

University of South Florida Sarasota-Manatee
Department of Psychology

EXP 4204: **PERCEPTION (Fall 2010)**

Meeting Time and Place: Tues & Thurs 12:30 p.m. – 1:45 p.m. 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: Thursdays 10:00 a.m. – 11:00 a.m. or by appointment.

Required Texts. Goldstein, E. B. (2010). *Sensation and perception* (8th Ed.). Belmont, CA: Wadsworth.

Wegenek, A.R. (2010). *Virtual lab manual with CD for Goldstein's sensation and perception* (8th Ed.). Belmont, CA: Wadsworth.

Course Introduction. This course is designed explore theory, research, and methodology in the areas of sensation and perception. It was also designed to explore the application of perceptual research to real world problems. The course will take a psychophysical approach to the study of perception. The majority of the research on human perception has been focused on the visual system. The auditory system is the second most researched perceptual system. Therefore, this course will focus on visual and auditory perception, but will also include touch, smell, and taste perception. Students will be given a broad overview of the relevant topics, problems, and methodologies in the field of perception.

Course Goals and Objectives. The main goal of this course is to provide students with knowledge and skills that will enable them to better understand human sensation and perception from a psychophysical perspective. Another goal of this course is to have students appreciate and understand the application of perceptual research to real world problems. Students, upon completion of this course, should be able to:

- (a) define relevant terms used in the field;
- (b) demonstrate an understanding of human sensation and perception from a psychophysiological perspective focusing on visual and auditory systems;
- (c) demonstrate an understanding of methodologies used for investigating sensory and perceptual processes;
- (d) describe the application perceptual research to specific real world problems ;
- (e) demonstrate understanding of perceptual development in infancy, the role of experience in perception, and the plasticity of perception;

Readings and Lectures. The tentative schedule tells you which chapters you are responsible for and when to read chapters. Lectures and multi-media presentations will supplement the text and will not necessarily follow along with the chapters.

Exams. Three examinations will cover the assigned readings in the text, lectures, multi-media presentations, lab assignments, and classroom demonstration and exercises. Exams 1-3 will consist of short answer, fill in the blank questions, and multiple-choice questions and will assess your command of facts as well as your ability to apply concepts. Exams 1 through 3 will cover only the material in those sections. That is, there will **NOT** be a cumulative final exam. Scan-tron sheets will be used for testing so be 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 10:00 AM** the day 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 beepers 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 also bring your student ID to each exam – **NO ID NO EXAM – NO EXCEPTIONS**.

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 require 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. Students who anticipate the necessity of being absent from class due to the observation of a major religious observance or a school-sanctioned event **must provide notice of the date(s) to the instructor, in writing, by the second class meeting**. If no notice is given the student will get no credit for the exam.

Lab Assignments. Each student is required to complete **10** Lab Assignments from **Wegenek's (2010) Virtual lab manual**. You must bring your **LAB MANUAL** and **LAB CD** to **EVERY** lecture. Dr. Ruva will not have extra copies of your lab work sheets or CDs and without them you cannot complete your lab assignments. These assignments are worth **10 points** each and are to be completed on the dates indicated on your course schedule. Only students present during the **entire** class period on which an assignment is given will be eligible to complete that assignment. Therefore, if you are absent on the date that the assignment is given you cannot complete the assignment and there will be **NO MAKEUP ASSIGNMENTS GIVEN**. If time permits, these assignments will be completed during the class period in which they were assigned. If time does not permit completing the assignment during our class time then the assignment is due at the beginning of the next scheduled class meeting. **LATE ASSIGNMENTS WILL NOT BE ACCEPTED**. If an assignment is completed outside of class students must **TYPE THE ASSIGNMENT**. Hand written assignments will only be accepted for those completed during class time. If a hand-written assignment is deemed unreadable by Dr. Ruva then the student must type the assignment and hand it into Dr. Ruva at the beginning of the next class meeting. Only your top **8** assignments will count toward your total points. If a student completes more than the **required 8** assignments, Dr. Ruva will multiply the student's grade/s on the additional assignment/s by **.50** and then add these points to the student's total points as **EXTRA CREDIT**.

Presentation. Students are required to give a *Power Point Presentation* on an applied issue in perception. Psychological research can have many applications, but it takes knowledge of both real-world problems and basic research for such applications to be realized. Students will provide a detailed description of a real-world problem and then explain how theory and/or research discussed in their *Sensation and Perception* text and during lectures can be used to help solve this problem. Topics ideas for this presentation will be provided by your instructor. You can also submit a topic to Dr. Ruva for approval, but this must be done by September 16th (before the class selects topics). On **September 16th** you will select presentation topics. Therefore, you should begin researching topics now. If you are not present during the selection of topics you will be assigned a topic by Dr. Ruva.

Cheating - DON'T!! Academic dishonesty will result in an "FF" for the course and a recommendation for disciplinary action by USF.

Academic Honesty. Academic honesty is an essential component of the academic process. Both students and faculty are expected to “live up to the highest ethical standards with respect to the origin of ideas, the accuracy of data, and like matters”(Bryant, 2002).

