

Fontbonne University Course Syllabus  
**Cognitive Psychology**  
PSY 335 — Spring 2019 — 3 credit hours

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**Class time and location:**

Tues & Thurs 11:00am – 12:15pm

**Room: Ryan 419**

Important Dates:

Jan 18: Last day to add/drop course, change from credit to audit

March 15: Last day to withdraw from course, change between credit and pass/fail

**Professor:** Dr. Jason Finley

*email:* jfinley@fontbonne.edu

*phone:* (314)-719-3610

*office:* East Building 310A

*office hours:* Mon, Tues, Wed 2-3pm

Also by appointment (just email me and we'll schedule a time to meet)

**Websites:**

**Schoology:** [fontbonne.schoology.com](http://fontbonne.schoology.com)

Powerpoints, assignments, handouts, etc. will be posted on here.

**ZAPS lab:** <http://digital.wwnorton.com/cognition7>

**IMPORTANT: Student Set ID: 127824**

**Prerequisites:** PSY 100, Junior or Senior status recommended

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**Required course text:**

Reisberg, D. (2018). *Cognition: Exploring the Science of the Mind*, 7th edition. W. W. Norton & Company. ISBN: 978-0-393-62413-7

NOTE: ZAPS lab registration code is required! All new paper copies of the book come with an access code for ZAPS. You can buy an electronic copy of the book that comes with ZAPS access from the publisher here:

<http://digital.wwnorton.com/cognition7> (click “purchase options” in top-right). From that link you can also buy just the ZAPS access (in case you got a used copy of the book, or an older edition, for example).

**Course Description:**

An introduction to the scientific study of cognitive processes. Topics covered include learning mechanisms, attention, concept formation, memory, mental imagery, judgment and decision-making, language, reasoning, problem solving, and models of information processing.

**Goals and Objectives:**

The learning activities, assignments, and exams in this course assess your mastery of these learning outcomes:

- **Understand the key findings and theories in cognitive psychology.**
- **Understand the scientific process by which findings are evaluated and theories are created and tested.**
- **See how cognitive psychology is relevant to your existence.**

Note that my job is to *help* you learn, not *force* you to learn. Learning requires time and effort. I am here to help you, but you need to also take responsibility for your own learning.

**Course Format:**

Lecture with interactive discussion, activities, and occasional videos. You will also do online ZAPS lab activities **before class** that show you how data are gathered in cognitive psychology research, and show you how the patterns of data from you and your classmates give insights into how the mind works.

**Overview of what you need to do for this course:**

- Attend class and participate.
- Do the assigned reading from the textbook and other sources.
  - *When should you do the reading?* Before class is best. Soon after class is okay.
- Do the ZAPS labs before the assigned class days and come ready to talk about your experience.
- Do the chapter quizzes
- Take the four exams.
- Do the one written assignment.
- Ask me for help when you don't understand something.

**Classroom Etiquette/Logistics:**

- Please be mentally present. I will strive to not be boring.
- Please do your part to *minimize distraction*. Silence your cell phone, no texting. Computers are okay for note-taking and other course-related activities, *not* for YouTube, Facebook, etc.
- **Put your phone away and keep it away.**  
**DO NOT USE YOUR PHONE DURING CLASS.**
- No antimatter in class; trust me on this.
- **Ask questions!** Seriously! Speak up whenever you have questions, don't understand something, have answers, have ideas, etc. Asking questions is a sign of WISDOM, and it's also a great way to learn.

**Evaluation:**

Your grade in this course will be based on:

|                                    |      |
|------------------------------------|------|
| Attendance/Participation           | 4%   |
| Exams                              | 64%  |
| Exam 1 (chapters 1-4): 16%         |      |
| Exam 2 (chapters 5-8): 16%         |      |
| Exam 3 (chapters 9-11): 16%        |      |
| Exam 4 (chapters 12-14): 16%       |      |
| ZAPS labs                          | 17%  |
| Chapter Quizzes                    | 11%  |
| Psychonomic Featured Content Paper | 4%   |
| Total:                             | 100% |

Final letter grades will be based on the following scale:

|      |   |    |   |      |
|------|---|----|---|------|
| 92.5 | ≤ | A  | ≤ | 100  |
| 89.5 | ≤ | A- | < | 92.5 |
| 87.5 | ≤ | B+ | < | 89.5 |
| 82.5 | ≤ | B  | < | 87.5 |
| 79.5 | ≤ | B- | < | 82.5 |
| 77.5 | ≤ | C+ | < | 79.5 |
| 72.5 | ≤ | C  | < | 77.5 |
| 69.5 | ≤ | C- | < | 72.5 |
| 59.5 | ≤ | D  | < | 69.5 |
| 0    | ≤ | F  | < | 59.5 |

**Attendance/Participation (4%):**

In order to learn, you've got to show up to class, and participate in any activities we do that day. If you miss a class, it's your responsibility to get notes from another student, and come to my office hours if you need help understanding anything you missed. Attendance will be taken at every class. Here's how attendance figures into your grade: Every class you attend (not counting exam days) will earn you 0.16% toward your final grade, up to a maximum of 4%. There are 27 class days, and you have to attend 25 to get the full 4%. Oh, also you have to be awake and participate in activities or it doesn't count!

