

## SETTING THE STAGE.....

**T**his book is about cognitive psychology—that branch of psychology concerned with how people acquire, store, transform, use, and communicate information (Neisser, 1967). Put differently, cognitive psychology deals with our mental life: what goes on inside our heads when we perceive, attend, remember, think, categorize, reason, decide, and so forth.

To get a better feel for the domain of cognitive psychology, let's consider an example of cognitive activity: