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## ON THE COGNITIVE APPROACH TO TEST DESIGN

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### ABSTRACT

This article briefly discusses the possible superiorities of cognitive approach over traditional psychometric approach in test design. Some well-established cognitive experiment techniques about experimentation, computerization, and data handling, were overviewed to evaluate the possibilities of measuring individual differences in such a similar way as that of psychophysics. An empirical study which modified Sternberg's memory scan experiment to tackle individual differences is also presented to demonstrate the author's conception.

Keyword: test design, cognitive approach, memory scanning