

COGNITIVE APPROACH

– Contribution to research methods and ethical considerations

Think of possible studies and contents related to the contribution of research methods and ethical considerations under the cognitive approach. Write down your suggestions to the boxes below.

Contribution of research methods	Ethical considerations

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– Cognitive processing

Play Alias with the cards. If you encounter any difficulties or you feel that the cards do not contain some essential content, please, write your comments to this paper.

The multi-store model of memory (Atkinson and Shiffrin, 1968)	The working memory model (Baddeley and Hitch, 1974)	Theory of planned behaviour aka. TPB (Ajzen, 1985) (Based on <i>theory of reasoned action</i>)
Retrieval	Capacity	Duration
Schema theory	Cognitive schema	Mental representation
Social schema	Script	Self-schema
Schema processing	Bottom-up processing	Top-down processing
Pattern recognition	Encoding	Normative and descriptive models of decision making
Automatic, intuitive thinking – system 1	Controlled rational thinking – system 2	Self-fulfilling prophecy
Glanzer and Cunitz (1966) – Primacy and recency effect	Bransford and Johnson (1972) – Schemas and encoding	Anderson and Pichert (1978) – Schemas and retrieval

COGNITIVE APPROACH

– Reliability of cognitive processing

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Theory of reconstructive memory	Effort after meaning	Misleading question
Post-event information	Recall	Framing effect
Expected utility theory	Prospect theory (Kahneman and Tversky, 1979)	Heuristics
Cognitive biases	Loftus and Palmer (1974) – The eyewitness study of car crash and leading questions	Tversky and Kahneman (1981) – Classic framing effect study

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– Emotion and cognition

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Theory of flashbulb memory (Brown and Kulik, 1977)	Covert rehearsal	Overt rehearsal
Personal consequentiality	Brown and Kulik (1977) – Determinants of flashbulb memories	Yuille and Cutshall (1986) – Gun store robbery study