**Exams (64%):**

There will be four in-class exams, each worth 16% of your class grade. Exams will consist of multiple choice and short answer questions. Exam 1 will cover book chapters 1-4, plus any material from class or assignments or additional readings up until that point. Exam 2 will cover book chapters 5-8, plus any material from class or assignments or additional readings after Exam 1. Exam 3 will cover book chapters 9-11, plus any material from class or assignments or additional readings after Exam 2. Exam 4 will cover book chapters 12-14, plus any material from class or assignments or additional readings after Exam 3. Before each exam you'll get a review sheet on the major topics to help you study.

Make-up policy: If you are absent for an exam, you will get a score of 0. If illness or other extraordinary circumstances beyond your control will prevent you from being present for an exam, you must notify me **BEFORE THE EXAM** in order to be considered for a make-up exam. Make-up exams will be given and scheduled at my discretion, and may be different from the regular exams given in class.

**ZAPS labs (17%):**

These are online activities that show you how data are gathered in cognitive psychology research, and show you how the patterns of data from you and your classmates give insights into how the mind works. We will be doing 17 of these throughout the semester. ***You must complete each one BEFORE THE CLASS SPECIFIED IN THE SCHEDULE BELOW.*** They are found by going to [digital.wwnorton.com/cognition7](http://digital.wwnorton.com/cognition7) You will need to register there with your Fontbonne email address, and the ZAPS lab registration code that comes with your book. If your book did not come with a registration code (e.g., if you got it used), you can purchase access to ZAPS through the publisher at that same link. Once registered, you will have to also "add yourself to a student set" (click on the gear icon at top right of screen) and enter the **student set id: 127824**

Each ZAPS lab activity is worth 1% of your grade. Note that there are some ZAPS labs that we won't be doing. We're just doing the 17 ones listed in the schedule below. ZAPS labs completed late will earn half credit if completed before Exam 4.

**Chapter Quizzes (11%):**

For chapters 2-14 there will be a short multiple-choice quiz for you to complete on the course website. Each quiz must be ***completed by 11:59pm on the last day that we cover that chapter in class*** (see schedule below). There is no time limit for the quizzes, as long as you submit your answers before the deadline. You can use the book and your notes on the quizzes, but you must work individually.

Each quiz is worth up to 1% of your grade. So, for example, if there are 5 questions on a quiz and you get 4 correct, that earns you .8% toward your grade. The maximum credit you can accrue from the quizzes is 11%. Quizzes completed late will earn half credit if completed before Exam 4.

Every time you retrieve information from your memory, you strengthen that memory. This is known as the “testing effect” or “retrieval practice effect.” So the quizzes serve to boost your learning, as well as rewarding you for keeping up with the reading.

### **Psychonomic Featured Content Paper (4%):**

The Psychonomic Society is a professional organization of cognitive psychologists. On its website, there is a “featured content” section in which digital associate editors of the society (including Dr. Finley at one time) write summaries of scientific papers published in the journals of the Psychonomic Society: <http://featuredcontent.psychonomic.org/> You will choose one of the featured content posts, read it, *and* read the original journal article it is based on. You will write a paper based on the post and the original article. More detailed instructions will be given on the course website. The due date is before the last day of class, so there will be no late credit.

### **Extra Credit Research Participation: up to 4%**

You can earn extra credit by participating in the research studies being run by the Senior Research Seminar students in the Psychology Lab (325 East). There are 8 studies, and you will earn .5% for each that you participate in. They will be run throughout February and the first half of March. The hours the lab will be open will be posted outside the lab door. You will be able to go in during those hours, and won't need to sign up for an appointment.

If you are under 18 years old, talk to me before participating in any research studies. If you do not wish to participate in research studies, you may alternatively earn credit by writing critiques of published research papers; this must be done by the time the psychology lab closes for the semester. Talk to me for details.

### **Kinkel Center for Academic Resources:**

offers free tutoring and writing help to all students!

<http://www.fontbonne.edu/academics/academic-resources/>

### **Accommodation of Students with Disabilities**

Fontbonne University offers accommodations to students with documented physical, visual, hearing, learning, or psychiatric disabilities. Any Fontbonne student is eligible for special services or accommodations if: 1. The student self-identifies that he or she has a disability and needs accommodation. 2. The student provides appropriate and

verifiable documentation of the disability. 3. The student provides notification in a timely fashion. For academic accommodations, contact the Academic and Disabilities Resources Coordinator at (314) 719-3627.

