of cognitive psychologists have been put to use. Cognitive Science combines the interdisciplinary streams of cognitive science into a unified narrative in an all-encompassing introduction to the field. Applied psychology is the use of psychological methods and findings of scientific psychology to solve practical problems of human and animal behavior and experience. Mental health, organizational psychology, business management, education, health, product design, ergonomics, and law are just a few of the areas that have been influenced by the application of psychological principles and findings. Cognitive psychology is the scientific investigation of human cognition, that is, all our mental abilities – perceiving, learning, remembering, thinking, reasoning, and understanding. The term “cognition” stems from the Latin word “cognoscere” or “to know”. Fundamentally, cognitive psychology studies how people acquire and apply knowledge or information. - An Introduction To Applied Cognitive Psychology