

# PSYCH 417: Psychology of Cognitive Processes

Tuesday/Thursday: 11:00am-12:20am

Section 002; Class Number 4143

Spring 2009 – MAC 103

**Instructor:** Dr. Jennifer Zapf

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**Office hours:** MTWRF 8:00-9:15am and by appointment

**Websites:** www.uwgb.edu/zapfj & www.uwgb.edu/learnlab

**Course description:** This course will provide an overview of the theories and methods used in the study of human cognitive processes, as well as give the student an opportunity to experience first-hand some of the phenomena within cognitive psychology. Some of the topics covered will be attention, memory, language, and problem solving.

## This course meets the following Psychology Department Learning Outcomes:

- **Knowledge Base of Psychology**

Students will demonstrate familiarity with the major concepts, theoretical perspectives, empirical findings, and historical trends in psychology.

- **Critical Thinking Skills in Psychology**

Students will respect and use critical and creative thinking, skeptical inquiry, and, when possible, the scientific approach to solve problems related to behavior and mental processes.

## Required texts:

- 1) Goldstein, E. B. (2008). *Cognitive Psychology: Connecting Mind, Research and Everyday Experience*. 2<sup>nd</sup> Edition. Wadsworth.
- 2) Vanhorn, D. (2008). *CogLab Online Manual*. Wadsworth.

You may purchase this bundle at the bookstore. The bundle includes the text, your individual Coglab access code, and the CogLab Online Manual. Please note that the Coglab access code and CogLab Online Manual are available through this option at no additional charge to you when you purchase this bundle. In other words, you are charged only for the textbook.

If you choose to purchase the Goldstein text elsewhere, please be aware that you will need to also purchase an **individual** and **unused** online access code for CogLab if the textbook you purchase does not include this at no additional charge. You may purchase this online at <http://ecatalog.cengage.com/110/> by entering "CogLab" in the search field. From the items found select the "CogLab Online Version 2.0 Instant Access Code" and then follow the ordering instructions. Please note that at the time this syllabus was created the base cost (without tax or shipping charges) for the online access code was \$25.16. With this option you would use the CogLab Online Manual which is available online at no charge: <http://www.coglab.wadsworth.com/support/CogLabStudentManual.pdf>

**Clickers:** We will be using clickers, aka, student response systems, in our class this semester. Clickers are small hand-held devices that allow all students in a class to "vote" or respond to survey and quiz questions presented in class. You will pick up your clicker on the third floor of the Cofrin Library at the Circulation desk. There will be signs indicating the exact location. You will check out a clicker just like you check out a library book. You will need to bring your student ID.

You must have a clicker by the end of the first week of class (Friday, January 30, 2009).

In an effort to keep costs low, you will be renting your clicker rather than purchasing it. The rental charge for the semester is \$20. Note that a student who loses or damages their clicker or fails to return it at the end of the semester will be invoiced \$50. The \$20 rental fee will appear on your student account in SIS; you will not pay the rental fee at the Library when checking out your clicker.

**The \$20 fee will appear on your record whether or not the clicker is checked out, so pick one up!** You need to have your own clicker. You cannot share one. Also, if you use clickers in two or more classes, you only need one clicker; you do not need a separate clicker for each class that uses one.

If you drop this class during the allowed drop period you must return the clicker to the library's circulation desk on the third floor to have the \$20 fee removed. This 100% refund period ends when the drop period ends. *If you did not check out a clicker before dropping, you still must notify Emily Rogers or Leah Smith at the library's circulation desk to have the fee refunded.* If you drop the class after the drop deadline you will still be charged for the \$20 rental fee. In all cases, you will be invoiced the full \$50 replacement fee if the clicker is not returned to the circulation desk in the library at the end of the semester.

We will be using the Turning Point XR model clicker with LCD display. Please do not attempt to use a clicker that was acquired outside of the library process described above. Only clickers acquired through the library are supported on campus.

Additional information can be found on the web at <http://www.uwgb.edu/learntech/CLICKERS/INDEX.htm>

**Attendance:** Attendance is highly recommended. Information will be covered in class that is not covered in the book. You will be responsible for information that is discussed in class, regardless of whether or not it is included in the readings. Additionally, there may be the possibility of a few extra credit points over the course of the semester through in-class activities. Remember, you are encouraged to ask questions and participate in class discussions.

**Class Expectations:** I expect that you will attend all classes and come prepared to each class. I expect that during class you will use common courtesy by not text messaging or accessing online sites not pertinent to the current class work, etc. Should these expectations not be met, you may be asked to remove yourself from the classroom.

**Readings and Clicker Quizzes:** Please complete the assigned readings prior to class. Keeping up with the reading will help you both get more out of class discussions and aid in your retention of the material. In addition, information from the readings will be on the exams. In order to facilitate the reading of the material prior to class, clicker quizzes will be administered during class time. The days in which clicker quizzes will take place are starred (\*) on the detailed schedule at the end of this syllabus. Note that in most cases these quizzes come on days when there is a reading assignment due. You will be allowed to drop your four lowest clicker quiz scores; only the 18 highest scores from the 22 clicker quizzes will count towards your final grade.

The clicker quizzes may take various forms, such as five questions at the beginning of class, five questions at the end of class, or five questions presented throughout the lecture. The questions will appear in a variety of formats, such as true/false and multiple choice. The problems on the clicker quizzes will provide you with an opportunity to test whether or not you really understand the material you have read (and in some cases the material elaborated upon in class). In addition, the problems will be very similar to those that appear on the exams and, thus, the clicker quizzes will provide you with experience with the type of questions you will see on exams.

