Cognitive Principles, Cognitive Power

We now have much more evidence about the power of cognitive principles than we did when Dr John Snow was tracking down the source of cholera.

Chicken sexing

Take chicken sexing for example. A cognitive training program in which trainees are drilled on schematic representations of genital patterns for male and female chicks has been shown to reduce time-to-expertise from two years to three days. That is an enormous gain in efficiency.

Landmine detection

Take landmine detection as another example. Detection of low-metal types is a real problem. Detection rates run out at about 20%. Particular cognitive strategies can be brought to bear on this problem. They can be taught over a period of about 20 hours. They improve detection rates from 20% to 95%.

These gains in efficiency and effectiveness are achieved at trivial, even laughable cost.

Sources: