PSYS 333: COGNITIVE PSYCHOLOGY

Section 700: Web/Online

Syllabus, Winter 2015 (January Term)

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Course Overview & Philosophy

Welcome to PSYS 333! This course examines psychology as a cognitive science. Cognitive psychology uses scientific methods in an attempt to understand human mental processes from beginning to end. In other words, it investigates how we mentally take in, process, and respond to stimuli. This includes topics like attention, memory, language, knowledge, decision making, and more. Cognitive psychology is a relatively young field, and many exciting questions have yet to be answered! In this course we will often approach various phenomena from multiple perspectives and theories to provide explanations. I encourage you to rationally question the information you learn: a crucial part of college education includes not only learning sound arguments for your views, but understanding and appreciating other views as well.

This course has been designed for psychology majors who have already been exposed to some basic principles of psychology. **Prior completion of PSY 210 and 211 (Research Methods) with a grade of C or better (or permission of instructor) is a required prerequisite for this course. You will be expected to have knowledge of research design, particularly experimental methods!** This course fulfills certain requirements for both the B.A. in Psychology and the B.S. in Psychological Sciences (consult your advisor to be sure this course meets your degree needs).

I am happy to meet with students and welcome your questions both during and outside of class. **Because this is a web course, the best way to reach me is by e-mail (matthew.shake@wku.edu),** and less regularly in my office at (270) 745-4312. I usually respond to e-mails within a few hours. If you would like to meet in person at my office, I may be able to do that if we can find a mutually agreeable time to do so.

Course Materials & Sources

There are **two required course materials** for this class. The first is the textbook and the second is access to an online website we'll use for course assignments:

(1) Goldstein, E.B. (2015,2011). *Cognitive Psychology: Connecting Mind, Research, and Everyday Experience, 4th edition.* Belmont, CA: Thomson Wadsworth.

(2) CogLab Version 5 Instant Access Code (can be purchased either bundled with new copies of the textbook, or separately online. See:

https://coglab.cengage.com/info/purchase.shtml)

ONCE YOU HAVE ACCESS TO COGLAB ONLINE, READ THIS PAGE FOR HOW TO REGISTER FOR OUR CLASS GROUP:

Instructions for getting started with CogLab 5

These instructions describe how students in the class PSYS 333 Cognitive Psychology for instructor Dr. Matthew Shake at Western Kentucky University create their individual accounts. Students in other classes will follow similar directions, but the login information and passwords will be different.

1. Open your Web browser and go to http://coglab.cengage.com/help/register.shtml
2. Towards the bottom of the page is a form that asks for three pieces of information. If you do not see the form, your Web browser probably has JavaScript disabled. Please enable JavaScript and re-load the page to continue.
3. Enter the requested information:
    - In the Group Name text field, enter the Group ID: Winter2015Cog
    - In the Group Password text field, enter: cogpsy333
    - In the Registration Code text field, enter your registration code. The registration code could be in one of several formats. It may be on a sticker on the inside front cover of your CogLab Student Manual. It may have been bundled with your textbook on a postcard. Or, you may have purchased a registration code electronically (sometimes this is also called an e-Pin). There are two types of codes:
        - A CogLab2 code: This is made up of 11 letters and numbers, and will look something like this: yij2d9v6fu0
        - A CogLab5 code: This is made up of 16 letters and numbers, and will look something like this: sjkq8b632dvhd4u0

      Both are valid on this website. However, do not purchase *used* CogLab registration codes! If the registration code has already been used, it will not work for you. Each valid registration code can be used only once.
4. After filling in all the text fields, click or tap on the Start Registration button.
5. Your Web browser will connect with the CogLab server to verify your information. If the information is correct, a new window will appear. The first line, highlighted in yellow, is your User ID. You should *write this down* because you will need to access CogLab.
6. The second line is your registration code.
7. The next two lines ask for your first name and your last (family) name.
8. Next, enter a password. You'll use this when you login. The password must be at least 8 characters long. It is best not to enter a password you use on other web sites. The next line asks you to re-enter the password.
9. The next two lines ask for your email address and then confirmation of this address. This

email address will be used if you forget your password.

