



PSY 410 - Cognitive Psychology

TODAY:

- The Syllabus.
- How to do well in this course.
- A little about me.
- A little about you > Roll Call & Info Form.
- What is Cognitive Psychology?
- Why study Cognitive Psychology?
- ~~Excel Tutorial & Lab 1~~

PSY 410-002 - Cognitive Psychology

Lecture: Mondays, 3:00 - 5:45 pm in Bear 160.
 Lab: Wednesdays, 3:00 - 5:45 pm in Bear 160.

Instructor: Jeffrey P. Toth, Ph.D.
 Office: S&B 105G
 Office hours: T&R 2:00 - 3:00 or by appointment.
 Contact Info: 910-962-3213; tothj@uncw.edu

TA: Eva Jorgenson-Graham, B.A.
 Office: S&B 105A (Grad Lounge)
 Office hours: Fridays, 10:00 - 11:00 am.
 Contact Info: 864-275-6361; ecj1415@uncw.edu

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The Syllabus

- > **Textbook:** *Cognitive Psychology: In and Out of the Laboratory, 4th Edition* (2008) by Galotti.
- > **Research Articles from the primary literature.**
 - More may be added; all will be posted on course webpage.
- ❖ **Please read all assigned material before the class in which it is discussed. Doing so will (a) make the class more interesting; (b) increase your understanding and retention of the material; and (c) decrease your workload!**

- > **Lab-manual:** *CogLab 2.0* by Francis, Neath & VanHorn.
 >>> Make sure to get a **NEW COPY** of the online version (blue manual), not the CD version (red book).

PSY 410 - Cognitive Psychology

The Course Webpage:

<http://people.uncw.edu/tothj/PSY410.html>

This is your source for all materials in this course!

- **The Syllabus & a one-page schedule of events.**
- **Lecture Slides (in 2- & 3-slides per page format).**
- **Outside readings.**
- **Lab Assignments.**
- **Research Project Guides & Resources.**
- **Helpful links.**

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Grading: Based on 500 points, using a 10% scale, with +’s for scores ending in 7, 8, & 9; -’s for 0, 1, & 2.

A = 93-100%, A- = 90-92%, B+ = 87-89%, B = 83-86%, B- = 80-82, etc.

- 300 points from 3 Exams (100 points each).
- multiple choice, labels, definitions, short answer, etc.
- 100 points from 10 Lab Assignments (10 points each).
(1) questions from *CogLab*; and (2) participation & performance in working with experimental data.
- 100 points from a Research Project (in two parts):
(1) Poster Presentation; 40 points; April 25th.
(2) Paper in APA format; 60 points; Due April 30th.
- Unannounced extra-credit quizzes (10 points each).

PSY 410 - Cognitive Psychology

- ❖ Attendance.
 - not monitored but...
 - (a) exams will draw heavily from lecture material which goes beyond the text.
 - (b) lab points reflect in-class lab work & understanding.
 - (c) unannounced extra-credit quizzes at start of lectures.
- ❖ Participation.
 - required for the lab.
 - for both the lecture & lab, asking questions, participating in discussions, *being* interested, or just *looking* interested can all influence your grade.
- ❖ Classroom Conduct & Academic Honesty.
 - no laptops, phones, or PDAs, esp. during exams.
 - no cheating or plagiarism; be honest & respectful!



PSY410 - How to do well in this course

- Pay attention!**
- Be an *active, motivated* learner.**
- Read text material *before* class.**
- Ask questions; *interrogate* the material.**
- Make *outlines* of course material.**
- Think about & test yourself on course material *outside of class*.**
- Attend all lectures & labs and complete all lab assignments.**


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My Background



To understand how the mind & brain change as we get older.

To create computer games for improving cognitive abilities.

My Research Interests

- **Conscious and unconscious forms of memory, attention, and judgment.**
 - Toth, J.P. (2000). Nonconscious forms of human memory. In *The Oxford Handbook of Memory*. Oxford University Press.
- **Cognitive Neuroscience.**
 - Stuss, D.T., Toth, J.P., Franchi, D. et al. (1999). Dissociation of attentional processes in patients with focal frontal and posterior brain lesions. *Neuropsychologia*, 37, 1005-1027.
- **Aging and Cognitive Training.**
 - Toth, J.P., Daniels, K.A., & Jacoby, L.L. (submitted). *Art Dealer: A computer game for enhancing cognition in older adults*.
- **Metacognition.**
 - Toth, J.P., Daniels, K.A., & Solinger, L.A. (2011). What you know can hurt you: Effects of age and prior knowledge on JOL accuracy. *Psychology and Aging*, 26, 919-931.

