

# **PSYC\*2650, Course Outline: Winter 2016**

## **General Information**

**Course Title:** Cognitive Psychology

**Course Description:** An introduction to theory, methods, and research findings in the field of cognitive psychology. Topics may include object recognition, attention, memory, language, categorization, imagery, judgment and reasoning. Students will be exposed to and participate in on-line laboratory demonstrations and experiments.

**Credit Weight:** 0.5

**Academic Department (or campus):** Department of Psychology

**Semester Offering:** Winter, 2016

**Class Schedule and Location:** Mondays, Wednesdays, and Fridays, 1:30 PM - 2:20 PM.  
MacNaughton Building 105

## **Instructor Information**

Instructor Name: Harvey H. C. Marmurek, PhD

Instructor Email: marmurek@psy.uoguelph.ca

Office location and office hours: MacKinnon Extension 4019

Mondays and Wednesdays 11:00 AM – 12:00 PM, and by appointment

## **GTA Information**

GTA Name: Carroll Lau

GTA Email: carroll@uoguelph.ca

GTA office location and office hours: TBA

GTA Name: Robert Nowosieleski

GTA Email: rnowosie@uoguelph.ca

GTA office location and office hours: TBA

GTA Name: Heather Rodd

GTA Email: hrodd@uoguelph.ca

GTA office location and office hours: TBA

GTA Name: Rylan Waring  
GTA Email: rwarning@uoguelph.ca  
GTA office location and office hours: TBA

## **Course Content**

### **Specific Learning Outcomes:**

#### **Learning Outcome 1: Critical and Creative Thinking**

1.1 Demonstrates knowledge of key concepts in psychology, and integrates that knowledge across disciplinary and sub-disciplinary boundaries.

1.2 Analyzes evidence to form conclusions or judgments.

#### **Learning outcome 2: Literacy**

2.1 Uses information from a variety of resources.

2.2 Understands the use of numerical data.

2.3 Uses technology to research and support the retrieval and communication of knowledge.

#### **Learning outcome 3: Communication**

3.1 Demonstrates the ability to discuss theoretical and empirical psychological information in a comprehensive manner.

3.2 Writes clearly and demonstrates general psychological knowledge when describing the data.

3.3 Understands sophisticated theoretical and empirical writing in psychology.

Lecture Content:

Lectures, Assigned Readings in Daniel Reisberg, Cognition: Exploring the Science of the Mind (2016, 6th Edition).

Week of:

Jan. 11	Scope of Cognitive Psychology; Neural Basis of Cognition (Chapters 1, 2)
Jan. 18	Visual Perception (Chapter 3)
Jan. 25	Object Recognition (Chapter 4)
Feb. 1	Attention (Chapter 5)
Feb. 8	Memory: Acquisition (Chapter 6)
Feb. 15	Winter Break
Feb. 22	Memory: Retrieval (Chapter 7)
Feb. 29	Memory: Complex events (Chapter 8)
Mar. 7	Concepts (Chapter 9)
Mar. 14	Language (Chapter 10)
Mar. 21	Visual Imagery (Chapter 11)
Mar. 28	Reasoning (Chapter 12)
Apr. 4	Problems solving and Consciousness (Chapters 13, 14)

**Labs:**

**ZAPS is a collection of online research demonstrations.**

ZAPS may be accessed at: <https://digital.wwnorton.com/cognition6>

The assigned demonstrations will be posted on Courselink.

You may register for access at the website above.

For specific assignments, you may be asked for your class ID so that experimental data from all of the students in the class may be averaged.

The class ID is **14089**.

**NOTE: Participation in the ZAPS labs is voluntary. However, the class discussions of the ZAPS experiments will be easier to understand if you have completed the experiments. Some midterm and final examination questions will be based on the ZAPS demonstrations.**

**Seminars:**

No seminars

Course Assignments and Tests:

Assignment or Test	Due Date	Contribution to Final Mark (%)	Learning Outcomes Assessed
Midterm Exam 1	Wednesday, February 10 Chapters 1-5	20	1.1., 1.2., 2.1, 2.2, 2.3 assessed in multiple choice questions.
Midterm Exam 2	Wednesday, March 16 Chapters 6-9	20	1.1. 1.2, 2.1, 2.2, 2.3 assessed in multiple choice questions.
Final Exam	Tuesday, April 19 11:30 am -1:30 pm All chapters.	35	1.1., 1.2., 2.1, 2.2, 2.3 assessed in multiple choice questions.
Weekly quizzes	Sunday 11:59 PM Each week	10	1.1., 1.2., 2.1, 2.2, 2.3 assessed in multiple choice questions.
Essay 1	Friday Feb. 5 11:59 PM	5	1.1, 1.2, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3
Essay 2	Friday Mar. 11 11:59 PM	5	1.1, 1.2, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3
Essay 3	Friday Apr. 8 11:59 PM	5	1.1, 1.2, 2.1, 2.2, 2.3, 3.1, 3.2, 3.3

