

PSYC*3330, Course Outline: Fall 2021

General Information

DUE to the ongoing COVID-19 pandemic some courses are being offered virtually and some face to face. This course is offered using the Face-to-Face format. The course will meet twice a week. Each lecture will also be available via Zoom and a link will be posted on CourseLink for each meeting. A link recording of each lecture will also be posted on the CourseLink website once it becomes available.

Course Title: Memory and Attention

Course Description:

This course provides an overview of attention and memory: how we prioritize some objects and events over others and how such prior experience influences our subsequent thoughts, feelings and actions. The course will cover what is known about memory and attention from research in the overlapping fields of cognitive psychology, neuropsychology, and cognitive neuroscience.

Credit Weight: 0.5

Academic Department (or campus): Department of Psychology

Semester Offering: Fall 2021

Class Schedule and Location: Tuesday and Thursday, 2.30 – 3.50 in MCLN 102.

Instructor Information

Instructor Name: Dr. Heather Jordan (She/Her/Dr. Jordan)

Instructor Email: jordanh@uoguelph.ca

Office location and office hours: By appointment via Zoom

GTA Information

GTA Name: Angelica Nascimento de Oliveira,

GTA Email: nascimea@uoguelph.ca

GTA office location and office hours: TBA

GTA Name: Heather Collett

GTA Email: collett@uoguelph.ca

GTA office location and office hours: TBA

Course Content

Specific Learning Outcomes:

By the end of this course you should:

- 1) understand major advances within cognitive psychology, neuropsychology, and cognitive neuroscience regarding the study of human memory and attention
- 2) be able to compare and contrast the system view and processing view of attention and memory, and identify and apply principles discussed in class e.g. the reconstructive nature of memory and the concentration of awareness on some stimuli to the exclusion of others
- 3) be able to describe the development of memory and attention over the lifespan, and how the aging brain effects attention and memory.
- 4) be able to critically assess the usefulness of experimental paradigms used to investigate attention and memory to reveal how prior experience influence thoughts, feelings and actions.
- 5) be able to apply research methods and data-acquisition techniques encountered in class, to design and report an ethical scientific study of one or more ways in which memory and/or attention supports human thought, feelings, or behaviour.
- 6) be able to describe ways in which normal memory and attention processes can lead to false confessions, false memories of features of objects (e.g. in advertising) and other individuals (e.g. social stereotypes).

Lecture Content:

This schedule of topics and required readings is tentative and subject to change.

Date	Topic	Readings
Sep. 9 & 14	Introduction & History	Ch. 1
Sep. 16 & 21	Attention	Reading on CourseLink
Sep. 23	Sensory Persistence and Information Persistence	Ch. 2
Sep. 28 & 30	Short-term memory and Working Memory	Ch. 3
Oct. 5 & 7	Long Term memory	Ch. 4
Oct. 12	No class - Thanksgiving	
Oct. 14 & 19	Explicit and Implicit Memory	Ch. 5
Oct. 21	Midterm Exam	
Oct. 26	Episodic memory (<i>Discuss research project</i>)	Ch. 6
Oct. 28	Autobiographical memory	Ch. 6
Nov. 2 & 4	Generic memory	Ch. 7
Nov. 9 & 11	Forgetting	Ch. 8
Nov. 16 & 18	Attention and memory across the lifespan	Ch. 9 & TBA
Nov. 21	Research Assignment DUE 11.59 pm	
Nov. 23	Memory, attention and our Social Selves	Ch. 10

Date	Topic	Readings
Nov. 25	Memory, attention and the law	Ch. 11
Nov. 30	Memory, attention and the Marketplace	Ch. 12
Dec. 2	Exceptional Memory	Ch. 14
Dec. 08	Final Exam: 8.30 – 10.30 am	

Course Assignments and Tests:

Assignment or Test	Due Date	Contribution to Final Mark (%)	Learning Outcomes Assessed
Weekly Quiz	Each Monday (11.59pm)	15%	1-3; 6
On-line discussion participation	Weekly	5%	1 - 6
Midterm exam	Oct. 21	20%	1-3; 6
Research Proposal	Nov. 21 (11.59 pm)	30%	4, 5

Additional Notes:

Weekly Quiz - There will be a weekly on-line quiz consisting of 20 timed multiple choice questions. The best eight out of ten quizzes counted towards 15% of the final grade.

There are discussion topics set up on the CourseLink website, each relating to the topic covered in the required reading and lecture for that week. Each student is expected to contribute to the discussion of at least ten topics. Discussion participation will be evaluated by the instructor or GTA, and this component is worth 5% towards your Final Grade. In the event of malicious, harassing or multiple discourteous posts, students will receive one warning and then may be banned from participating in any further discussions at the discretion of the course instructor.

