

OLLSCOIL NA hÉIREANN, GAILLIMH
THE NATIONAL UNIVERSITY OF IRELAND, GALWAY

MAY 2001 EXAMINATION

MASTERS DEGREE IN INFORMATION TECHNOLOGY

PS502: COGNITIVE PSYCHOLOGY

Professor Noel Sheehy
Professor Jack James
Dr. Padraig MacNeela

Time Allowed: Three hours

Answer **three** of the following questions
(All questions carry equal marks)

- (1) Drawing in particular on the issue of stress, discuss the contribution made by the individual to instances of human error. (100%)
- (2) Discuss the usefulness of the psychometric approach to understanding the individual's characteristics and abilities. In your answer, place an emphasis on either (a) intelligence and ability testing, or (b) personality measurement. (100%)
- (3) Show how the study of cognitive psychology can inform best practice and be applied to information technology. Structure your answer by developing three examples drawn from your knowledge of information technology. (100%)
- (4)
 - (a) Discuss the structures and processes of memory proposed to exist in stage theories of memory, **and** (60%)
 - (b) Indicate how knowledge of these structures and processes can inform the development of information technology applications. (40%)
- (5) Drawing on theory and research associated with theories of schemas, scripts, and associative networks, write an essay on how knowledge is categorised and represented in long-term memory. (100%)