

The Cognitive Approach

Much of cognitive psychology uses an approach called information processing. Information received through the senses is processed by various systems in the brain. Some system stores the information in the form of memory, and other system control behaviour. Some systems operate automatically and unconsciously, while others are fully conscious and require input from the individual.

Although cognitive psychologists now study mental structures and operations, they have not gone back to the introspective methods that Wundt contributed.

- Focuses on internal processes
- Behaviour is determined by conscious internal mental processes
- Humans are like information processors, like **computers**
- Should be studied scientifically using experimental methods

Criticisms

- Over simplistic
- Ignores - experimental, social and cultural factors
- Ignores - unconscious mind
- Ignores - biological factors