

**University of South Florida Sarasota-Manatee
Department of Psychology**

EXP 4680

**COGNITIVE PSYCHOLOGY
FALL 2012**

Meeting Time and Place: Tuesdays 6:00 pm – 8:45 pm Room _____

Prerequisites: PSY 3213 with grade of "C" or better or CI

Instructor: Christine Ruva, Ph.D. Office: C249 Phone: 941-359-4629
Mailbox: SMC Room C263 e-mail: ruva@usf.edu
Web Site: <http://luna.cas.usf.edu/~ruva/index.htm>

Office Hours: Tues 5:00 pm to 5:50 pm and by appointment.

Required Texts. Matlin, M. W. (2009). *Cognition* (7th Ed.). Hoboken, NJ: Wiley & Sons.

Textbook Website: <http://bcs.wiley.com/he-bcs/Books?action=index&itemId=0470087641&bcsId=4502>

Course Introduction. In the first half of the 20th century the field of psychology, in the US, was dominated by behaviorism. John B. Watson developed behaviorism in revolt against introspection. According to the behavioristic perspective the mind and all of its processes were not considered to be legitimate subject matter for the science of psychology. Many crucial events happened in the 1940's and 1950's that led to the birth of the field of cognitive psychology. One important event was the development of the computer, which brought about the computer metaphor of humans as information processors. A number of important events occurred in the 1990's (the decade of the brain) as brain imagining techniques became more available, which brought about the brain metaphor and terms such as neuro nets. Cognitive psychology focuses on how humans acquire, analyze, store, retrieve, and use information about the world.

Course Goals and Objectives. The main goal of this course is to provide students with knowledge and skills so that they can better understand the cognitive processes involved in perceiving, thinking, memory, problem solving, decision making, and language. Upon completion of this course students should be able to:

- (a) describe the cognitive approach to the study of psychology and its methodologies;
- (b) identify the cognitive processes involved in the perception, storage, and retrieval of information;
- (c) describe how language is acquired and used and its relationship to thinking;
- (d) describe how people make decisions and solve problems;
- (e) describe the development and structure of concepts and categories;
- (f) read and critique the literature in the field of cognitive psychology;
- (g) understand how cognition changes and develops across the lifespan;
- (h) apply theory and research in cognitive science to "real" world problems, such as eyewitness testimony.

Readings and Lectures. You are assigned almost the entire text to read. The tentative schedule tells you more specifically when to read chapters and articles on electronic reserve. Lectures will supplement the text and will not necessarily follow along with the chapters.

Exams. There will be **THREE** exams. The three examinations will cover the assigned readings in the text and articles on electronic reserve, lectures, multi-media presentations, and classroom demonstration and exercises. Exams 1 through 3 will cover only the material in those sections. That is, Exam 3 will NOT be cumulative. Exams will consist of multiple-choice questions. Scan-tron sheets will be used for testing so make sure to come to each test with a pencil. If you are ill or have some other documentable, legitimate reason for missing an exam (see excused absences below), you may be permitted to take a make-up. However, you **must** notify me **NO LATER THAN 24 HOURS PRIOR** to the date and time of the exam (or earlier, see excused absences) or you will receive **NO CREDIT FOR THE EXAM.**

During exams, you will only be permitted to have pens, pencils, and erasers at your desk. Please leave refreshments, book bags, and other materials in the front of the classroom or do not bring them at all. Turn off all cellular phones and all other electronic devices and please do not wear hats. You are responsible for bringing your own #2 pencil to the exams. You **may NOT leave the room** during an exam. You must bring your **Student ID** to all Exams – No ID-No Exam.

Makeup Exam Procedures. On the Sarasota campus makeup exams are only administered on four predetermined dates and times during each semester. These dates and times cannot be altered for your individual schedule – NO EXCEPTIONS. Therefore, if you qualify for a makeup exam make sure to see Dr. Ruva ASAP to schedule your exam.

Excused Absences will be given for **illness** only with a **doctor's excuse** (*this illness must be severe enough to prevent you from taking the exam – Your instructor alone will determine whether your illness meets this criterion*), for the death of an immediate family member, for school sanctioned functions, or for observance of religious holy days. Doctor's excuse requires that the student fill out a "Verification of Visit" form at the health center. Something similar should be done for students using private physician services and must state specifically what the illness was and the date/s of the illness. Death of an immediate family member requires a copy of the death certificate. The University recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance or a school-sanctioned event must provide notice of the date(s) to the instructor, **in writing**, by the **second week of classes**. If no notice is given the student will receive no credit for the exam.

