COGNITIVE ERGONOMICS

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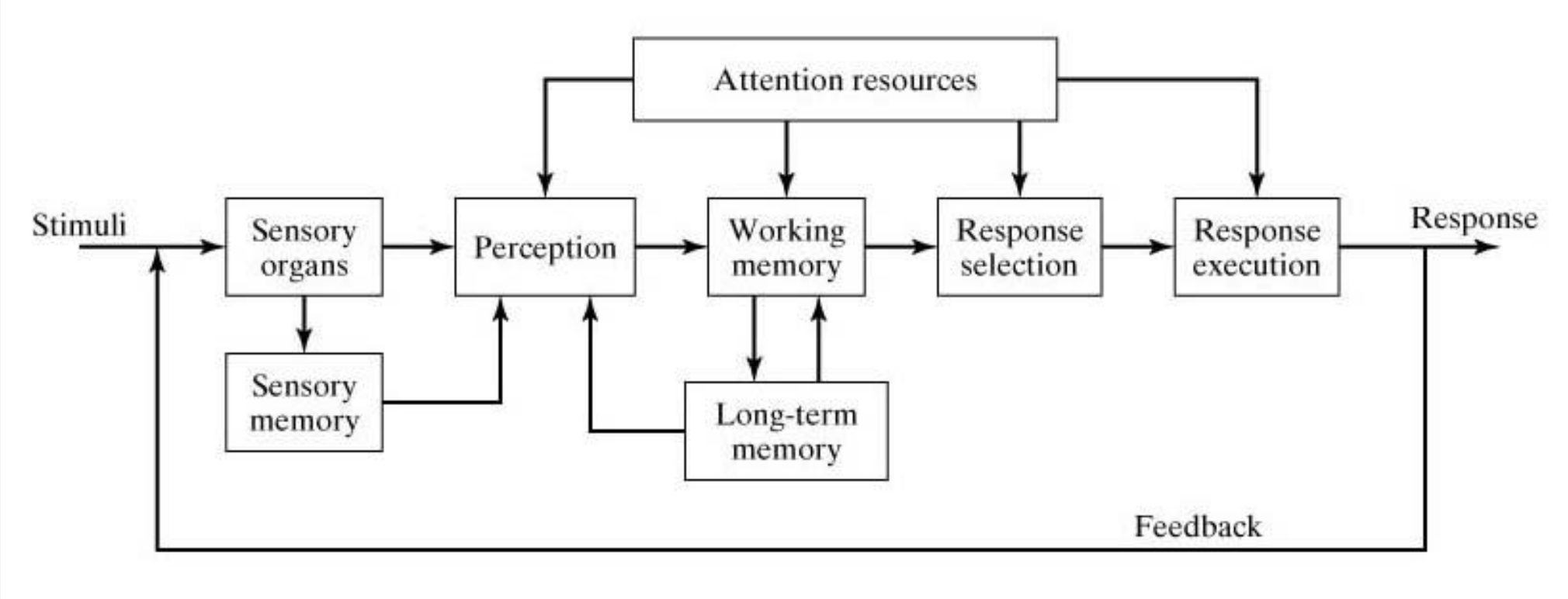
SUMMARY OF PREVIOUS LECTURES

