



PECULIAR ASPECTS OF THE SCIENCE OF COGNITIVE PSYCHOLOGY

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Annotation

This article discusses why people remember certain facts or forget other facts, as well as how they learn other languages.

Key words

cognitive psychology, synthesis, analysis, thinking, speech, thinking, consciousness, perception.

Cognitive psychology is a science that studies how people perceive, learn and remember certain information and how they think about this information. A cognitive psychologist wonders why people remember a certain fact or forget another fact, as well as how they learn other languages. Let's see this with some examples:

- Why do objects appear farther in foggy weather than on other days? Long-term visibility of objects in the fog can be dangerous. Even if this road causes a traffic accident
- possible
- Why do people remember people they have been with for many years, certain events (for example, very happy moments or childhood embarrassments) but forget their names?
- Why does a person remember well the people he met in childhood, but forget the people he met a week ago?
- • Why are more people afraid of traveling by plane than by car? After all, the probability of injury or death is much higher in a car than in an airplane.
- Why do marketing managers in large companies spend so much money on advertising?

These are some of the questions we can answer in the course of studying cognitive psychology. Let's consider another question: why does Apple, for example, spend the main income on advertising? Because many people are aware of the functional capabilities of the iPhone, or how these functional capabilities are different from other phones? In addition, Apple spends a lot of money on discoveries that are not guaranteed to be optimal or follow any theory. Let's say we need a new phone. Of course, it is more likely to choose a phone brand and model that you are familiar with. Thus, Apple spends a lot of money to cognitively present the product to potential customers and thereby increase the chances of potential customers becoming actual customers.

The bottom line is that understanding cognitive psychology helps us understand many things that happen in our daily lives.

Why study cognitive psychology? If we know where we came from, we can better understand where we are going. In addition, we can learn from past mistakes. For example, there are many reports of how a particular program or program has made significant gains in student success. However, when controlled,

readings are relatively low. The control group reports on the achievements of students in the educational process. These are students with or without an educational program. Maybe other students will show themselves. To determine the levels, we need to compare the students in the typical group with the students in the control group. The achievement of students in the normal group was higher than that of the control group. Now, the typical group achievement is much lower. We can learn the importance of this fact by including a control group, but not everyone learns this fact.

Methods of solving fundamental problems in cognitive psychology change, but most of the basic questions remain the same.

As a result, cognitive psychologists try to understand people's thoughts by knowing how they think.

The development of ideas often involves dialectics. Dialectic is development, the process by which ideas evolve through a pattern of change over time.

For example:

- Feelings related to thesis-logical rhetoric. Some people believe that human nature controls many aspects of human behavior (mind or personality). However, after some time, they clearly feel that this is not the case.
- Antithesis is a proposal against a previous position. In the end, perhaps too quickly, an antithesis emerges. For example, the antithesis view is that our upbringing (the environmental contexts in which we are raised) almost determines many aspects of human behavior.
- Synthesis combines ideas. Sooner or later, the argument between thesis and antithesis leads to synthesis. Synthesis is the reliable properties of each of the two (or more) views that are most integrated (generalization). For example, in the debate, the interaction between nature and nurture, our innate nurture, and social nurture can control human nature.

Dialectic is very important. (Dialectics is a system of thinking that follows the truth through the exchange of valid arguments, formulated in any way.) What we first think is true may be true, and on the other hand, other ideas may be wrong. should be For example, there was a tendency to make full use of intelligence in some field, mostly it was genetically determined or socially determined. Of course, the most common objection today is the sparseness of our views on "nature or nurture". Nurturing us to work together in nature and in our development.

Education can work in different ways in different cultures. Asian culture in particular is more dialectical in its thinking, while European and North American cultures are more linear. In other words, Asians are satisfied with owning more. Over time, opposing beliefs have become a synthesis that resolves the conflict. Europeans and Americans expect their belief systems to be compatible with each other.

So people of Asian culture have a different way of thinking. As Westerners approach a new object, they tend to process it independently of context. And the people of the Eastern culture processed the new object together with the surrounding context. Asians may emphasize the context itself more than the objects included in the context. That is, when Europeans or Americans see the ocean where fish are swimming, they tend to focus on fish. Asians can pay attention to the ocean along with the fish. Evidence suggests that culture influences many cognitive processes. If it seems to develop our understanding of the subject of synthesis, it served as such a new thesis. Then a new antithesis, then a new synthesis, and so on.

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