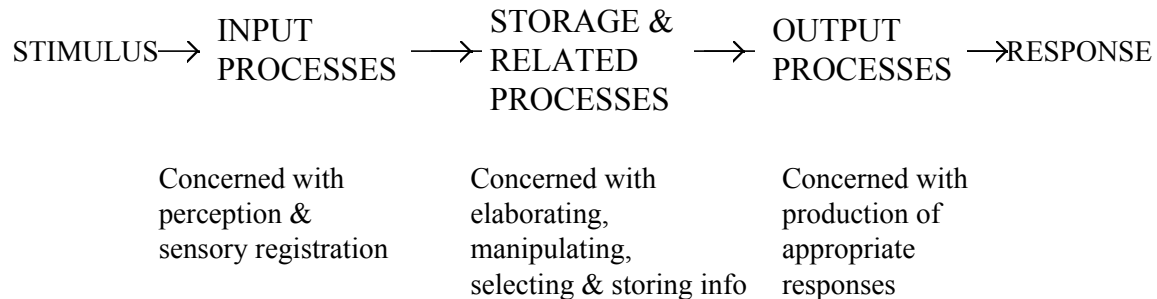


BRIEF NOTES ON THE INFORMATION PROCESSING APPROACH

1. This is the basic information processing model:-

BASIC INFORMATION PROCESSING MODEL



2. Cognitive Psychology revolves around the notion that if we want to know what makes people tick then the way to do it is to figure out what processes are actually going on in their heads. In other words, cognition: literally, cognition means “knowing” and cognitive processes are all those ways in which knowledge of the world is attained, retained and used.
3. What specifically are cognitive Psychologists interested in? They particularly look at Perception, Attention, Memory, Language, Thinking and Problem Solving.

Where does the information processing approach stem from?

- ⇒ Began during late 1950s and 1960s, mainly because of new technology that was being developed at the time (computers, communication systems). Quite a lot was known about how computers processed information, so the next step seemed to be to work out how humans processed information: do we process it in the same way as computers?
- ⇒ This so-called information processing approach became very popular (the dominant paradigm) and the computer was a very attractive analogy for the working of the human mind.
- ⇒ The emphasis of Psychology shifted away from the study of behaviour and psychoanalytical notions about the study of the mind in unscientific terms towards the understanding of human information processing, using strict and rigorous laboratory investigation.
- ⇒ Cognitive Psychologists do study the “mind”, but not quite in the way that previous researchers had done! It really represented a shift even further towards Psychology as a science. Many researchers began to follow Broadbent’s (1958) idea that much of cognition consists of a sequence of stages (input/attention/perception, storage, retrieval, or whatever).
- ⇒ In fact, the information processing approach has led to introductory texts being organized in such a way as to reflect the suggested stage sequence often starting with attention and proceeding through storage/’memory’ to retrieval and then some overview, criticism or alternative paradigm.