

1. **cognition:** The mental activities associated with thinking, knowing, remembering, and communicating.
2. **concept:** a mental grouping of similar objects, events, ideas, or people
3. **prototype:** a mental image or best example of a category.
Matching new items to the prototype provides a quick and easy method for including items in a category (as when comparing feathered creatures to a prototypical bird, such as a robin).
4. **algorithm:** a methodical, logical rule or procedure that guarantees solving a particular problem. Contrasts with the usually speedier -- but also more error-prone -- use of heuristics
5. **heuristic:** a simple thinking strategy that often allows us to make judgments and solve problems efficiently; usually speedier but also more error-prone than algorithms
6. **insight:** a sudden and often novel realization of the solution to a problem; it contrasts with strategy-based solutions
7. **confirmation bias:** a tendency to search for information that supports one's preconceptions
8. **fixation:** the inability to see a problem from a new perspective; an impediment to problem solving
9. **mental set:** a tendency to approach a problem in a particular way, often a way that has been successful in the past
10. **functional fixedness:** the tendency to think of things only in terms of their usual functions; an impediment to problem solving.
11. **representativeness heuristic:** judging the likelihood of things in terms of how well they seem to represent, or match, particular prototypes; may lead one to ignore other relevant information
12. **availability heuristic:** estimating the likelihood of events based on their availability in memory; if instances come readily to mind, we presume such events are common
13. **overconfidence:** the tendency to be more confident than correct --to overestimate the accuracy of one's beliefs and judgments.
14. **framing:** the way an issue is posed; how an issue is framed can significantly affect decisions and judgments
15. **belief bias:** the tendency for one's preexisting beliefs to distort logical reasoning, sometimes by making invalid conclusions seem valid, or valid conclusions seem invalid
16. **belief perseverance:** clinging to one's initial conceptions after the basis on which they were formed has been discredited
17. **language:** our spoken, written, or signed words and the ways we combine them to communicate meaning
18. **phoneme:** in a language, the smallest distinctive sound unit
19. **morpheme:** in a language, the smallest unit that carries meaning; may be a word or a part of a word (such as a prefix)
20. **grammar:** in a language, a system of rules that enables us to communicate with and understand others
21. **semantics:** the set of rules by which we derive meaning from morphemes, words, and sentences in a given language; also, the study of meaning
22. **syntax:** the rules for combining words into grammatically sensible sentences in a given language
23. **babbling stage:** at about 4 months, the stage of speech development in which the infant spontaneously utters various sounds at first unrelated to the household language.
24. **one word stage:** the stage in speech development from about age 1 to 2 during which a child speaks mostly in single words.
25. **two word stage:** beginning about age 2 the stage in speech development during which a child speaks mostly two word statements
26. **telegraphic speech:** early speech stage in which a child speaks like a telegram—"go car"—using mostly nouns and verbs and omitting auxiliary words.
27. **linguistic determinism:** Whorf's hypothesis that language determines the way we think