

**PSY410-001 - Cognitive Psychology (Monday - Thursday, 10:15am–2:35pm) Summer 2013**

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**Course description:** Cognitive Psychology is the scientific study of mental processes. Some of the main topics in this field are *pattern recognition, attention, memory, knowledge, problem-solving, and decision-making*. Also relevant are questions about the nature of *consciousness and relations between mind, brain, and behavior*. This course is an introduction to the major phenomena, research methods, and theories in Cognitive Psychology. In addition to lectures, this course has a required lab component designed to give you direct experience with a number of cognitive tasks and phenomena.

The learning objectives for this course are to help students: (a) understand basic cognitive concepts and theories; (b) critically analyze major empirical contributions in the cognition literature; (c) learn to apply course concepts to the real world; and (d) review and use sound experimental design to effectively evaluate a cognitive question.

**Textbook and required readings:** The textbook is ***Cognitive Psychology: In and Out of the Laboratory (4<sup>th</sup> Edition)*** by K. Galotti (2008). I *strongly* encourage you to read all assigned material *prior to* the class in which it is discussed; doing so will both make classes more interesting and will increase your ability to understand and retain the material. *During the shortened summer schedule, it is especially important that you do not fall behind.* The lab will involve completing psychological experiments using *CogLab 2.0* which can be found at <http://coglab.wadsworth.com>. To use this site, you will need to purchase ***CogLab Online Manual Version 2.0, 4<sup>th</sup> Edition (with Access Code)*** by Francis & Neath (2007) as each manual contains a unique code for each student enrolled in the course. **IMPORTANT NOTE:** Do *not* buy a used CogLab manual; each code can only be used once.

**Lectures and Labs:** This course has both a lecture and a lab component. Lectures will be held Monday to Thursday from 10:15 am to 12:15 pm and labs will be on the same days immediately following (~12:30 to 2:30 pm). Both lectures and labs will take place in **TL2015**. Lectures will focus on discussion of major concepts, methods, and theories of Cognitive Psychology. Labs will provide practical experience with many of the cognitive tasks discussed in the lectures, as well as the psychological research process (e.g., understanding experimental designs, managing data, graphing data, statistical analysis, data interpretation, etc.).

**Grading:** Final grades will be based on a total of 500 points: 300 from 3 exams (100 points each), 100 from 10 lab assignments (10 points each), and 100 from a research project. Grades will be assigned in the following way: A = 93-100%, A- = 90-92%, B+ = 87-89%, B = 83-86%, B- = 80-82%, C+ = 77-79%, C = 73-76%, C- = 70-72%, etc.

**Exams:** There will be 3 exams, each worth 100 points. Exams contain a variety of testing formats (e.g., matching, diagrams, etc.), but primarily consist of multiple-choice questions and short essay questions. Make-up exams will be given only when a scheduled exam is missed due to an unavoidable (e.g., medical) emergency. If this happens, I will request documentation of the emergency.

**Weekly Lab Assignments:** *CogLab* experiments will be conducted during most lab periods so lab attendance is *critical*. After completing each experiment, you will be required to answer a series of questions about the experiment and/or to work with the data from the experiment. Your completed lab assignments are to be turned into the TA by **Friday at 5pm** each week; however, because lab assignments can be challenging, you are strongly encouraged to complete them during the lab period where you can receive guidance from me, your TA, and your classmates. Each lab assignment will be worth a maximum of 10 points.

**Research Project:** A fundamental component of scientific psychology is designing, conducting, and reporting experimental research. Thus, to give you first-hand experience in this process, you will be required to conduct an experiment in small groups (2 or 3 individuals) where group members will design an experiment, collect and analyze their own data, and report on that experiment in two ways—as an individually-written research report (in APA format) and as a team-based presentation to the class. Class presentations will involve a 15-minute, oral presentation that describes the objectives, design, results, and implications of your research. These group presentations will take place during the final weeks of classes and will be worth 40 points. Note that, for the presentation, all team members will be given the same number of points unless one or more team members fail to make a notable contribution to the group project or presentation; in those cases, I will assign points individually to each team member. The research report will be done individually and will be a more in-depth report of your experiment written in APA format. This paper will be worth 60 points and is to be submitted to me electronically by 5pm on the last day of class (**June 19**). Your group is encouraged to turn in a 1-2 page (ungraded) plan outlining your experiment by **May 30** so that I can make sure you are on the right track and give you feedback. Please note that **no experiment can be conducted without my prior approval.**

**Attendance.** Lecture attendance will not contribute directly to your grade. However, exams will draw from both the readings and class lectures. Since I often lecture on topics that are not covered in the readings, it is strongly recommended that you attend all classes. As well, there will be a number of pop-quizzes each of which will be worth 10 extra-credit points. Quizzes will be unannounced and no make-up quizzes will be given. On days for which a pop-quiz is given, the quizzes will be handed out at the beginning of the lecture and you will have 10 minutes to complete the quiz. Students coming to class late will not be given extra time. Similarly, many of the lab assignments are challenging and many students will require guidance from me and the TA. Such one-on-one assistance will only be provided during class time.

