Contents

	Preface to the first edition		ix
	Pref	ace to the second edition	хi
	Guid	de to the workshops	xii
1	INT	RODUCTION TO COGNITION	3
	Con	prehending comprehension	
11	MEMORY		7
	Intr	oduction	9
	М1	Eyewitness report How reliable are witnesses?	12
	М2	Memory for numbers What form of telephone numbers would we remember best?	16
	МЗ	Test appropriate strategies for recall and recognition How do expectations guide memory?	19
	M4	Levels of processing It's not how hard you try but what you do	22
	M5	Recognition failure of recallable items and encoding specificity When can we recall things we can't recognise?	26
	М6	Verbal labelling and memory How does naming affect what we remember seeing?	30
	M7	Long-term memory for common objects and events Does your memory have an eye for detail?	34

vi	Contents		
Ш	IMAGERY		
	Introduction		
	11 The method of loci		

Ш	IMAGERY Introduction		39
			41
	11	The method of loci A walk down memory lane?	44
	12	Bizarre imagery as a mnemonic device Does bizarre imagery facilitate remembering?	48
	13	The independence of visual and verbal codes How separate is our processing of visual and verbal material?	51
	14	Imagery and perception Is imagining like perceiving?	54
	15	The structure of imagery How good is your image?	57
	16	Mental rotation Can we turn images in our head?	60
	17	Cognitive maps Why do we get lost in space?	64
IV	ATTENTION AND PATTERN RECOGNITION		71
	Int	roduction	73
	A 1	Focussed attention in listening What do we hear at a cocktail party?	77
	A2	Focussed attention in reading Do we read between the lines?	81
	А3	Divided attention How many things can we attend to at once?	85
	A4	Visual search How do we find what we are looking for?	90
	A5	Visual target classification When is an O not an O?	93

When musicians read musical notes, do they always hear

A6 Recognising musical patterns

Is baldness a fuzzy category?

the sound of music? A7 Concepts and categorisation 97

102

		Contents	vi	
,	LA	NGUAGE AND SPEECH	107	
	Intr	Introduction		
	L1	The birth of psycholinguistics Do psychologists really need to listen to linguists?	113	
	L2	Transformation rules In listening to sentences do we actively use passive transformations?	116	
	L3	Extra-linguistic context How much more do we hear than is actually said?	119	
	L4	Lexical search How do we look up words in our heads?	122	
	L5	Sentence ambiguity How many meanings do we have in mind at once?	126	
	L6	Reading units Do we read letters?	130	
	L7	Understanding discourse Do you use your own script when you read a story?	133	
	ТН	INKING	139	
	Inti	roduction	141	
	T1	Three-term series problems Do we think in images?	145	
	T2	Deductive reasoning How does emotion affect our logic?	148	
	Т3	Concept-attainment strategies Are you a mastermind?	154	
	T4	The Tower of Hanoi problem Do humans solve problems as computers do?	159	
	T5	The Missionaries and Cannibals problem How do you cross bridges before you come to them?	163	
	Т6	Creativity A talent reserved for some or a skill possessed by all?	167	
	T7	Decision-making strategies Thinking in a social context	171	