1. **Memory**
   - **Working memory**
   - **Capacity of working memory**

HUMAN INFORMATION PROCESSING MODEL

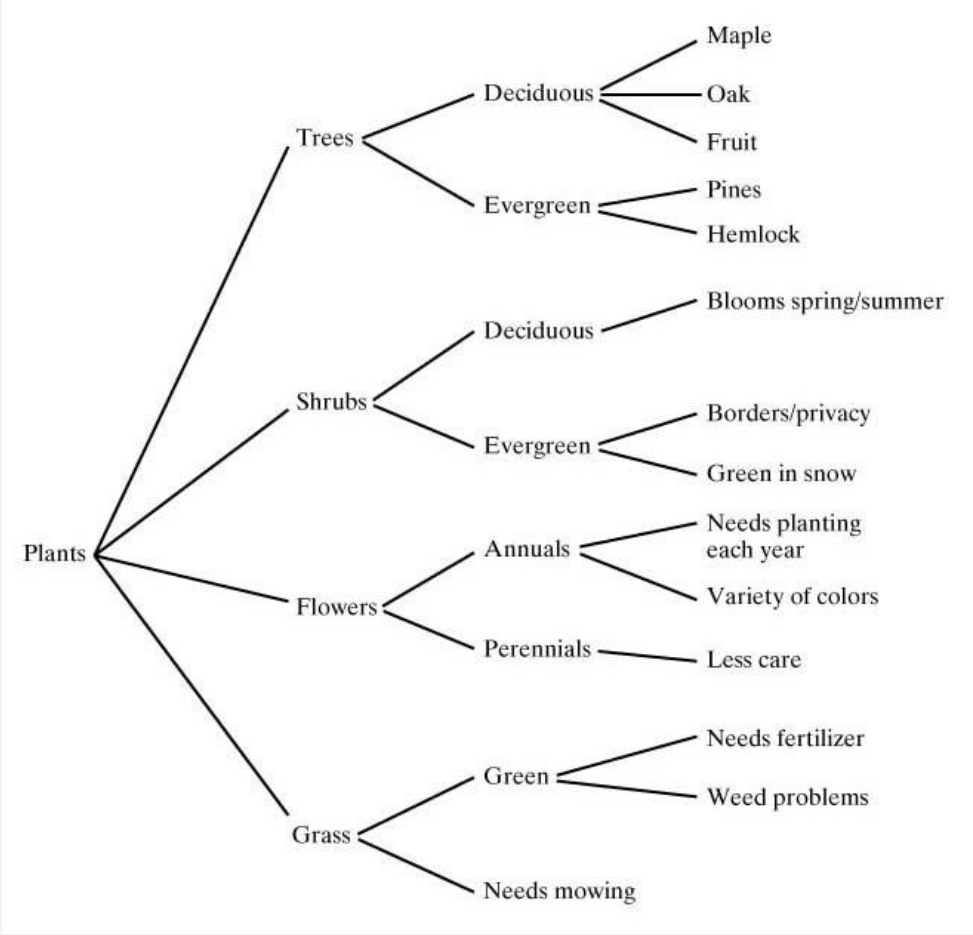


LONG TERM MEMORY

LONG-TERM MEMORY

- Much of the information processed in working memory is transferred to and retrieved from long-term memory
- Information in long-term memory consists of semantic codes
  - Individual items are given meaning and are organized into symbolic structures and associations
    - The structures allow for new information to be added

MODEL OF LONG-TERM MEMORY



TYPES OF LONG-TERM MEMORY

- Semantic memory - used predominantly to store facts, figures, and other information related to
  - General knowledge about the world
  - Specific knowledge about one's work
- Episodic memory - refers to memory of important events and episodes in one's life
  - Example: memory of the death of a parent

LECTURE CLOSING

DID YOU KNOW……????

- Dreams carry more weight and meaning than our conscious thoughts while awake. 70% of your dreams contain secret messages.

