

This Free E-Book is brought to you by Natural-Aging.com.

**[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!**

The History Of Psychological Research In Reading

By Sophia Hayes

As reading involves perceptual and cognitive processes as well as knowledge of language and

grammar, these three basic processes have been the subject of experimental research for some time. Such processes include the identification and extraction of meaning, processes involved at sentence/phrase level and the processes involved in understanding thematic structures.

Learning to read in preliterate societies and learning in societies awash with print may have vastly different cognitive consequences. Cognitive psychologists today look at the many facets involved in reading such as reading speed for example. But can one relate any conclusions drawn to the reading speed of an 8-year-old in the early 16th century, whose instruction may have been only in Latin with an 8-year-old today?

The roots of cognitive psychology (the experimental study of how the mind works) can be traced to Wundt's interest in memory and language processes in Leipzig in 1879. Shortly after this, there was a spurt of interest in reading processes; this reached an apex around 1908. The equipment used then was somewhat archaic and very dissimilar to the more sophisticated and often computer based equipment of today. This form of research continued for a while until around 1913 when behaviourism became popular. Behaviourists believed that the proper scientific subject matter for psychological investigation should only be observable and measurable behaviour, and since cognitive processes can not be observed and directly measured, with the exception of some educational work there was little work done in this area until the 60's.

The revival of cognitive psychology some 40 years ago brought with it a new format, often expressing theories as flow charts or 'box and arrow' diagrams. This type of expression was more explicit, and highlighted cognition as a series of more describable information processes (that is, a sequence of operations by which representations are formed and transformed). Of course, the use of diagrams was not really new, as the 19th century neurologists interested in the effects of brain damage on cognition (e.g., Wernicke & Lichtheim), used visual box and arrow diagrams. The boxes/centres representing brain regions, and arrows neural pathways. Each of the centres had a particular cognitive function, thus likening diagrams to the organisation of the mind rather than the organisation of the brain.

The History Of Psychological Research In Reading

The combination of this mode of neurology and cognitive psychology led to the development of cognitive neuropsychology. Possibly the first published paper in this field was by Marshall & Newcombe in 1973 who described three types of acquired dyslexia, and offered a reading model in flow chart form to interpret the deficit in terms of damage to specific components of the model. The use of a box and arrow approach has continued in other areas as well as reading.

In contrast there is now substantial support for a connectionist viewpoint (an approach that simulates the connections between information nodes in a hierarchical network that is suggested to be equivalent to connections in the brain; also referred to as parallel distributed processing). From around 1980, computational models of reading were used as a tool for detecting previous ambiguity and vagueness. It is claimed that computer simulation programs can be altered to reflect human subjects' performances by cutting connections or adding noise to the models to mimic different types of reading practices. Both approaches have developed impressively but are not perfect.

Sophia Hayes has studied how adults and children read, the processes involved and remediation techniques over several years.

<http://www.discoverymile.com>

provides a series of articles on the

subject and available resources.

Top 7 Psychological Triggers For Unlimited Sales

By Carl Cholette

Did you know that there are specific psychological triggers you can use to influence the decisions of peoples and persuade them to buy what you are selling?

By knowing and using these psychological triggers you will have an edge on your competitions and make more sales in the process.

Here are 7 psychological triggers you can start using in your sales letter today!

Psychological trigger #1: BE SPECIFIC

It's important to be as specific as possible. Why! Because it make your information more believable and credible. For example: Don't say that you are in your late twenties, say that you are 28 years old or 29. Be specific! Don't be vague!

Psychological trigger #2: CURIOSITY

We are all curious! It's human nature! So, we need to used this trigger to attract more peoples to see or

The History Of Psychological Research In Reading

read what we have to offer them. For example: "What is the best way to attract loyal customers?" Are you not curious to find out what the answer is!

Psychological trigger #3: REASON WHY

Show your prospects, subscribers or customers why they should listen to you. Why they should buy what you are offering them. Is it because of your "no questions ask guarantee" or "your expertise of 20 years on the subject". Tell them, they want to know why!

Psychological trigger #4: SCARCITY

It's kind of funny. We are more driven by the thought of loosing something then by the thought of gaining something. That's why deadlines, limited opportunities, limited production numbers, etc. will work well. For example: " Buy before 12:00 am today and receive a free trip to Mexico...only 2 left...Hurry!

Psychological trigger #5: FEAR

Fear is a powerful trigger. Just look at the news for example. In the months before Y2K peoples were buying food, water, candles lights and lots of other products... just based on fear! The same thing happen with war... it's fear that controls most of our actions.

Psychological trigger #6: ENTHUSIASM

You need to be full of positive energy about what you are doing or selling to your prospects and clients. Without this energy you won't be able to transfer your message effectively. Your sales letter will look and feel dull with no power.

Psychological trigger #7: TELLING THE TRUTH

Peoples appreciate honesty. Even though sometimes it can be painful. If you are honest and sincere, peoples will respect you for it. Peoples always found out eventually about lies. And when they do, all trust will be gone!

Here you have it, the top 7 Psychological triggers. Use them in your next sales copy or e-mails and see how it influence your sales in a positive way!

Check out

<http://www.myinfobiz.net>

for more informations on how to use psychological triggers to

double or triple your sales!

The History Of Psychological Research In Reading

****Attn Ezine Editors / Site Owners****

Feel free to reprint this article in its entirety in your ezine or on your site so long as you leave all links in place, do not modify the content.

Copyright 2004, All Rights Reserved

Carl Cholette is an internet marketer, motivational coach and fitness trainer. He has a degree in business and a passion for fitness, psychology and sales.

Visit

<http://www.myinfobiz.net>

to learn how to use psychological tactics to double or triple your sales!

members@myinfobiz.net

Top 7 Psychological Triggers For Unlimited Sales
Questions to Your Physician or Psychotherapist
Your Emotions Can Put You at-Risk for Alzheimer's
The Newest Findings About Psychological Disorders
Four steps to attracting more good luck

The Buy Impulse
Your Own Bible Research Library
How to Use Your Mind for Study
Forbidden Psychological Tactics
101 tips to stay fit and live longer.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!