10. Next, enter a security question and answer. Make sure to use an question that only you can answer correctly. Also, remember whether you use uppercase or lowercase letters in your answer: you'll need to enter your answer exactly the same if you forget your password.
11. If necessary, select your keyboard layout (for keyboard help, see http://coglab.cengage.com/info/keyboards.shtml).
12. Finally, decide if you want CogLab to remember you so that you don't need to login each time. If not, uncheck the box next to Remember Me.
13. After filling in all the text fields, click or tap on the Complete Registration button.

Your CogLab account is now ready to go!

To start doing labs, just click or tap on the Labs menu and select the lab. When you are finished, you'll be asked if you'd like to contribute your data to the global data set. Submitting your data to the global data set is entirely optional. There is no way to tell whether a particular individual has submitted his/her data. At the end of each lab, a message will appear saying "End of lab... Sending to server..." and then you will see your results. Once you see your results, you know that your data have been saved. On this page, you'll also be able to see your trial-by-trial data, the group data for your class, and the global data. You can access details about your account, and view your data, data from your group, and data from around the world by selecting Access Account from the Home menu.

Class Policies & Expectations

THIS IS A WEB COURSE THAT MOVES VERY QUICKLY – WE WILL COVER AN ENTIRE SEMESTER'S WORTH OF MATERIAL IN JUST 19 DAYS*! YOU WILL BE REQUIRED TO DO SEVERAL HOURS OF WORK FOR THIS COURSE EVERY SINGLE DAY. IF YOU DO NOT THINK YOU CAN DEDICATE SEVERAL HOURS EVERY SINGLE DAY YOU SHOULD NOT TAKE THIS COURSE.*

PLEASE READ THE FOLLOWING ONLINE WEB COURSE POLICIES CAREFULLY:

NATURE OF FAST-PACED COURSE AND STUDENT RESPONSIBILITY

This course moves five times faster than a regular semester-long course, and requires just as much work as a standard semester-long course. It is also an upper division (i.e., advanced) course. Because of these factors, only self-motivated students who can study the textbook each day, and complete coursework on time **every day**, should take this course! If you are working a full-time job and have other significant responsibilities during this three-week time period, you should seriously consider whether you have the time to take this course. Students who do well in this course typically spend 4-6 hours every weekday on it.

USING BLACKBOARD

All course material will be submitted online either through Blackboard or CogLab. If you are not familiar with how to use Blackboard, you should familiarize yourself with it immediately (see Blackboard tutorials here: https://asaweb2.wku.edu/atech/trainingsite/index.php?fuseaction=calendar.tutorials). To access blackboard:

1) Go to Blackboard's Website on the WKU main page

3) You will be required to login using your WKU email username (the part before the @) and WKU e-mail password (what you use to access your WKU e-mail).

4) After logging in, on the right-hand side of the screen, you will see the course name. Click on the course name.

5) Now you will see a screen that will have any current announcements in the center. To the left will be a list of menu items on white buttons, such as "Course Documents," "Quizzes," etc. Click on these, depending on what you want to do.

COMMUNICATION BETWEEN STUDENT AND INSTRUCTOR

Announcements regarding any aspect of this class will be posted on Blackboard and sometimes sent to your e-mail. **YOU MUST CHECK BOTH THE ANNOUNCEMENTS AND YOUR E-MAIL REGULARLY**.