Quizzes. There will be a total of **11 QUIZZES** worth **10 points each**. The 11 quizzes will be based on the assigned reading material for that day. Only **9** of these quizzes will count toward your total points. **NO MAKE-UP QUIZZES WILL BE GIVEN.** If a student misses a quiz for any reason, that quiz will be scored as a **ZERO** and, most likely, will be one of the quiz grades that is dropped. If a student completes more than the **9** required quizzes his/her grade on the additional quizzes will be multiplied by **.30** and then added to his/her total points as **EXTRA CREDIT**.

Academic Dishonesty: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university's policy in the catalog, [USFSM Undergraduate Catalog](#) or [USFSM Graduate Catalog](#) and the [USF Student Code of Conduct](#). Academic dishonesty will result in an **"FF"** for the course and a recommendation for disciplinary action by USF SM.

In-Class Writing Assignments. During every class that contains a lecture, you will be asked to **COMPLETE** a short writing assignment and **GRADE** a writing assignment of another student. For example, you might be asked to define in your own words or think of an example of a concept from that day's lecture, to summarize the main points of the lecture, to comment on the methodology used in a particular study, or to suggest real-world applications of research presented in class. Each in-class assignment should be completed on the lined side of a **5 x 8 INDEX CARD** and must be handed in at the end of the class period on which it was assigned. There will be **NO MAKE-UP WRITING ASSIGNMENTS**. These assignments will not be given a letter grade, but must be acceptable to receive a ✓⁺. If you **successfully complete** (✓⁺) between **80% (9) and 100% (11)** of them and grade as many as you complete, you will receive extra credit in the course (**10 points**); if you successfully complete **fewer than 50% (6)** of them, your final grade will be **LOWERED BY ONE LETTER GRADE**. You must complete at least 9 assignments to receive any extra-credit points. You are also expected to **grade another student's writing assignment** during each class meeting. You will be asked to **print your name on this student's card** so that Dr. Ruva can verify that you graded another's work and evaluate how well you performed this task. Note, that failure to grade other's work appropriately will result in loss of extra credit points and could result in reduction of final grade.

Extra Credit. Maximum of **31 points** are possible.

1. **In-Class Writing Assignments:** You can earn **10 extra-credit points** for successfully completing at least **80% (9)** of the in-class writing assignments.
2. **Additional Quizzes:** You can earn a maximum of **6 extra-credit points** for completing more than the **9** required quizzes (see explanation above).
3. **Psychology Sponsored Research Studies:** I will also accept up to **10 extra-credit points** from the Psychology Department's sponsored research studies taking place on the USF SM campus (note – there is no guarantee that any studies will take place during the fall 2012).
4. **Student Research Symposium:** Students can earn **5 extra-credit points** by signing up for and attending at least 2 hours of the Student Research Symposium (tentative date for event is Friday, October 26th). Students must sign in with me on the day of this event.

Grading. Grading for this course will be on an accumulated point scale as follows: The 3 exams each worth **100** points for a total of **300** points and your 9 quizzes each worth **10** points for a total of **90** points. Therefore, the total possible points a student can earn in the class (not including extra credit) are **390**.

A = 351 & above A- = 343-350 B⁺ = 332-342 B = 312-331 B⁻ = 304-311 C⁺ = 293-303
C = 273-292 C⁻ = 265-272 D⁺ = 254-264 D = 234-253 D⁻ = 226-233 F = 225 & below

<u>COURSE WORK</u>	<u>PERCENT OF TOTAL POINTS</u>
Quizzes	23 %
Exams	77 %

NOVEMBER 3RD IS THE LAST DAY TO WITHDRAW WITHOUT ACADEMIC PENALTY

Psychology Mission Statement

The curriculum for a Psychology degree from USF Sarasota-Manatee prepares graduates for the many occupations (e.g., human services, community or public relations, administration, and advertising and market research) and graduate work in such disciplines as clinical, cognitive, industrial psychology, education, gerontology, counseling, management, medicine, law, and other human service programs. By the time our majors are ready to graduate, they are equipped with two vital skill sets. First, our majors are familiar with numerous factors influencing behavior and mental processes, and the interactions between them. These factors range from the molecular (communication in the brain) to the cultural (human diversity). Second, our majors have developed the critical thinking skills necessary for the consumption and production of psychological research. These skills include writing and familiarity with the ethics of conducting psychological research. Students will have the opportunity to take a capstone course that allows them to create their own research study to demonstrate these competencies.