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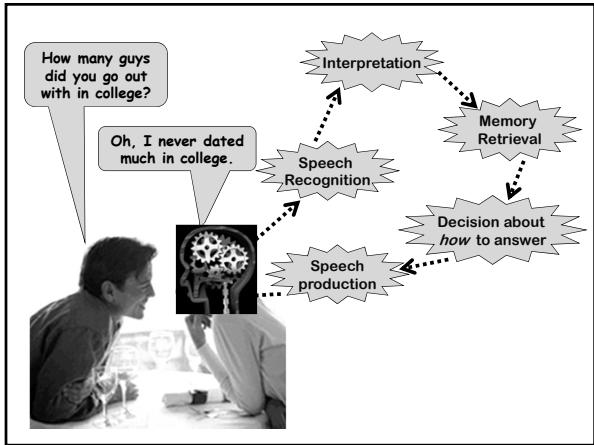
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What is Cognitive Psychology?
Cog Psych is the science of how people perceive, learn, remember, and think about information.

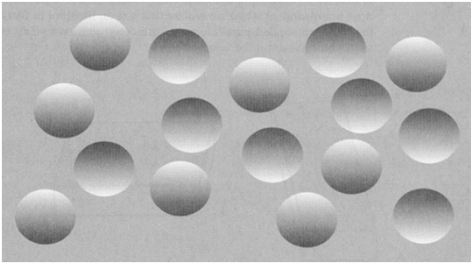
- The study of *knowledge* and *thinking*.
- Greek: *gnosco* - to know; Latin: *cogito* - to think.
- The study of *information processing*.
- How we *acquire, store, transform, & use* information.



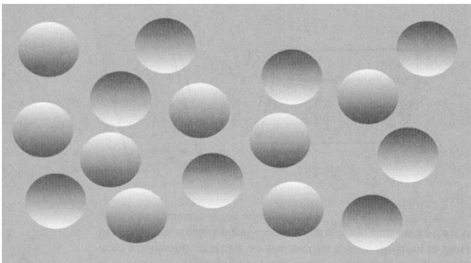
What is Cognitive Psychology?
Cog Psych is the science of how people identify, learn, remember, and think about information.

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- How we *acquire, store, transform, & use* information.
- Discovering the *cues, constraints, & biases* that support & shape perception, memory, & judgment.

Cues/constraints can be external...



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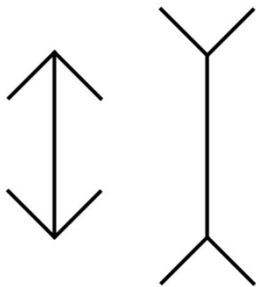
Cues/constraints can be internal...



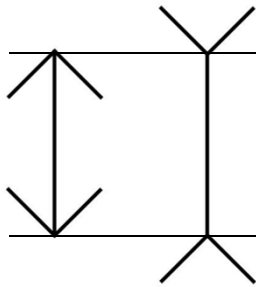


The Kanizsa Triangle

Cues/constraints can lead to biases...



Cues/constraints can lead to biases...



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- The study of information processing.
- How we *acquire, store, transform, & use* information.
- Discovering the *cues, constraints, & biases* that support & shape perception, memory, & judgment.
- The study of *mind & mental events*.
- *Subjective experience & emotion; consciousness; will.*
- The study of *behavior*.

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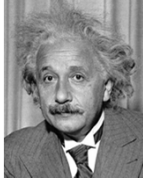


Why Study Cognitive Psychology?


- **To better know yourself and those around you.**
 - *Cog Psych as the Users Manual for the human mind.*
- **To gain practical knowledge.**
 - *What are the best ways to learn and retain information?*
 - *How do mental abilities change with age, illness, or injury?*
 - *Can damaged cognitive abilities be restored or enhanced?*
 - *How reliable is eye-witness testimony?*
 - *What's the best way to design a highway, ATM, or museum?*
 - *To what degree does cell-phone use impair driving?*
- **To address classic questions about mind and brain...**

Big Questions in Cognitive Psychology

- **What is knowledge?**
 - *what does it mean to "know" something?*
 - *what is the relation between knowledge, intelligence, expertise, and creativity?*





- **How do we identify objects in the world?**
 - *how can we recognize things we've never seen before?*
 - *or fail to recognize things we've see a hundred times?*




Big Questions in Cognitive Psychology

- **How does memory work?**
 - *Memory as "mental time travel"?*
 - *Why do people remember things that didn't happened?*

- **To what extent are we influenced by unconscious processes?**
 - *is subliminal perception real?*



- **What is the relation between mind and brain?**
 - *can mental events (your feelings for your mother) be explained by brain events (the activity of neurons)?*
 - *To what extent do we have "free-will"?*