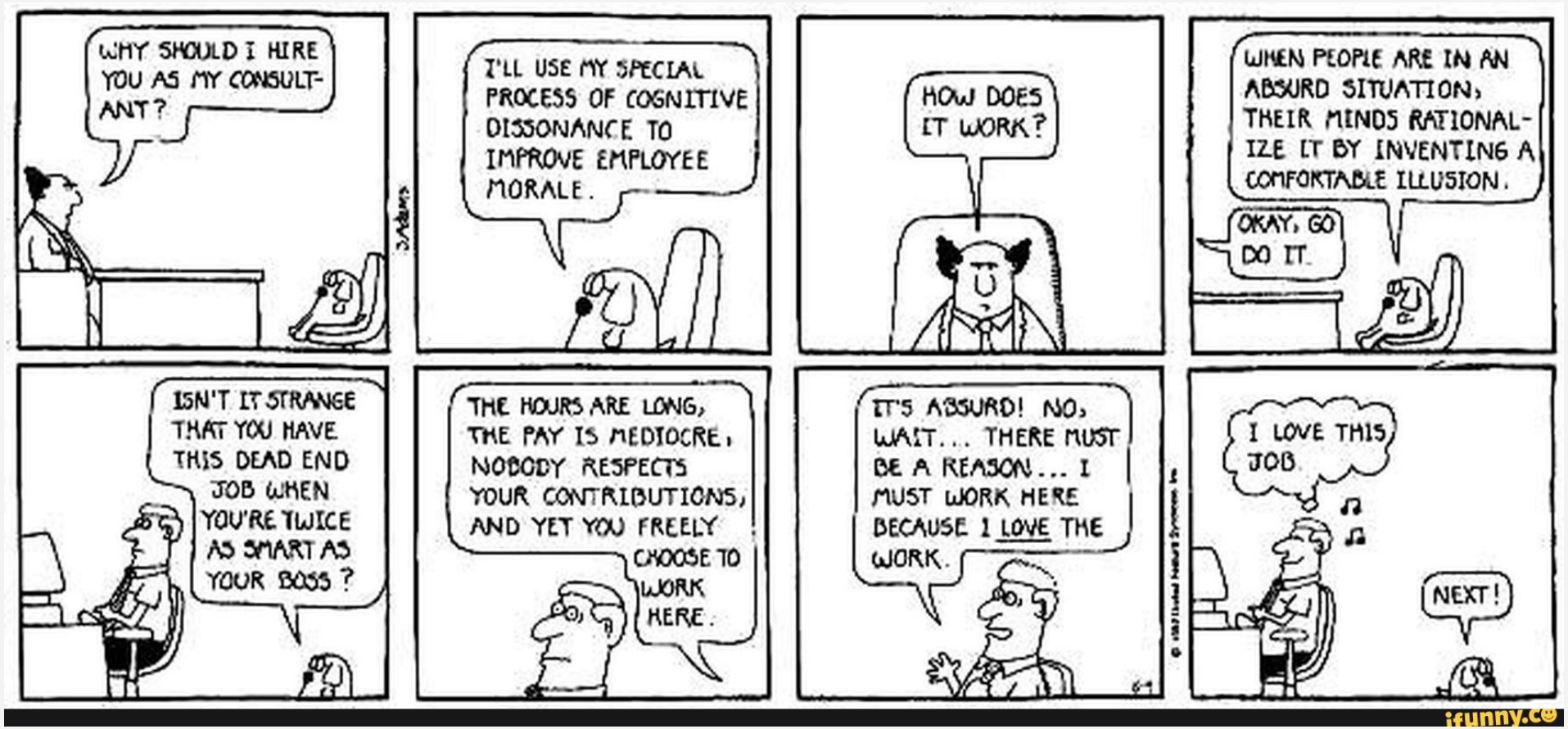
A BRIEF HISTORY OF COGNITIVE PSYCHOLOGY & ERGONOMICS

EARLY 20TH CENTURY

Wolfgang Kohler

- Wolfgang Kohler was known for his early criticism of the characterization of problem solving. His famous study involved "an ape in a cage", Sultan, that was given two hollow bamboo sticks. A banana was placed outside the cage out of range for the sticks to reach it. For a certain amount of time the ape tried to reach the banana with the sticks, failing each time. At a certain point Sultan was observed to sit quietly for a time, after which he put the two sticks together. Kohler called the sudden solution that followed the quiet time "insight" and concluded that it was a typical property of problem solving.

GRAFFITI


WHY SHOULD I HIRE YOU AS MY CONSULTANT?
I'LL USE MY SPECIAL PROCESS OF COGNITIVE DISSONANCE TO IMPROVE EMPLOYEE MORALE.
HOW DOES IT WORK?
WHEN PEOPLE ARE IN AN ABSURD SITUATION, THEIR MINDS RATIONALIZE IT BY INVENTING A COMFORTABLE ILLUSION.
OKAY, GO DO IT.
ISN'T IT STRANGE THAT YOU HAVE THIS DEAD END JOB WHEN YOU'RE TWICE AS SMART AS YOUR BOSS?
THE HOURS ARE LONG, THE PAY IS MEDIOCRE, NOBODY RESPECTS YOUR CONTRIBUTIONS, AND YET YOU FREELY CHOOSE TO WORK HERE.
IT'S ABSURD! NO, WAIT... THERE MUST BE A REASON... I MUST WORK HERE BECAUSE I LOVE THE WORK.
I LOVE THIS JOB.
NEXT!
ifunny.co

THANK YOU …..