

College of Arts & Sciences
Department of Psychology
Oakland University

Cognitive Psychology (Psy 316), 4 credits, Winter 2010

Instructor: Cynthia Sifonis

Section#: 11200

Classroom: 373 South Foundation Hall

Class Time: T,Th 10:00 – 11:47

Website: <http://www.cindy.sifonis.com/Classes/Cog316/CogPage.html>

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Office Hrs: T,Th 3:30 – 5:00

Course Description	<p>Course description and goals: The discipline of cognitive psychology examines how humans perceive, encode, store, transform, retrieve, and use information. This includes processes such as pattern recognition, attention, memory storage and retrieval, and problem solving. In this course, we will consider what is known about these topics today, what kinds of mistakes were made along the way to acquiring that information, and the phenomena that we still do not fully understand. Because experimental method is the cornerstone of cognitive psychology, a major focus in this course is the methods and techniques used to investigate various cognitive phenomena.</p> <p>Course goals: There are several goals for this course and your assigned readings and writing assignments are designed to fulfill these course goals. These goals include:</p> <ul style="list-style-type: none"> • Learning how theory is derived from data and how experiments are designed to test those theories. • Understanding how cognitive psychology is relevant to your day-to-day functioning and activities • Learning to tolerate ambiguity and to think about scientific information flexibly and creatively (rather than just memorizing the information and regurgitating it for a test) • Having the opportunity to practice relevant and marketable job skills such as <ul style="list-style-type: none"> ○ reading and evaluating journal articles ○ applying scientific information in service of specific goals ○ writing about domain-specific/professional information ○ group collaboration and creating presentations <p>This class satisfies the General Education requirements in the Writing Intensive in a major area.</p> <p>Course Prerequisites: PSY 100 and 250</p> <p>Required Text(s) and Supporting Course Material: Galotti, K.M. (2008). Cognitive Psychology: In and Out of the Laboratory (4th Ed). Thompson/Wadsworth</p> <p>Computer requirements: Microsoft Word – 1997 or later is the preferred processing program. If you use a different word processing program, make sure to submit your work for evaluation as a Microsoft Word (.doc) or text (.rtf) file.</p> <p>Course Procedures: Lectures, essay exams, writing assignments, class presentation, group work</p>
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Intensive Writing Course	<p>General Education Requirement: At least one third (1/3) of the overall course grade is based on substantive written assignments.</p> <p>The student will demonstrate:</p> <ul style="list-style-type: none"> • knowledge of the elements, writing processes, and organizing strategies for creating analytical and expository prose • effective rhetorical strategies appropriate to the topic, audience, context, and purpose <p>Cross-Cutting Capacities: effective communication, critical thinking</p> <p>Course Objectives (derived from American Psychological Association guidelines):</p> <ol style="list-style-type: none"> 1. Respect and use critical and creative thinking, skeptical inquiry, and, when possible, the scientific approach to solve problems related to behavior and mental processes. 2. Understand and apply psychological principles to personal, social, and organizational issues. 3. Value empirical evidence, tolerate ambiguity, act ethically, and reflect other values that are the underpinnings of psychology as a science. 4. Communicate effectively in a variety of formats.
Expectations	<p>Students are expected to conduct themselves in a manner conducive to an environment of academic integrity and respect for the educational process and the safety and well being of all members of the community. Adherence to the Student Code of Conduct will be expected; violations of this code will be reported to the Dean of Students. The Code of Academic and Student Conduct can be found at http://www2.oakland.edu/deanofstudents/handbook/conduct.cfm .</p> <p>All independent work submitted for a grade must be your own work. Plagiarism of any kind, dual submissions (turning in an assignment for this class you have already submitted for a grade in another class), and cheating on exams will result in a failing grade for that assignment and possible evaluation by the university academic misconduct committee.</p> <p>Attendance Policy: Class attendance is <u>highly</u> recommended but not mandatory. Lecture material includes information or details not present in the text. Because you are responsible for learning both the lecture and textbook information, it is in your best interests to attend class. Additionally, there will be classroom demonstrations, discussions, and exercises that will greatly assist your understanding of some of the concepts in this field.</p> <p>Add/Drops & Incompletes: The University add/drop and incomplete grade policies will be explicitly followed. It is the student's responsibility to be aware of the University deadline dates for dropping the course.</p> <p>Make-up Examinations & Homework: Exams must be taken on the day indicated on the syllabus. Because the lowest exam score will be dropped, you will not be provided with the opportunity to take a make-up exam. All other assignments need to be turned in before or on the day they are due.</p> <p>Special Considerations: Students with disabilities who may require special considerations should make an appointment with campus Disability Support Services. Students should also bring their needs to the attention of the instructor as soon as possible.</p>

