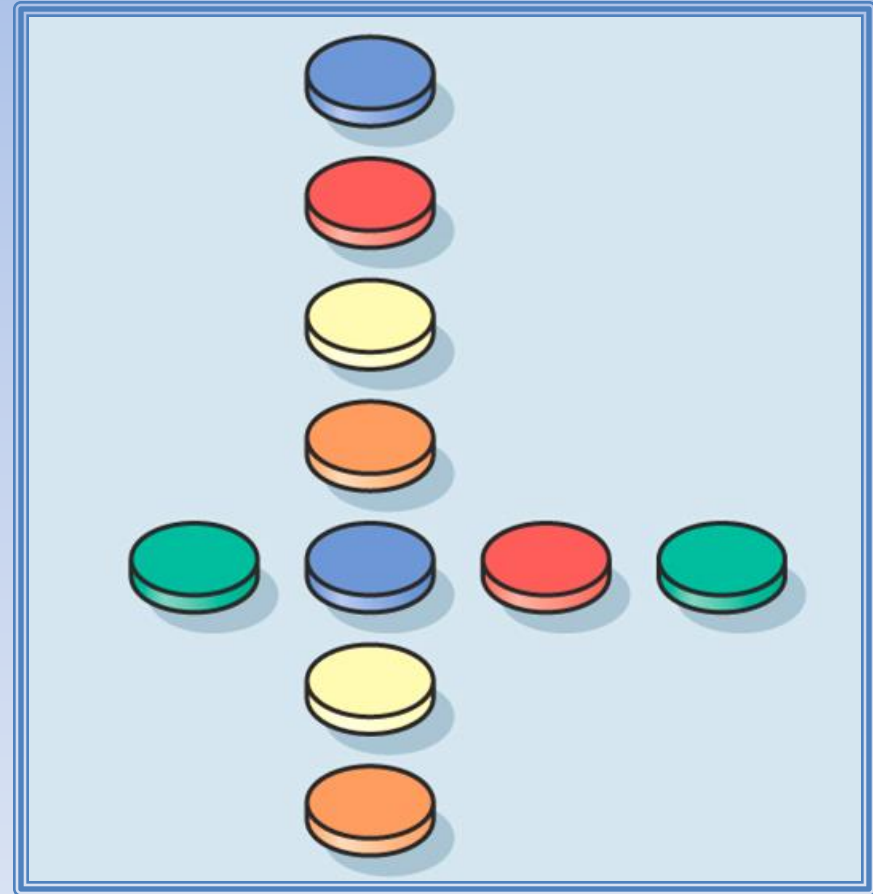


Thinking—Creativity

- Want to test your creativity?
Arrange 10 coins in the configuration shown here. Then, by only moving two coins, create two rows of 6 coins.



1. A bat and ball cost \$1.10 in total. The bat costs \$1 more than the ball. How much does the ball cost?
2. A man bought a horse for \$60 and sold it for \$70. Then he bought the same horse back for \$80 and sold it again for \$90. How much did he make in the horse business?