Other Policies and Procedures

Blackboard use. Blackboard will be used to post student grades, for emailing students, and for broadcasting announcements by Dr. Ruva.

- New student should use the Blackboard tutorials:
 - http://www.sarasota.usf.edu/CampusComputing/Documents/CC_Student_Resources.php
- Students needing technical assistance with Blackboard should use the following resources:
 - Live online help: <http://usfsupport.custhelp.com/cgi-bin/usfsupport.cfg/php/enduser/chat.php>
 - Toll-free Helpline: 866-974-1222
 - Email: help-ac@usf.edu

Disabilities Accommodation. Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Pat Lakey, Coordinator, 941-359-4714, plakey@sar.usf.edu, www.sarasota.usf.edu/Students/Disability/

Academic Disruption. The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the catalog: www.ugs.usf.edu/catalogs/0607/adadap.htm. Occurrences of academic disruption should be addressed by the professor (depending on the situation, the student may be asked to leave or security may be called). Following the incident, the professor should establish with the student terms for continued course participation, and the professor should also submit a report to the dean. The consequences to the student can range from an administrative reprimand to suspension from USF.

Cell Phones & Personal Electronic Devices. Any personal electronic devices (e.g., cell phones, smart phones, or tablets) other than notebook or laptop computers are to be **TURNED OFF AND PUT AWAY** before the beginning of class. Failure to comply could result in the student being asked to leave the classroom and thus loss of credit for any assignments due that day.

Student Responsibilities. Every student is responsible for all materials in assigned readings and provided in class. Students are expected to come to class on time and prepared which means that reading assignments have been completed so that each student can actively participate in class. I strongly suggest that you get the names and phone numbers of at least 2 classmates. This will be helpful in forming study groups, getting help on assigned readings and clarifying lecture content.

Other Policies and Procedures (Continued)

Note Taking & Recording. You are encouraged to take notes on the lectures and are permitted to tape-record class sessions for your own use. However, you are not permitted to take notes or tape-record for purposes of sale or distribution. Failure to comply with this rule will result in referral to the Student Affairs Disciplinary Office.

Emergency Preparedness

- It is strongly recommended that you become familiar with the USF Sarasota-Manatee Emergency Action Plan on the Safety Preparedness site <http://www.sarasota.usf.edu/facilities/SafetyPreparedness.php>
- **Fire Alarm Instructions:** At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated.
- **Contingency Plans:** In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Blackboard, Elluminate, Skype, and email messaging and/or an alternate schedule. It's the responsibility of the student to monitor Blackboard site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information.
<http://www.sarasota.usf.edu/facilities/SafetyPreparedness.php>

COGNITIVE PSYCHOLOGY: TENTATIVE OUTLINE FOR LECTURES AND READINGS

Date	Topics	Assigned Readings
8/28	Introduction to Cognitive Psychology History & Current Theoretical Issues	Chapt. 1 Chapt. 1
9/04	Perceptual Processes: Visual/Object Recognition ♦ ♣	Chapt. 2
9/11	Attention & Consciousness ♦ ♣	Chapt. 3
9/18	Working Memory ♦ ♣	Chapt. 4
9/25	EXAM 1	
10/02	Long-Term Memory ♦ ♣	Chapt. 5
10/09	Mental Imagery ♦ ♣	Chapt. 7
10/16	General Knowledge & Schemas ♦ ♣	Chapt. 8
10/23	Language Comprehension & Speech Perception ♦ ♣	Chapt. 9 & 2 (pp 58-65)
10/30	EXAM 2	
--- NOVEMBER 3 RD IS THE LAST DAY TO WITHDRAW WITHOUT ACADEMIC PENALTY ---		
11/06	Problem Solving & Creativity ♦ ♣	Chapt. 11
11/13	Deductive Reasoning & Decision Making ♦ ♣	Chapt. 12
11/20	Cognitive Development Throughout the Lifespan ♦ ♣	Chapt. 13
11/27	False Memories, Repression, & Eyewitness Testimony ♦ ♣	Chapt. 5 (pp. 144-159) & Article on Electronic Reserve
12/04	EXAM 3	

Note: ♦ Denotes that there will be a quiz at the **beginning of class** - if you are late to class you will not be allowed to take the quiz. There are no makeups allowed for quizzes.

Note: ♣ Denotes that there will be an in-class writing assignment on this date. There are no makeups allowed for in-class writings.

Note: All Exams will be administered from 6 pm to 8 pm.