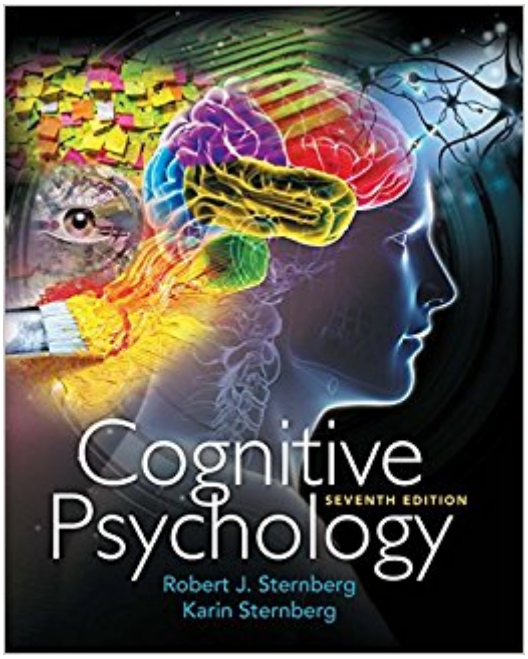
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Cognitive Psychology



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Synopsis

Now in full color to better engage students and facilitate their grasp of the material, COGNITIVE PSYCHOLOGY, Seventh Edition balances accessible writing, practical applications, and research scholarship while interweaving biology throughout the text. Utilizing the theme that human cognition has evolved over time as a means of adapting to our environment, the authors explore the basics of cognitive psychology by covering cognitive neuroscience, attention and consciousness, perception, memory, knowledge representation, language, problem solving and creativity, decision making and reasoning, cognitive development, and intelligence. In this edition, content on human intelligence is consolidated in a new final chapter. The authors provide the most comprehensive coverage of any cognitive psychology text available, using a "from lab to life" approach that aptly discusses theory as well as lab and field research while continually highlighting the applications to everyday life.

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Customer Reviews

"An in-depth look at Cognitive Psychology background, principles, and applications.""[This is a] a clear, concise introduction to cognition.""This book has an excellent organization/integration of traditional topics with a writing style and chapter format that will draw your students into the material, e.g., (a) the "Believe it or Not" opening of each chapter, (b) demos/exercises, and (c) the "in the Lab of . . ." boxes."

Robert J. Sternberg is Professor of Human Development and a member of the Graduate Field in

Psychology at Cornell University. Formerly, he was IBM Professor of Psychology and Education in the Department of Psychology at Yale University, where he also was director of the Center for the Psychology of Abilities, Competencies, and Expertise. Dr. Sternberg received his B.A. from Yale and his Ph.D. in Psychology from Stanford University. He also holds 13 honorary doctorates. He has received numerous awards, including the James McKeen Cattell Award from the American Psychological Society; the Early Career and McCandless Awards from the APA; and the Outstanding Book, Research Review, Sylvia Scribner, and Palmer O. Johnson Awards from the AERA. Dr. Sternberg has served as President of the American Psychological Association and of the Eastern Psychological Association and is currently Immediate Past-President of the Federation of Associations of Brain and Behavioral Sciences. In addition, he is Editor of "Perspectives on Psychological Science" and has been editor of the "Psychological Bulletin" and of the "APA Review of Books: Contemporary Psychology." He is a member of the Society of Experimental Psychologists, the National Academy of Education, and the American Academy of Arts and Sciences, as well as a fellow of the Association for Psychological Science and the American Psychological Association.Karin Sternberg is Research Associate in the Department of Human Development at Cornell University. Previously, she was a Research Associate at Harvard University. She has held an NIH grant to help elderly people better use their cognitive resources. Dr. Sternberg received her Ph.D. in psychology from Heidelberg University in Germany summa cum laude, and her bachelor’s degree from Heidelberg as well. She has an MBA with a specialization in banking from the University of Cooperative Education in Karlsruhe, Germany.

The authors, while well-intentioned, seem not know how to define, describe, and explain concepts in clear, understandable ways. Their explanations for cognitive theories and concepts were so convoluted it was impossible to comprehend what they were talking about.Not a good textbook for even advanced college students. I ended up having to google the concepts to understand them.The principle of parsimony would have gone a long way in making the book better. It is possible to be both thorough and simple at the same time.Ironically, amidst the impenetrable descriptions of psychological theories and concepts, the authors used the phrase "like such as" which was kind of funny.I would highly recommend using a different textbook for your Cognitive Psychology class.

I ordered this for a class. I think it’s ridiculously over priced, even in the world of expensive textbooks in which we live. However, I have to say it’s better than most textbooks. This may be because I find the subject matter interesting, so there’s my disclaimer. I thought the material was

interesting, well written, and seems to come from valid sources (they do cite themselves occasionally). It's also organized in a way that you didn't need to skip around like with some textbooks, to understand what they were referencing. I like that they repeat the meanings of some of the psychological terms here and there in case you forgot by the time they use them again. All in all, I think the book it's great for a textbook, my only complaint is the price. I originally rented it, but when I found out it would be required for at least one more course and recommended for another, I decided I'd bite the bullet and buy it. Also available to buy online which is much cheaper (but still expensive), a fellow student did that and she was happy with that option.

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