WILL TEST WITH UNIT 11

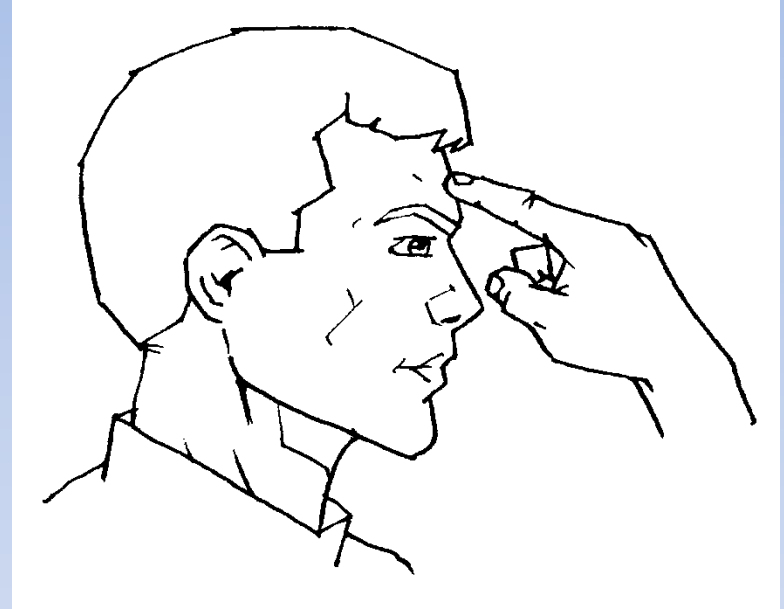
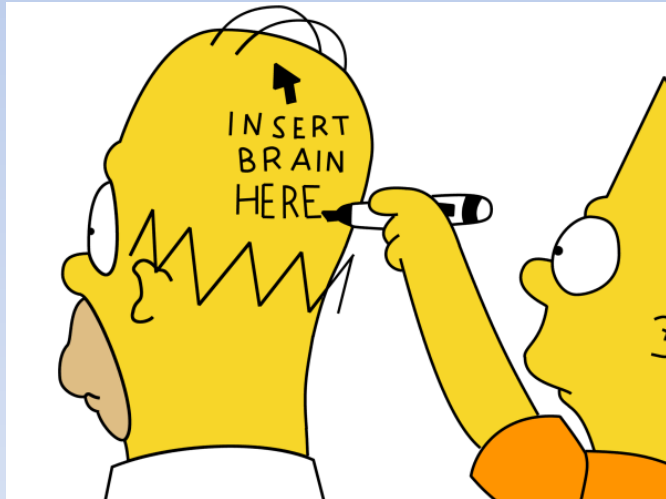
2/13/2020

52 TOTAL TERMS

Cognitive psychology is the study of mental processes by which people process and remember info, develop language, solve problems, and think.



Cognition - Mental activities involved in acquiring, retaining, and using knowledge



Can a man marry his
widow's sister?

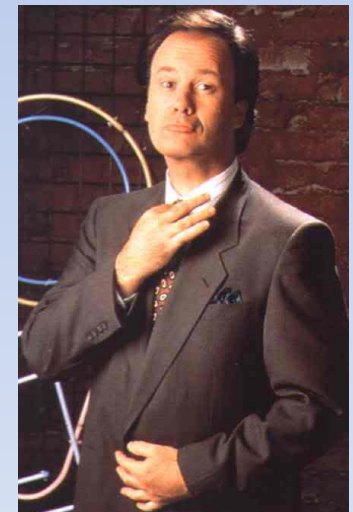
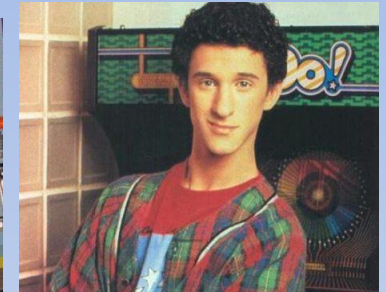
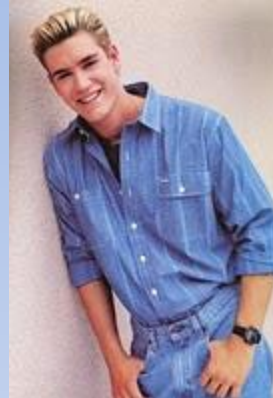
What is thought?

Our concept of men may include all of the following guys....

- There are basically two types of thought...

1. **Concepts** (schemas)...usually based on *prototypes*.

2. **Images**



But they are based on our prototype (ideal) male.....



Table 7.1

From Prototypes to Atypical Examples

Vehicles

Fruit

Prototypical

Prototypical

Atypical

Atypical

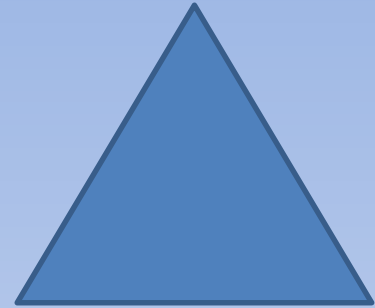
SOURCE: Rosch & Mervis (1975).

Cognition

Concepts (mental representation of a group or category that shares similar characteristics)

– **How do we learn concepts?**

- a. **Artificial concepts** (definitions) are formed by logical, specific rules.
- b. **Natural concepts/prototypes** are formed by our experiences in everyday life.
- c. **Hierarchies** help us group concepts into subcategories within broader categories.



Which bird is a prototypical bird?



Hierarchies

- We develop hierarchies for concepts to organize information in our memory