TECHNICAL/INTERNET ISSUES

This is a web-based course. You MUST have access to a computer with a stable physical (**NOT wireless**) internet connection. If you are experiencing difficulty with your computer or the internet, you can try calling the WKU IT Help Desk at 270-745-2000. If you have problems with your web browser, try closing it and logging back in – but keep in mind that timed assessments (such as quizzes and exams) continue to run the clock even if you aren't logged in. **Not having access to a computer or internet access, or having technical problems is NOT an acceptable excuse for not finishing coursework on time. This is, after all, a web course. If you are not sure whether you have a reliable means of accessing Blackboard, you should not take this course. It is the student's responsibility to check beforehand to make sure they have the necessary technology to complete the course. Do not wait until the last minute to complete coursework. Make-ups will NOT be permitted due to the fast pace of this course!**

ACADEMIC INTEGRITY

Enrollment at Western Kentucky University requires adherence to the University's standards of academic integrity. Student work will be checked by plagiarism detection software and all aspects of Blackboard activity are recorded and monitored. **All infractions of academic integrity are serious offenses and are grounds for disciplinary action, including a failing grade, withdrawal from the course, and/or recommendation of suspension from the University. See the university's student handbook for definitions of academic dishonesty, including:**

cheating, plagiarism, fabrication, obtaining an unfair advantage, aiding/abetting academic dishonesty, falsification of records/documents, and unauthorized access. ANY INFRACTIONS OF ACADEMIC INTEGRITY IN THIS CLASS WILL RESULT IN A GRADE OF "F" FOR THE COURSE ON THE FIRST OCCURRENCE.

Class Evaluations

Grades often distract students from the real value of education – learning. You should strive to expand your knowledge of the world and not think of getting a good grade as the only worthy goal in your college life. That being said, I must have a way to evaluate your learning, and the nature of our education system requires me to assign you the grade that you've earned based on your demonstration of how well you understand the material.

	Points
CogLab Experiment Participation (Best 10 out of 11; 10 pts. Each)	100
CogLab Mini-Papers (Best 10 out of 11; 10 pts. Each)	100
Note-Taking Assignments (Best 12 out of 13; 10 pts. Each)	120
Quizzes (Best 12 out of 13; 10 pts. Each)	120
Comprehensive Exam (Taken Online at Proctored Testing Center)	260
TOTAL	**700**

GRADING PROCEDURE:

The grading scale in this course uses a traditional straight scale. To calculate your grade I take your total points for the semester and divide by the total number of points possible in the course. I round to the closest tenth of a percentile in all circumstances (e.g., an 89.5% is a 90%; an 89.49% is a 89%). Please note that I cannot raise your grade just because you are close to a better grade; doing so would be unfair to your fellow classmates, and I could be charged with capricious grading (i.e., suddenly changing my grading system) by the University. If you are not performing well in the class, please see me as soon as possible (the earlier in the semester the better), so we can discuss effective study strategies for you. **Grade Breakdown by Total Points:** 627 or higher = A. 557-626 = B. 487-556 = C. 417-486 = D. 416 or lower = F. Please note there is no extra credit in this course.

CogLab Experiment Participation (CEPs):

Research is the foundation of cognitive psychology. To truly understand the field you must be exposed to research, both in terms of being a participant and as a consumer/reporter of the findings. We will use *CogLab Online*, a series of computer-based internet experiments, to investigate major findings in cognitive psychology. We have 11 of these mini-experiments scheduled throughout the course; your participation in these mini-experiments is worth 10 points per experiment. I will only count 10 of these mini-experiments toward your participation grade; this means that for any reason, you can miss (or elect not to complete) 1 of the mini-experiments, and your grade will not be affected. You may feel free to complete all 11 of them, though you will not receive extra credit for this (however, it is a good idea to complete them all because you will get a better sense of what each experiment is like). **There will be no make-ups accepted for CEPs under any circumstances**.

CogLab Mini-Papers (CMPs):

For each CogLab Experiment, each student will answer a series of questions that address key issues and findings from the study. These "mini-papers" give you practice identifying important aspects of experimental cognitive psychology. The list of questions will be brief, and answering them generally will take 1 to 2 pages. There will be 11 CMPs worth 10 points each. I will grade each one for accuracy and completeness. Only your 10 best scores will be counted and the lowest 1 will be dropped. This means that, for whatever reason, your lowest CMP (even if it is a zero) will be dropped! **There will be no make-ups accepted for CMPs under any circumstances.**

Note Taking Assignments (NTAs):