**Participation.** Participation in this course, either by asking questions or contributing to class discussions, is not required but is strongly recommended and can "influence" your grade. Please participate!

**Academic Honesty:** The academic honesty policy of UNCW will be strictly followed in this course. Please consult the Undergraduate Catalogue or Student Handbook for specifics about this policy. In brief, neither cheating nor plagiarism will be tolerated in this course.

**Campus Violence and Harassment:** UNCW practices a zero-tolerance policy for violence and harassment of any kind. For emergencies contact UNCW CARE at 962-2273, Campus Police at 962-3184, or Wilmington Police at 911. For University or community resources visit <http://uncw.edu/wrc/crisis.htm>

**Learning Center.** The Learning Center provides writing services with free one-on-one consultations for all students for any academic writing purpose. Consultations are led by faculty-recommended and trained peer tutors or professional tutors that help students identify areas to improve and develop specific revision plans. Students taking PSY410 might find this service useful for helping to produce a strong final paper or to simply improve your writing skills before you graduate. You can get more information at <http://www.uncw.edu/stuaff/uls/writing.htm>.

**Final Note:** My main goal is to help you succeed in PSY410. In addition to teaching you the concepts and theories relevant to Cognitive Psychology, I want you to leave this course with the skills necessary to think critically about information you encounter in your daily lives and to communicate your ideas effectively. These skills will be an asset to you in whatever career path you choose to pursue. Most of you will find this course challenging – psychological research *is* challenging. However, I hope you will also find the experience interesting and rewarding. Please feel free to contact me with any questions, concerns, or suggestions that will help you get the most out of this course. I'm looking forward to this semester – I hope you are as well!

**Lecture Schedule** (all dates & topics subject to change)

		Monday	Tuesday	Wednesday	Thursday
Week 1 (5/20-5/23)	Lecture	Orientation to Course (no reading)	History of Cognitive Psychology (Ch. 1)	Neural Basis of Cognition (Ch. 2)	Pattern Recognition (Ch. 3)
	Lab	1: Intro to Excel	2: Signal Detection	3: Brain Assymetry & Experimental Design <<Project Overview>>	4: Visual Search & Learning to Interpret Data
Week 2 (5/27-5/30)	Lecture	Memorial Day (no lecture)	Attention (Ch. 4)	Exam 1 (Chs. 1-4)	Short-Term & Working Memory (Ch. 5)
	Lab	Memorial Day (no lab)	5: Stroop & ANOVA	<<Project Work Period>>	6: Span Tasks & Research Ethics [Project Overviews due today!]
Week 3 (6/3-6/6)	Lecture	Long-Term Memory (Ch. 6 pp. 183-202)	Implicit Memory/ Distortions, Forgetting, & Amnesia (Ch. 6 pp. 202-231)	Semantic Memory (Ch. 7)	Exam 2 (Chs. 5-7)
	Lab	7: Remember-Know & Literature Review	8: Implicit Learning & APA Format	<<Project Work Period>>	<<Project Work Period>>
Week 4 (6/10-6/13)	Lecture	Concepts & Categories (Ch. 8)	Imagery & Visual Knowledge (Ch. 9)	Judgment & Decision-Making (Ch. 13)	Problem Solving (Ch. 11)
	Lab	Data Collection Day	Data Collection Day	9: Mental Rotation & Analyzing Your Data	10: Risky Decisions & Presentation Overview
Week 5 (6/17-6/20)	Lecture	<<Finalize Presentations>>	Class Presentations	Class Presentations	Exam 3 (Chs. 8, 9, 11, & 13)
	Lab	<<Finalize Presentations>>	Class Presentations	Class Presentations	Enjoy the rest of your summer!

**Critical dates**

- May 20..... PSY410-001 begins.
- May 22..... Last day to drop without a grade.
- May 27..... Memorial Day (no class).
- May 29..... EXAM 1.
- May 30..... Research plan due at lab time.
- June 6..... EXAM 2.
- June 7..... Last day to drop without penalty ("W").
- June 18..... Research Presentations.
- June 19..... Research Presentations.
- June 19 @ 5:00 pm..... Final Research Report (e- copy) due.
- June 20 @ 11:00 am..... FINAL EXAM.