Academic Dishonesty: Per the USF Undergraduate Catalog (p. 47-49), Academic Dishonesty includes **PLAGIARISM**, which is defined as:

*literary theft’ and consists of the unattributed quotation of the **exact words** of a published text, or the unattributed borrowing of **original ideas by paraphrase** from a published text. On written papers for which the student employs information gathered from books, articles, web sites, or oral sources, each direct quotation, as well as **ideas and facts that are not generally known to the public at large, or the form, structure, or style of a secondary source must be attributed to its author by means of the appropriate citation procedure.***

Any plagiarism in this course will result in an “FF” for the class and a recommendation for disciplinary action by USF.

Extra Credit. You can earn extra-credit points by completing more than the **8** required Lab Assignments (**up to 10 points**). I will also accept up to **10 extra-credit points** from the Psychology Department's sponsored research studies. You are responsible for signing up for experiments and monitoring your extra-credit points. Sign up for these research studies can be found on the web at the following address: <http://usf.sona-systems.com> .

Grading. Grading for this course will be on an accumulated point scale as follows: Exams 1 through 3 are each worth 100 points (total of 300 points), your 8 Lab Assignments are each worth 10 points (total of 80 points), your presentation worth 50 points. Therefore, the total possible points a student can earn in the class (not including extra credit) are **430**.

A = 387 & above A- = 378-386 B⁺ = 366-377 B = 344-365 B⁻ = 335-343 C⁺ = 323-334

C = 301-322 C⁻ = 292-300 D⁺ = 280-291 D = 258-279 D⁻ = 249-257 F = 248 and below

<u>COURSE WORK</u>	<u>PERCENT OF TOTAL POINTS</u>
Presentation	12%
Lab Assignments	19%
Exams	69%

OCTOBER 30TH IS THE LAST DAY TO WITHDRAW WITHOUT ACADEMIC PENALTY

Other Policies and Procedures

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.

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.

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

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.

Name: _____ email/phone _____

Name: _____ email/phone _____

Emergency Preparedness

It is strongly recommended that you become familiar with the USF Sarasota-Manatee Emergency Action Plan <http://www.sarasota.usf.edu/Alpha/ready/EAP.pdf> and of the Safety Preparedness site <http://www.sarasota.usf.edu/Alpha/ready/index.html>

- **1 (800) Hotline:** The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. The hotline can also be operated by staff during an emergency if the situation necessitates that additional information, direction or resources need to be communicated and the personnel can be put in place in advance, such as in the event of a hurricane or ongoing emergency
- **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.
Emergency Evacuation Procedures: http://www.sarasota.usf.edu/Alpha/ready/EAP_FAQ.pdf
- **Contingency Plans**
The University requires professors to have a contingency plan for continuing course instruction, if possible, in the event of continued natural disruption (e.g., significant hurricane damage to the area or a pandemic affecting the area). Since all courses at USFSM are supported by Blackboard, the most feasible plan would be to move instruction more completely online. Also, advisable would be a plan to extend deadlines as appropriate.
http://sarasota.usf.edu/Academics/AcadAffairs/Handbook/USFSM_FH_EmergencyGuidelinesAcademicContinuity.pdf

PERCEPTION TENTATIVE OUTLINE FOR LECTURES, LABS, AND READINGS

Date	Topics	Assigned Readings
8/24 & 8/26	Introduction to Perception (LAB)	Chapter 1
8/31 & 9/02	Introduction to the Physiology of Perception (LAB)	Chapter 2
9/07 & 9/09	Introduction to Vision (LAB)	Chapter 3
9/14	PAPER TOPICS ASSIGNED	
9/16	EXAM 1	
9/21 & 9/23	Object Perception (LAB)	Chapter 5
9/28 & 9/30	Color Perception (LAB)	Chapter 9
10/05 & 10/07	Perceiving Depth & Size (LAB)	Chapter 10
10/12 & 10/14	Perceiving Motion (LAB)	Chapter 8
10/19	EXAM 2	
10/21 & 10/26	Sound, the Auditory System, & Pitch (LAB)	Chapter 11
<i>OCTOBER 30TH IS THE LAST DAY TO WITHDRAW WITHOUT ACADEMIC PENALTY</i>		
10/28 & 11/02	Speech Perception (LAB)	Chapter 13
11/04 & 11/09	Perceptual Development (LAB)	Chapter 16
11/11	<i>VETERAN'S DAY – NO CLASS</i>	
11/16	EXAM 3	
11/18	<i>CLASS PRESENTATIONS GROUP A – NO MAKEUP PRESENTATIONS</i>	
11/23	<i>CLASS PRESENTATIONS GROUP B – NO MAKEUP PRESENTATIONS</i>	
11/25	<i>THANKSGIVING BREAK – NO CLASS</i>	
11/30	<i>CLASS PRESENTATIONS GROUP C – NO MAKEUP PRESENTATIONS</i>	
12/02	<i>CLASS PRESENTATIONS GROUP D – NO MAKEUP PRESENTATIONS</i>	
12/07	<i>CLASS PRESENTATIONS GROUP E – NO MAKEUP PRESENTATIONS</i>	

- Note: **LAB** denotes that there will be an in-class lab assignment on the last day listed on this line.