Exams - The midterm exam will cover material from the first six weeks of the course. The questions will consist of short answer-type questions which assess student's ability to apply their knowledge and explain concepts in their own words. Exam content will cover both readings and lectures.

The final exam will be the same format as the midterm exam, but will be cumulative and cover content from the entire course

Assignment - Research Review/Proposal: Each student will be required to write a brief overview of an area of memory research, identify a question of interest within the area, and propose an experiment to address the question of interest. This project is designed to provide you with experience in conducting a literature search, reading and summarizing journal articles, generating hypotheses, and applying your knowledge of cognitive psychology and/or cognitive-neuroscience techniques, research methods and data analysis to design a study that will test your hypotheses. The proposal must be typed and should adhere to APA format guidelines. The resulting paper must not exceed 20 double-spaced pages, including the title page, abstract, references, and any tables or figures.

Final examination date and time: 8th Dec 2021 @ 8.30 – 10.30 am.

Final exam weighting: 30%

Final Examination regulations are detailed at:
[Examination Regulations](#)

Course Resources

Required Texts: Ensley, Carolyn (2020). Understanding Memory. Don Mills, ON: Oxford University Press

Other Resources: Additional reading will be posted on the CourseLink website.

Course Policies

Missed Midterm Exam

The grading component assigned to the midterm exam will be transferred to the final exam in the event that a student does not take it at the same time as the rest of the class.

Assignment Grading Policies

The research assignment for this course must be submitted via the Dropbox function on the CourseLink website. A lateness penalty of 10% will be applied for each 24 hour period the assignment remains outstanding.

[Undergraduate Grading Procedures](#)

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

Electronic recording of classes is expressly forbidden without consent of the instructor. The recording which are made available to students by the instructor 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.

Course Policy regarding illness

In the event of a student being ill or being unable to attend class due to a public health requirement to quarantine, all notes and recording of class will be available on the CourseLink website. All assignments and graded activities are available for completion on the CourseLink website. If a student is unable to complete the required work by the posted deadline, they are encouraged to contact the course instructor as early as possible to seek help in getting caught up and agree any deadline extensions.

University Policies

Illness

Medical notes will not normally be required for singular instances of academic consideration, although students may be required to provide supporting documentation for multiple missed assessments or when involving a large part of a course (e.g. final exam or major assignment).

For information on current safety protocols, follow these links:

[Return to Campuses - Preparing for Your Safe Return](#)

[Return to Campuses - Classroom Spaces](#)

Please note, these guidelines may be updated as required in response to evolving University, Public Health or government directives

Disclaimer

Please note that the ongoing COVID-19 pandemic may necessitate a revision of the format of course offerings, changes in classroom protocols, and academic schedules. Any such changes will be announced via CourseLink and/or class email. This includes on-campus scheduling during the semester, mid-terms and final examination schedules. All University-wide decisions will be posted on the [COVID-19 website](#) and circulated by email.

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 [Student Accessibility Services](#) as soon as possible.

For more information, contact SAS at 519-824-4120 ext. 54335 or email accessibility@uoguelph.ca or the [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 Dec. 03, 2021. For regulations and procedures for Dropping Courses, see the [Schedule of Dates in the Academic Calendar](#).

Instructors must provide [meaningful and constructive feedback, at minimum 20% of the final course grade, prior to the 40th class day](#). For courses which are of shorter duration, 20% of the final grade must be provided two-thirds of the way through the course.

[Current Undergraduate Calendar](#)

Additional Course Information

Course instructors are allowed to use software to help in detecting plagiarism or unauthorized copying of student assignments. Plagiarism is one of the most common types of academic misconduct on our campus. Plagiarism involves students using the work, ideas and/or the exact wording of other people or sources without giving proper credit to others for the work, ideas and/or words in their papers. Students can unintentionally commit misconduct because they do not know how to reference outside sources properly or because they don't check their work carefully enough before handing it in. 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.

In this course, your instructor will be using Turnitin.com to detect possible plagiarism, unauthorized collaboration or copying as part of the ongoing efforts to prevent plagiarism in the College of Social and Applied Human Sciences.

A major benefit of using Turnitin is that students will be able to educate and empower themselves in preventing misconduct. In this course, you may screen your own assignments through Turnitin as many times as you wish before the due date. You will be able to see and print reports that show you exactly where you have properly and improperly referenced the outside sources and materials in your assignment.