

Cognitive Perspective of Human Behavior

The cognitive perspective of human behavior is concerned with the way humans think and know about the world around them. It holds that there are similarities in the way that information is processed in the human mind with machine processes. It assumes that a person's perception or thinking about an event is more important than the reality of an event. A notable example is in Bruner and Goodman's experiment with children, and how they perceived a quarter, depending on their economic status.



PLAY PICMONIC

The way humans think about the world around them

[Rich kid sees quarter as small](#), [Poor kid sees quarter as big](#)

Simply, this perspective is defined as how humans process information and think about the world around them. An example of the cognitive perspective is Bruner's and Goodman's study which showed that a quarter can be perceived differently, based on the cognitive perspective of who is being tested. A poor child viewed a quarter as being much larger, while a privileged child viewed the quarter as being small.