Cognitive Psychology

DESCRIPTION OF THE FIELD

Cognitive Psychologists, sometimes called brain scientists, study how the human brain works, how people acquire, perceive, process, and store information. They apply psychological science to understand how we perceive events and make decisions. Their research and its resulting applications have become an integral part of how organizations, schools and businesses function and succeed. In clinical settings, cognitive psychologists seek to treat issues related to human mental processes, including Alzheimer’s disease, speech issues, memory loss and sensory or perception difficulties. There are a variety of areas of focus available to Cognitive Psychologists. (Provided by American Psychological Association)

CAREERS

• Research, Teaching, and Education
• Industrial Consultants, Human Factors Specialists
• Private sector –Projects such as designing computer software to improve efficiency of computer use and understanding strategies that people use when solving mechanical problems (such as visually guided robots or computer language recognition)

RESOURCES

For more information, please visit the following websites:

American Psychological Association, A Career in Brain Science and Cognitive Psychology

American Psychological Association, Div. 40, Society for Clinical Neuropsychology
http://www.div40.org/

American Psychological Association, Behavioral and Cognitive Psychology