

Cognitive Psychology

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Your brain is the most
powerful computer in the world!

Need proof?



A close-up detail of a classical painting, likely a portrait of a woman. The image shows two faces, one above the other, with a white text box on the left. The top face is partially visible, showing the forehead and hair. The bottom face is more prominent, showing the eyes, nose, and mouth. The painting style is highly detailed, with visible brushstrokes and a rich color palette of browns, yellows, and greens. The text box contains the question "Do you recognize the painting?" in blue font.

**Do you
recognize
the painting?**

Yes, it is *Mona Lisa*.

It took you **less than a second**
to identify her
even upside down!

But did you notice
that the painting is different from the original?

Let's turn it over
to get a better look ...



In fact, it is very different...

Why did we **recognize the face**, but weren't able to notice that the painting was **fake**?

Cognitive psychology will help answer this question!



■ WHAT YOU WILL LEARN

- What causes illusions in **perception**?
- Why do we **remember** and **forget** some information?
- What is **attention** and how it works?
- How do we **make decisions**?
- What is the difference between **human intelligence** and **artificial intelligence**?

■ HOW ARE WE GOING TO STUDY

- Interactive lectures (22 hours)
— that covers the most important theories of perception, attention, memory, learning, and thinking
- Seminars (26 hours)
— we will discuss experiments and analyse real-life cases
- Group projects and individual tasks
to help you apply knowledge in real-life situations

See you! 🙄