**Experiments:** You will be required to complete 10 experiments in CogLab. During the first week of the course you will need to register with CogLab online. Please see your CogLab manual for detailed instructions on how to do this. Your Group ID and Password are located on the "Course Home" page on D2L. In addition, detailed instructions also appear on the "Content" page on D2L.

**Exams:** There will be four exams, each worth 50 points. The fourth exam will be at the scheduled time for the final exam and it is not cumulative. Exams will consist of multiple-choice, matching, and/or short essay questions. You will be responsible for everything covered in the textbook, in CogLab, and in the lectures. I will design questions that test your knowledge of the general concepts and definitions, underlying principles, and important experimental methods and results. You should study and read for comprehension as opposed to rote memorization, keeping in mind you will also need to learn particular terms for ideas.

Please note that, except under extreme circumstances, **no make-up exams will be given**. Because exam dates are specified well in advance you are expected to be able to take all of them. If you miss an exam without prior authorization from me, you will receive 0 points for that particular exam. Exceptions for catastrophic cases will be reviewed individually and will require proper documentation.

**Course website:** Course announcements, grades, the syllabus, homework assignments, and other information relevant to the course will be posted on D2L: <https://uwgb.courses.wisconsin.edu>  
Please look at the site regularly as ALL dates are tentative and are subject to change.

**From the University:** As required by federal law and UW-Green Bay policy for Individuals with Disabilities, students with a documented disability who need accommodations must contact the Disability Services Office at 465-2841. Reasonable accommodations can be made unless they alter the essential components of the class. Contact should be made with the Disability Services Office and the instructor during the first week of class.

**Grading:**

4 exams @ 50 points each	200 points
22 clicker quizzes @ 5 points each (110 pts) *four lowest are dropped (-20 pts)	90 points
10 experiments @ 5 points each	50 points
<b>Total</b>	<b>340 points</b>

Grades will be assigned in the following manner:

A	93-100%	C	73-77%
A/B	88-92%	C/D	68-72%
B	83-87%	D	60-67%
B/C	78-82%	F	<60%

*I reserve the right to modify the course requirements and/or schedule as deemed appropriate and with reasonable notice of such revisions.*

Day	Date	Topic	Reading Due (Goldstein)	Experiment Assigned (due by 11:59pm)
T	1/27	Course Introduction		
R	1/29	Introduction to Cognitive Psychology	Chapter 1	Stroop Effect pp. 35-37 <b>DUE: Tuesday 2/3</b>
T	2/3*	Introduction to Cognitive Psychology		
R	2/5*	Cognition and the Brain	Chapter 2.1	
T	2/10*	Cognition and the Brain	Chapter 2.2	
R	2/12*	Knowledge	Chapter 8.1	Lexical Decision pp. 99-101 <b>DUE: Tuesday 2/17</b>
T	2/17*	Knowledge	Chapter 8.2	
<b>R</b>	<b>2/19</b>	<b>Exam 1: Chapters 1, 2, 8</b>		

T	2/24*	Language	Chapter 10.1	Word Superiority pp. 108-110 <b>DUE: Thursday 2/26</b>
R	2/26*	Language	Chapter 10.2	
T	3/3*	Perception	Chapter 3	Visual Search pp. 29-31 <b>DUE: Wednesday 3/4</b>
R	3/5*	Visual Imagery	Chapter 9	Mental Rotation pp. 2-4 <b>DUE: Tuesday 3/10</b>
T	3/10*	Visual Imagery		
R	3/12	<b>Exam 2: Chapters 10, 3, 9</b>		
T/R	3/17- 3/19	SPRING BREAK		
T	3/24*	Short-Term and Working Memory	Chapter 5.1	Memory Span pp. 55-57 <b>DUE: Thursday 3/26</b>
R	3/26*	Short-Term and Working Memory	Chapter 5.2	
T	3/31*	Long-Term Memory	Chapter 6.1	Levels of Processing pp. 77-79 <b>Due: Tuesday 4/7</b>
R	4/2	Special Topic: Clive Wearing		
T	4/7*	Long-Term Memory	Chapter 6.2	
R	4/9*	Everyday Memory and Memory Errors	Chapter 7.1	False Memory pp. 90-92 <b>DUE: Tuesday 4/14</b>
T	4/14*	Everyday Memory and Memory Errors	Chapter 7.2	
R	4/16	<b>Exam 3: Chapters 5-7</b>		
T	4/21*	Attention	Chapter 4.1	Spatial Cueing pp. 38-40 <b>DUE: Thursday 4/23</b>
R	4/23*	Attention	Chapter 4.2	
T	4/28*	Problem Solving	Chapter 11.1	
R	4/30*	Problem-Solving	Chapter 11.2	
T	5/5*	Reasoning and Decision Making	Chapter 12: pp. 434-436, 443-478 only	Wason Selection pp. 117-119 <b>DUE: Friday 5/8</b> *I strongly urge you to WAIT and complete this experiment AFTER we have discussed it in class.
R	5/7*	Reasoning and Decision Making		
T	5/12	<b>Exam 4: Chapters 4, 11, 12 (pp. 434-436, 443-478) Time: 10:30am-12:30pm</b>		