Cognition

Acquiring knowledge through experience and the senses.

Modern Psychology

Social Approach

"The scientific investigation of how the thoughts, feelings and behaviour of individuals are influenced by actual, imagined or implied presence of others".

Biological Approach

Mental faculties are selected for their ability to promote survival and reproduction (Nature via nurture)

Sensory Processes

Perception

Memory

Language

The work of **Fechner and Weber** were some of the first to work on sensory perception. Webers law showed that the more intense the stimulus, the more the intensity has to be increased before the subject notices.

The foremost question is "where does knowledge come from?". Empiricists such as **John Locke** argue that it is acquired and nurtured through experience whereas **nativists** such as **Kant** and more recently, **Chomsky** believe that aspects of knowledge are inborn or at least the propensity to acquire certain types of knowledge are.

We have image-like mental representations of objects. Shepard & Metzler (1971) showed that the time taken to mentally rotate an object is proportional to the extent to which it is rotated.

From dyads to whole societies and cultures.