Course Requirements	<p>Web Page: In this class I will provide you with Internet resources as an aid to both the lectures and the text. On the class web page you will be able to access such things as your syllabus, mp3 recordings of the lectures, links to relevant or interesting cognitive topics, due dates and criteria for homework assignments, and (most importantly) outlines for the lectures. The html address for the class web page is: http://www.cindy.sifonis.com/Classes/Cog316/CogPage.html</p> <p>Lecture Outlines: I will provide an outline for each class lecture on the class web page. Students have found that having access to these outlines is useful in several ways. When they have the outline in hand for the lecture it enables them to discern the organization of the lecture and facilitate note taking. Because important terms and definitions are provided on the outline, students find that it is easier to keep up with the lectures. Because the lectures are fairly fast paced, I would recommend downloading a copy of each lecture prior to attending class that day. In addition, these outlines are also a valuable study tool when it comes time to study for the test.</p> <p>Moodle: The Class Moodle page is also an important resource for the class. In Moodle you will be able to access all of the information that you can access on the class web page. In addition, you will have access to the chat rooms and group discussion forums. The chat rooms are useful for interacting with your class members, the discussion forums will provide a workspace for you and your group members to collaborate on the group project.</p>
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The assignments reflect course goals. These include providing active learning experiences. Consequently, the assignments require you to apply your knowledge of cognitive psychology and/or write about scientific findings in the field. The assignments will also provide opportunities to practice job skills including professional writing, and giving presentations.

- **Exams:** You will be given four exams in this course. Each exam will consist of short answer and essay questions. Your average exam score will account for **60%** of your score in the class. You will need to bring a blue book to class to record your answers for the exam.
- **Writing Assignments:** During the semester you will be given four writing assignments that come in two forms: journal article critique or making observations in the real world and tying those observations in with class content. Your average score on the writing assignments will count towards **30%** of your overall grade in the course. See the class webpage for details about the writing assignments.
 - The journal article assignments will require you to read and critique a journal article. You will then write a short summary (3 to 5 pages) of the article that includes a discussion about the strengths and weaknesses of the article and your thoughts about the research and the implications of the research.
 - The data collection assignments will require collecting a small sample of data reflective of a particular cognitive phenomena (e.g., risky decision making). You will then describe your observations and how they correspond (or fail to correspond) to the particular phenomena discussed in class lecture or in your assigned readings.
- **Commercial Presentation:** You will be working on this assignment in small groups. Your task is to use cognitive psychology concepts and theories to create a short (< 5 minutes) commercial and a PowerPoint explanation of your commercial that your group will present to the class on August 15th. Your score on this assignment constitutes **10%** of your score in the class. See the class webpage for details about this assignment.

Grade Calculation: Your grade in the course will be generated by the following formula:

$$(.60 * (\text{avg. exam})) + (.30 * (\text{avg. homework})) + (.10 * (\text{commercial})) = \text{course grade}$$

For example: If you received a 85% average on your exams, an 90% on the writing assignments and a 97% commercial grade, your score in the course would be:

$$(.60 * 85) + (.30 * 90) + (.10 * 97) + (.05 * 97) = 51 + 27 + 9.7 = \mathbf{87.7\%}$$

According to the following chart you would earn a GPA of **3.4** for the course.

Grading Scale:

4.0 = 100.00% - 98.60	2.9 = 79.59 - 78.60	1.9 = 69.59 - 68.60
3.9 = 98.59 - 96.60	2.8 = 78.59 - 77.60	1.8 = 68.59 - 67.60
3.8 = 96.59 - 94.60	2.7 = 77.59 - 76.60	1.7 = 67.59 - 66.60
3.7 = 94.59 - 92.60	2.6 = 76.59 - 75.60	1.6 = 66.59 - 65.60
3.6 = 92.59 - 89.60	2.5 = 75.59 - 74.60	1.5 = 65.59 - 64.60
3.5 = 89.59 - 88.60	2.4 = 74.59 - 73.60	1.4 = 64.59 - 63.60
3.4 = 88.59 - 86.60	2.3 = 73.59 - 72.60	1.3 = 63.59 - 62.60
3.3 = 86.59 - 84.60	2.2 = 72.59 - 71.60	1.2 = 62.59 - 61.60
3.2 = 84.59 - 82.60	2.1 = 71.59 - 70.60	1.1 = 61.59 - 60.60
3.1 = 82.59 - 80.60	2.0 = 70.59 - 69.60	1.0 = 60.59 - 59.60
3.0 = 80.59 - 79.60		

SCHEDULE

DATE	SUBJECT	CHAPTER	PAGES
1/5 – 1/7	History	1	2-11, 14-31
		2	47-52
	Neural Network Models	7	252-255
1/12 - 1/14	Pattern Recognition	3	56-92, 97-100
1/17	<i>Assignment #1 Due</i>		
1/19 – 1/21	Attention	4	104-123, 128-146
1/26	EXAM 1		
1/29	Forming and Using Memory Traces	5	
2/2 - 2/4	LTM – Encoding and Retrieval	6	
2/7	<i>Assignment #2 Due</i>		
2/9 - 2/16	LTM - Contents & Organization	7	234-252, 255-264
2/18	EXAM 2		
2/23 – 2/25	SPRING BREAK – NO CLASS		
3/2 - 3/4	Concepts & Categories	8	267-281, 290-292
3/9 – 3/11	Language	10	336-360, 369-373,
		10	379-382
3/14	<i>Assignment #3 Due</i>		
3/16 – 3/18	Visual Imagery	9	
3/23	EXAM 3		
3/25 – 3/30	Decision Making	13	459-488
3/30 – 4/1	Reasoning	12	424-454
4/4	<i>Assignment #4 Due</i>		
4/6	Problem Solving	11	386-407, 413-417
4/8 – 4/13	Creativity		
4/15	Commercial Presentations		
4/22	Final Exam 8:00 – 11:00 AM		