



Department of Psychology

**Psychology 365 (L01) – Cognitive Psychology**

**Fall Session 2008**

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<b>Instructor:</b>	Dr. P. Pexman	<b>Lecture Location:</b>	ENE 241
<b>Phone:</b>	220-6352	<b>Lecture Days/Time:</b>	MWF 10:00-10:50
<b>Email:</b>	pexman@ucalgary.ca		
<b>Office:</b>	Admin 228		
<b>Office Hours:</b>	Wednesdays 1:00-3:00		

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<b>Teaching Assistant:</b>	Lenka Zdrazilova		
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<b>Office Hours:</b>	By appointment		

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**Course Description and Goals**

From the Calendar: A survey of research and theory in cognitive psychology. Research in pattern recognition, attention, memory, language, thinking, and other cognitive abilities is explored, with discussion of associated brain mechanisms.

**Required Text [available from the University Bookstore]**

Reisberg, D. (2006). *Cognition: Exploring the Science of the Mind*. (3<sup>rd</sup> Edition). New York, NY: Norton.

**Evaluation**

*Exams*

There will be three exams in the course. The exams are *not* cumulative. Exams will include multiple-choice and short-answer questions, and will cover both lecture and textbook material.

*Problem-Solving Assignment*

The purpose of this assignment is to give students an opportunity to use knowledge gained in Psychology 365 and to apply that knowledge to everyday life.

**Choose 1 of the following 3 problems:**

1. Choose a particular experience from your life, and devise a cognitive explanation for that experience. This should be something that you experienced, but in some cases could be an experience you witnessed (e.g., witnessing a child saying/doing something, a friend saying/doing something, etc.). The cognitive explanation for this experience should involve concepts and knowledge that you gained in Psychology 365 (from lectures or text or both). The experience you choose does not need to be life-changing or unusual; it

could be an everyday event or experience. The key is to choose an experience you can explain using cognitive theories and/or principles.

*Describe the experience and your cognitive explanation of that experience. Also, offer one way (a simple experiment) you could test your explanation.*

2. You have been hired by a marketing firm and asked to script a 30-second radio commercial for Sparkle laundry detergent. Your task is to make this commercial as effective as possible by using principles of perception, attention, memory, etc. learned in Psychology 365 (from lectures or text or both).

*Outline your script for the commercial and explain which principles of cognitive psychology are used. Also, offer one way (a simple experiment) you could test the effectiveness of your commercial.*

3. You have decided you will make your first million by designing a memory enhancement program. Using your knowledge of human memory (from Psychology 365 lectures or text or both), devise a memory enhancement program for the general public. Your memory enhancement program should involve both: (a) general memory strategies (e.g., rules or principles for program users to keep in mind) and (b) memory enhancement exercises (e.g., activities or “homework” for program users to try).

*Outline (in detail) your memory enhancement program and explain the concepts from cognitive psychology that are incorporated. Also, offer one way (a simple experiment) you could test the effectiveness of your program.*

**General Guidelines**

Your solution to the problem should be well-written and should cover approximately 4 double-spaced, type-written pages. This is not a page limit; longer and shorter solutions are certainly acceptable. You do not need to provide references for the ideas or concepts you use from the text or lectures. This assignment is due to the Psychology office (Admin 275) by 4:00 pm on Friday December 5, 2008. Assignments must be handed in as hard copies (emailed copies will not be accepted). The penalty for late assignments is 10% per day, excluding weekends.

**Grade Determination:**

	<b>Weight</b>	<b>Date</b>
Test # 1	25 %	October 3, 2008
Test # 2	25 %	November 3, 2008
Test # 3	30 %	Final examination period
Problem-Solving Assignment	20 %	December 5, 2008

**Grading Scale**

A+	96-100%	B+	80-84%	C+	67-71%	D+	54-58%
A	90-95%	B	76-79%	C	63-66%	D	50-53%
A-	85-89%	B-	72-75%	C-	59-62%	F	0-49%

As stated in the University Calendar, it is at the instructor’s discretion to round off either upward or downward to determine a final grade when the average of term work and final examinations is between two letter grades. To determine final letter grades, final percentage

grades will be rounded up or down to the nearest whole percentage (i.e., 89.5% will be rounded up to 90%; 89.4% will be rounded down to 89%, etc.).