**Additional Notes:**

1. The midterm exams and the final exam will consist of multiple choice questions. There will be 40 questions on each midterm exam, and 80 questions on the final exam. All three exams will draw on material from the lectures and assigned readings in the textbook, and the online ZAPS laboratory experiments. You will be responsible for all of the assigned textbook material including material that is not covered in the lectures.

2. The weekly online quizzes comprise 15 multiple-choice questions. You may access the Quizzes on Courselink. You will have 30 minutes to complete each quiz beginning at 8:00 AM on Wednesday of the week and ending at 11:30 PM on Sunday of the week. You will be able to review your quiz beginning on the following Monday. Each weekly quiz will count toward 1% of the final grade; however, your lowest two (2) quiz scores will be dropped so that the quizzes contribute a maximum of 10% toward your final grade.

3. Essays and related Critical Questions will be posted on Courselink. The essays focus on applications of cognitive psychology to issues of education and the law. You are to submit an essay answer to three (3) critical questions. At least one essay must be an application to education, and at least one essay must be an application to law. The due dates are 11:59 PM on Fridays of February 5 (weeks 1-4), March 11 (weeks 5-8), and April 8 (weeks 9-12). The essay answer must be submitted to the Dropbox in 11pt. font (Times New Roman is preferred) as a .doc or .pdf document. The maximum length of each essay is 500 words. Each essay answer will

be graded out of 12 (3 criteria with 4 points per criterion) but will contribute toward 5% of your final grade. The grading rubric is posted on Courselink.

**Final examination date and time:** Tuesday, April 19, 11:30 AM – 1:30 PM.

**Final exam weighting:** 35 percent

## **Course Resources**

### **Required Texts:**

Reisberg, D. (2016). *Cognition: Exploring the Science of the Mind* (6th Ed.). New York: W. W. Norton.

Do not use earlier editions of this textbook (i.e., 1st, 2nd, 3rd, 4<sup>th</sup> or 5th) because the course content and assigned readings only correspond to the 6th edition.

*ZAPS: The Norton Psychology Labs* (online laboratory software)

The text is available in several formats:

Hard cover with ZAPS: \$175.75

Soft cover with ZAPS: \$149.50

Looseleaf with ZAPS: \$123.00

Ebook with ZAPS: \$101.50

### **Recommended Texts:**

No recommended texts

### **Lab Manual:**

No lab manual

### **Other Resources:**

Lecture outline slides will be posted on Courselink by Monday morning of each week.

Flashcards are also available as a study guide on Courselink.

**Field Trips:**

No field trips

**Additional Costs:**

None

**Course Policies****Grading Policies**

Absence From Examinations: You must contact the instructor by email (please include your student ID number and full name) or in person if you are unable to attend any scheduled examination due to medical, psychological, or compassionate reasons. No other reasons for missing an examination will be accepted (e.g., other exams on the same day, final exam conflicts, travel plans) unless justified on medical, psychological, or compassionate grounds based on **prior consultation** with the instructor. You should document your claim for academic consideration with a written note from a health professional and/or your program counselor. Grades for exams and assignments missed due to documented acceptable grounds will be pro-rated based on all other exams and assignments. Failure to document acceptable grounds for missed exams and assignments will result in a grade of 0 on the exam or assignment.

[Undergraduate Grading Procedures](#)

[Graduate Grade Interpretation](#)

**Course Policy on Group Work:**

No group work

**Course Policy regarding use of electronic devices and recording of lectures:**

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

## **University Policies**

### **Academic Consideration**

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration:

[Academic Consideration, Appeals and Petitions](#)

### **Academic Misconduct**

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:

[Academic Misconduct Policy](#)

### **Accessibility**

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Student Accessibility Services as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 56208 or email [csd@uoguelph.ca](mailto:csd@uoguelph.ca) or see the website: [Student Accessibility Services Website](#)

## **Course Evaluation Information**

Please refer to the [Course and Instructor Evaluation Website](#) .

## **Drop date**

The last date to drop one-semester courses, without academic penalty, is Friday, March 11, 2016. For regulations and procedures for Dropping Courses, see the Academic Calendar: [Current Undergraduate Calendar](#)

## **Additional Course Information**

No additional course information