Keeping up with the course material in such a fast-paced course is essential. To help with this, each chapter of your textbook includes several sets "Test Yourself" questions which are designed to help you review the most important information. You will be required to answer these questions and turn them into me as an assignment. **Think of this as similar to taking notes during a lecture - the purpose of this is to help you study and prepare for the quizzes and exams. It also benefits you to take good notes because you will be allowed to use these on the quizzes and the comprehensive final exam!** As you take these notes, you should type them in your own words, and include examples or personal experiences, because this tends to help you remember the concepts later. There will be 13 Note Taking Assignments worth 10 points each. I will grade each one for accuracy and completeness. Only your 12 best scores will be counted and the lowest 1 will be dropped (even if it is a zero)! **There will be no make-ups or late work accepted for NTAs under any circumstances.**

Quizzes:

There will be an online (Blackboard) quiz for each chapter of the textbook. Each quiz will consist of 10 multiple-choice questions, you will have 10 minutes to complete it, and will be worth 10 points. Because quizzes are timed, they must be completed within the time limit once you have started. If you exit out of the quiz, this **does not stop the clock.** Textbook, notes, and other materials are allowed, but you should study beforehand, because you will not have time to look up answers to each question. **You may, but are not required to, attempt each quiz twice. Questions are random, so you may encounter different questions on each attempt! If you DO attempt a quiz a second time, your grade will be the average of your two attempts.** Only your best 12 quiz scores will be counted and the lowest 1 will be dropped (even if it is a zero)! **No make-up quizzes will be allowed.**

Comprehensive Exam:

At the end of the term you will take an online comprehensive exam that covers the entire course. This exam will be similar in style to the Quizzes (i.e., multiple choice) and will cover the same content. The exam will include 130 questions worth 2 points each, and you will have 140 minutes (i.e., 2 hours and 20 minutes) to complete it. The exam will be worth 260 points. Your Note Taking Assignments (NTAs) WILL be permitted for use during the exam, but NOT your textbook and NOT any photocopied materials. The exam MUST be taken at a proctored testing site/location that you **MUST SCHEDULE YOURSELF** through the DELO Testing Center. The Exam MUST be taken on Friday, January 23, or Saturday, January 24. **To schedule the time and location of your exam, visit the DELO testing site: http://www.wku.edu/testing**

and please note that you must schedule the exam by the second day of the class at the latest. Dates and times do fill up – if you wait, you may not get your first choice of day and time! Your exam can be taken at any facility listed on the DELO Testing Center website, including WKU regional campuses, other university campuses, and many community colleges. Follow the instructions at the website listed above. If you have questions about taking a proctored exam, contact Tabatha Spain (tabatha.spain@wku.edu).

Need Study Help? Visit The Learning Center (TLC)

Should you require academic assistance with your WKU courses, The Learning Center (located in the Downing University Center, A330) provides free supplemental education programs for all currently enrolled WKU students. TLC @ DUC offers certified, one-on-one tutoring in over 200 subjects and eight academic skill areas by appointment or walk in. Online tutoring is offered to distance learners. TLC is also a quiet study area (with side rooms designated for peer-to-peer tutoring) and offers a thirty-two machine Dell computer lab to complete academic coursework. Additionally, TLC has three satellite locations. Each satellite location is a quiet study center and is equipped with a small computer lab. These satellite locations are located in Douglas Keen Hall, McCormack Hall, and Pearce Ford Tower. Please call TLC @ DUC at (270) 745-6254 for more information or to schedule a tutoring appointment. www.wku.edu/tlc

Special Requirements/Accommodations

In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in Downing University Center A-200. The OFSDS telephone number is (270)745-5004; TTY is (270)745-3030. Per university policy, please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Tentative Class Schedule

NOTE: This schedule is *tentative and may change*. However, unless an announcement is made otherwise, the dates indicated in this schedule will stand. Any schedule changes will be announced ahead of time. Chapters listed refer to the textbook. **Assigned work must be completed and submitted online by 11:59 PM on that date. No exceptions.**