### Lecture Schedule

Date	Topic	Chapter(s)
September 8	Course Overview/Introduction	
September 10	The Science of the Mind	Chapter 1
September 12	The Science of the Mind	Chapter 1
September 15	The Neural Basis for Cognition	Chapter 2
September 17	The Neural Basis for Cognition	Chapter 2
September 19	The Neural Basis for Cognition	Chapter 2
September 22	Recognizing Objects in the World	Chapter 3
September 24	Recognizing Objects in the World	Chapter 3
September 26	Recognizing Objects in the World	Chapter 3
September 29	Paying Attention	Chapter 4
October 1	Paying Attention	Chapter 4
<b>October 3</b>	<b>Test #1</b>	<b>Chapters 1-4</b>
October 6	Acquisition of Memories/The Working Memory System	Chapter 5
October 8	Acquisition of Memories/The Working Memory System	Chapter 5
October 10	Acquisition of Memories/The Working Memory System	Chapter 5
<i>October 13</i>	<i>No Lecture – Thanksgiving Day</i>	
October 15	Interconnections Between Acquisition and Retrieval	Chapter 6
October 17	Interconnections Between Acquisition and Retrieval	Chapter 6
October 20	Remembering Complex Events	Chapter 7
October 22	Remembering Complex Events	Chapter 7
October 24	Theories of Long-Term Memory	Chapter 8
October 27	Theories of Long-Term Memory	Chapter 8
October 29	Concepts and Generic Knowledge	Chapter 9
October 31	Concepts and Generic Knowledge	Chapter 9
<b>November 3</b>	<b>Test #2</b>	<b>Chapters 5-9</b>
November 5	Language	Chapter 10
November 7	Language	Chapter 10
<i>November 10</i>	<i>No Lecture – Reading Days</i>	
November 12	Visual Knowledge	Chapter 11
<i>November 14</i>	<i>No Lecture</i>	Chapter 11
November 17	Judgment: Drawing Conclusions from Evidence	Chapter 12
November 19	Judgment: Drawing Conclusions from Evidence	Chapter 12
November 21	Reasoning: Implications of What You Know	Chapter 13
November 24	Reasoning: Implications of What You Know	Chapter 13
November 26	Solving Problems	Chapter 14
November 28	Creativity	Chapter 14
December 1	Consciousness	Chapter 15
December 3	Consciousness	Chapter 15
December 5	Consciousness	Chapter 15
<b>December 8 - 17</b>	<b>Final Examination (Scheduled by Registrar)</b>	<b>Chapters 10-15</b>

### **Reappraisal of Grades**

A student who feels that a piece of graded term work (e.g., term paper, essay, test) has been unfairly graded, may have the work re-graded as follows. The student shall discuss the work with the instructor within 15 days of being notified about the mark or of the item's return to the class. If not satisfied, the student shall immediately take the matter to the Head of the department offering the course, who will arrange for a reassessment of the work within the next 15 days. The reappraisal of term work may cause the grade to be raised, lowered, or to remain the same. If the student is not satisfied with the decision and wishes to appeal, the student shall address a letter of appeal to the Dean of the faculty offering the course within 15 days of the unfavourable decision. In the letter, the student must clearly and fully state the decision being appealed, the grounds for appeal, and the remedies being sought, along with any special circumstances that warrant an appeal of the reappraisal. The student should include as much written documentation as possible.

### **Plagiarism and Other Academic Misconduct**

Intellectual honesty is the cornerstone of the development and acquisition of knowledge and requires that the contribution of others be acknowledged. Consequently, plagiarism or cheating on any assignment is regarded as an extremely serious academic offense. Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Students should examine sections of the University Calendar that present a Statement of Intellectual honesty and definitions and penalties associated with Plagiarism/Cheating/Other Academic Misconduct.

### **Academic Accommodation**

It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than 14 days after the start of this course.

### **Absence From A Test**

Make-up exams are NOT an option without an official University medical excuse (see the University Calendar). You must contact the instructor before the scheduled examination or you will have forfeited any right to make up the exam. At the instructor's discretion, a make-up exam may differ significantly (in form and/or content) from a regularly scheduled exam. Except in extenuating circumstances (documented by an official University medical excuse), a makeup exam is written within two (2) weeks of the missed exam. A completed Physician/Counselor Statement will be required to confirm absence from a test for health reasons. The student will be required to pay any cost associated with the Physician Counselor Statement.

### **Course Credits for Research Participation**

Students in most psychology courses are eligible to participate in Departmentally approved research and earn credits toward their final grades. A maximum of two credits (2%) per course, including this course, may be applied to the student's final grade. Students earn 0.5% (0.5 credits) for each full 30 minutes of participation. The demand for timeslots may exceed the supply in a given term. Thus, students are not guaranteed that there will be enough studies available to them to meet their credit requirements. Students should seek studies early in the term and should frequently check for open timeslots. Students can create an account and participate in Departmentally approved research studies at <http://ucalgary.sona-systems.com>. The last day to

participate in studies and to assign or reassign earned credits to courses is **December 4, 2008**.

### **Student Organizations**

Psychology students may wish to join the Psychology Undergraduate Students' Association (PSYCHS). They are located in Administration 170 and may be contacted at 220-5567.

**Student Union VP Academic:** Phone: 220-3911 [suypaca@ucalgary.ca](mailto:suypaca@ucalgary.ca)  
**Student Union Faculty Rep.:** Phone: 220-3913 [socialscirep@su.ucalgary.ca](mailto:socialscirep@su.ucalgary.ca)

### **Important Dates**

The last day to drop this course and still receive a fee refund is **September 19, 2008**. The last day to withdraw from this course is **December 5, 2008**.