Course Description:
The course explores current theories and research findings in cognitive psychology focusing on their practical applications. In particular, the course addresses the difference between the intellectual and practical understanding and eventually provides knowledge on how products, services and procedures are created and refined on the basis of principles of human cognitive processes and their applications on everyday life. The students will learn the differences between basic and applied science and how to apply the acquired theoretical knowledge on phenomena in work- and everyday life. The program will focus on the basic cognitive processes such as perception, attention, memory, comprehension and learning, thinking and deciding, with a particular attention to the development of a critical approach toward experimental research methods.