Day 1: January 5th

- SCHEDULE YOUR COMPREHENSIVE EXAM DATE/TIME/LOCATION! SEE COMPREHENSIVE EXAM INSTRUCTIONS EARLIER IN SYLLABUS
- READ SYLLABUS AND SUBMIT SYLLABUS COMPREHENSION CHECKLIST TO DR. SHAKE
- READ CHAPTER 1 – Intro to Cognitive Psychology
- COMPLETE NTA #1
- COMPLETE QUIZ #1

Day 2: January 6th

- LAST DAY TO SCHEDULE YOUR COMPREHENSIVE EXAM

DATE/TIME/LOCATION! SEE COMPREHENSIVE EXAM INSTRUCTIONS EARLIER IN SYLLABUS

- READ CHAPTER 2 – Cognitive Neuroscience
- COMPLTE CEP – Brain Asymmetry
- COMPLETE CMP – Brain Asymmetry
- COMPLETE NTA #2
- COMPLETE QUIZ #2

Day 3: January 7th

- READ CHAPTER 3 – Perception
- COMPLTE CEP – Visual Search
- COMPLETE CMP – Visual Search
- COMPLETE NTA #3
- COMPLETE QUIZ #3

Day 4: January 8th

- READ CHAPTER 4 – Attention
- COMPLTE CEP – Stroop
- COMPLETE CMP – Stroop
- COMPLETE NTA #4
- COMPLETE QUIZ #4

Day 5: January 9th

- READ CHAPTER 5 – Short-Term and Working Memory
- COMPLTE CEP – Irrelevant Speech Effect
- COMPLETE CMP – Irrelevant Speech Effect
- COMPLETE NTA #5
- COMPLETE QUIZ #5

Day 6: January 12th

- READ CHAPTER 6 – Long-Term Memory: Structure
- COMPLTE CEP – Implicit Learning
- COMPLETE CMP – Implicit Learning
- COMPLETE NTA #6
- COMPLETE QUIZ #6

Day 7: January 13th

- READ CHAPTER 7 – Long-Term Memory: Encoding and Retrieval
- COMPLTE CEP – Von Restorff Effect
- COMPLETE CMP – Von Restorff Effect
- COMPLETE NTA #7
- COMPLETE QUIZ #7

Day 8: January 14th

- READ CHAPTER 8 – Everyday Memory/Memory Errors
- COMPLTE CEP – False Memory
- COMPLETE CMP – False Memory
- COMPLETE NTA #8
- COMPLETE QUIZ #8

Day 9: January 15th

- READ CHAPTER 9 – Knowledge
- COMPLTE CEP – Prototypes
- COMPLETE CMP – Prototypes
- COMPLETE NTA #9
- COMPLETE QUIZ #9

Day 10: January 16th

- READ CHAPTER 10 – Visual Imagery
- COMPLTE CEP – Mental Rotation
- COMPLETE CMP – Mental Rotation
- COMPLETE NTA #10
- COMPLETE QUIZ #10

Day 11: January 19th

- **NO COURSEWORK DUE (University closed for Holiday – MLK Jr. Day)**

Day 12: January 20th

- READ CHAPTER 11 – Language
- COMPLTE CEP – Word Superiority
- COMPLETE CMP – Word Superiority
- COMPLETE NTA #11
- COMPLETE QUIZ #11

Day 13: January 21st

- READ CHAPTER 12 – Problem Solving
- COMPLETE NTA #12
- COMPLETE QUIZ #12

Day 14: January 22nd

- READ CHAPTER 13 – Reasoning/Decision Making
- COMPLTE CEP – Decision Making
- COMPLETE CMP – Decision Making
- COMPLETE NTA #13
- COMPLETE QUIZ #13

Day 15: January 23rd

- COMPREHENSIVE EXAM (**TAKEN AT PROCTORED EXAM SITE)**
- EXAM MAY ALSO BE TAKEN ON SATURDAY JANUARY 24th, ONLY IF YOUR TESTING CENTER/LOCATION IS OPEN THAT DAY (THIS IS NOT GUARANTEED – CHECK WITH YOUR LOCAL TESTING CENTER).