

Syllabus for PSY 211-001 – Perception & Cognition.

Fall 2012

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Course description: Cognitive Psychology is the scientific study of mental processes -- that is, the processes by which we *acquire, store, transform, and use* information. The main topics in this field are *perception, attention, memory, knowledge, & thinking*. Also relevant are questions about *emotion & consciousness*, and the relation between *mind, brain, and behavior*. This course is an introduction to the major phenomena, methods, concepts, and theories that make up the field of Cognitive Psychology.

Course goals: Upon completion of the course, you should be able to: (1) Describe the major areas that make up the field of Cognitive Psychology; (2) Understand and apply the terminology used in this field; (3) Have working knowledge of the major phenomena and methods used to study human cognition; (4) Identify and critique the major theories used to explain human cognition; (5) Apply concepts, principles, and findings from cognitive psychology to everyday life.

Textbook (required): The textbook for the course is ***Cognition: Exploring the Science of Mind, 4th Edition*** by D. Reisberg (2010). Note that new copies of this textbook comes packaged with ***The Cognition Workbook*** as well as ***Zaps! Online Psychology Labs***; although neither of these supplements are required, both would enhance your learning of the material in the textbook. I *strongly* encourage you to read all assigned material *prior* to the class in which it is discussed; doing so will not only make lectures more interesting but will also increase your understanding of the material.

Grading: Final grades will be based on a total of 250 points: 200 from 4 exams (worth 50 points each), and 50 from 5 quizzes and/or essays (worth 10 points each). Grades will be assigned using a 10-point scale (A = 90-100%, B = 80-89%, C = 70-79%, D = 60-69%, F = < 60%) with minuses appended to scores ending in 0, 1, or 2 and pluses appended to scores ending in 7, 8, or 9.

Exams: There will be 4 exams, each worth 50 points. Exams will contain a variety of testing formats (e.g., labeling diagrams, true/false, matching, short definitions, etc.) but will primarily consist of multiple-choice 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.

Quizzes & essays: Throughout the semester, I will give quizzes or assign short essays, each worth 10 points. A combined total of at least 6 quizzes & essays will be assigned throughout the semester, but only your top 5 scores will count toward your grade. Quizzes will test assigned textbook readings and recent lecture material, may be in-class or take-home, and no make-up quizzes will be given. Essays will address various cognitive topics and may be assigned as homework or done in class.

Extra Credit: You can earn up to 10 points extra-credit (4% of your grade!) by either participating in official psychology department research experiments or by summarizing one or more cognitive research articles. Two points will be awarded for each hour of research participation, and for each article summarized. Research articles will be made available on the course webpage along with instructions for the summary, and extra credit will be given only for these articles. All extra credit must be completed by the last day of class. For more information about participating in research experiments, go to <http://www.uncw.edu/psy/research/research-studentparticipation.html>.

Attendance: Although attendance is not explicitly monitored, all exams will draw from both assigned readings as well as from material presented in lectures and labs (much of which is *not* covered in the readings). As well, unannounced pop quizzes, which cannot be made up, may be given at the beginning of class. It is thus strongly recommended that you attend all classes.

Participation: Participation during lectures, by asking questions or contributing to class discussions, is not required but is strongly recommended and can "influence" your grade. **Please participate!**

Cell Phones, Laptops, and other Electronic Devices. Unless explicitly approved by the instructor, use of laptops, cell phones, or other personal electronic devices is not allowed during lectures or exams; this includes texting. Use of a cell phone during an exam or quiz will be considered cheating and a score of zero will be assigned without exception. The use of computers during lectures should be for class-related work only.

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. Plagiarism is a form of academic dishonesty in which you take someone else's ideas and represent them as your own. Examples include using someone else's writing without putting that writing in quotation marks and clearly noting the author, or writing about someone else's work (from a textbook or any other material) without noting your source. Plagiarism is a serious ethical violation and can result in you receiving an F for an essay or the entire course. **Please do not plagiarize!**

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 resources, please visit <http://uncw.edu/wsrc/crisis.html> or <http://uncw.edu/wsrc/safety.html>.

Critical dates

Aug. 29 Last day to drop without a grade.
Sept. 20 EXAM 1.
Oct. 11 Last day to drop without penalty ("W").
Oct. 18 EXAM 2.
Nov. 15 EXAM 3.
Dec. 4 Last day to submit extra credit.
Dec. 13 @ 3:00 pm FINAL EXAM in TL 1055.

Required Outside Readings

Carey, B. (2010, September 6). Forget what you know about good study habits. *The New York Times*. Retrieved from <http://www.nytimes.com/2010/09/07/health/views/07mind.html>.

Belluck, P. (2011, January 20). To really learn, quit studying and take a test. *The New York Times*. Retrieved from <http://www.nytimes.com/2011/01/21/science/21memory.html>.