### **Nondiscrimination**

Fontbonne University does not discriminate on the basis of race, color, religion, age, sex, gender identity, sexual orientation, national origin, disability, genetic information, or any other characteristic protected by applicable law. If you have concerns that you or someone else has been discriminated against, it is your right to bring those concerns to the attention of the University's Title IX coordinator, Associate Vice President for Student Affairs, Medaille Hall 85-99, (314) 889-1416 or Vice President and Chief Financial Officer, Ryan Hall 210, (314) 719- 8017. Other types of concerns (i.e., concerns of an academic nature) should be discussed directly with your instructor and can also be brought to the attention of your instructor's Department Chair. Additional information on Fontbonne's policy of nondiscrimination is available in the catalog, in *The Griffin Scratch Student Handbook*, and in Policy Manual II, Section 2.1.2.

### **Basic Wellness Needs**

Your physical, mental and emotional health is important and can affect your performance in this class. Fontbonne University provides many services to help students, including counseling, health services, food and housing assistance, and emergency funds. If a service is not available on our campus, you may benefit from a referral to a provider in the greater community. If you are facing such challenges and believe it may affect your performance in this course, I encourage you to seek assistance in the Student Affairs office on the first floor of Medaille Hall, adjacent to the AMC lobby, or you can call that office at (314) 889-1411. If you are comfortable doing so, you also may contact me. I will offer any assistance that I can and help you connect with the appropriate resource.

### **Academic Integrity/Honesty**

Seriously, DON'T CHEAT. I take academic honesty very seriously, and you should too. The Fontbonne University Catalog has a section on "Academic Integrity/Honesty" that you should read. I'll excerpt from it here.

"According to its mission, Fontbonne University is committed to graduating students who are prepared to think critically, to act ethically, and to assume responsibility as citizens and leaders. Fontbonne University expects the highest standards of integrity from its students.

A violation of academic integrity includes, but is not limited to, any act of cheating, plagiarism, fabrication, dissimulation, and any act of aiding and abetting academic dishonesty. In cases where academic integrity is in question, the following definitions and policies will apply.

- Cheating is a purposeful deception in the preparation and/or submission of papers and assignments and the taking of exams, tests, or quizzes.
- Plagiarism is the representation of the words and ideas of another as one's own in any academic exercise. Plagiarism includes failing to give a citation for using work from another person or source. Modifications and rephrasing do not reduce the requirement for giving a citation. This also applies to information obtained electronically, such as from the Internet.
- Fabrication is the deliberate falsification or invention of any information or citation in any academic exercise, such as making up a source, giving an incorrect citation, misquoting a source.
- Dissimulation is the disguising or altering of one's own actions with the intent to deceive another about the real nature of one's actions concerning an academic exercise. Examples include fabricating excuses for such things as missing classes, postponing tests, handing in late papers, turning in a paper for one class that was originally written for another class (when original work is requested)."

Here are some tips to avoid plagiarism:

- DON'T COPY/PASTE unless you put quotes around the copied text and cite the source of the text.
- If you've paraphrased text from somewhere, cite the source.
- If you're using ideas from somewhere, cite the source.
- If you're ever unsure, just check with me.

Engaging in any of the above academic dishonesty will result in the student receiving a score of zero on the exam/assignment/quiz and being reported to the Office of Academic Affairs. More than one offense will result in an automatic F grade.

**Subject-to-Change Clause:**

This syllabus is subject to change at the discretion of the instructor to accommodate instructional and/or student needs. It is the student's responsibility to keep informed of such changes.

**Schedule:**

| <b>Date</b>       | <b>Topic</b>                     | <b>Reading Chapter</b> | <b>Due before class<br/>(Z = ZAPS lab)</b> | <b>Quiz Due by<br/>11:59pm</b> |
|-------------------|----------------------------------|------------------------|--|--------------------------------|
| Tues Jan 15       | Science of the Mind              | 1                      |  |                                |
| Thurs Jan 17      | Neural Basis for Cognition       | 2                      |  | 2                              |
| Tues Jan 22       | Visual Perception                | 3                      |  |                                |
| Thurs Jan 24      | Visual Perception                | 3                      | Z: Ponzo Illusion                          | 3                              |
| Tues Jan 29       | Recognizing Objects              | 4                      | Z: Signal Detection                        |                                |
| Thurs Jan 31      | Recognizing Objects              | 4                      | Z: Word Frequency                          | 4                              |
| <b>Tues Feb 5</b> | <b>Exam 1: chapters 1-4</b>      |                        |  |                                |
| Thurs Feb 7       | Attention                        | 5                      | Z: Visual Search                           |                                |
| Tues Feb 12       | Attention                        | 5                      | Z: Stroop                                  | 5                              |
| Thurs Feb 14      | Memory: Working Memory           | 6                      | Z: Serial Position                         |                                |
| Tues Feb 19       | Memory: Encoding                 | 6                      | Z: Sensory Memory                          | 6                              |
| Thurs Feb 21      | Memory: Retrieval                | 7                      | Z: Memory Bias                             |                                |
| Tues Feb 26       | Memory: Retrieval                | 7                      |  | 7                              |
| Thurs Feb 28      | Memory: Errors, Forgetting, Etc. | 8                      | Z: False Memory                            |                                |
| Tues Mar 5        | Spring Break, NO CLASS           |                        |  | 8                              |
| Thurs Mar 7       | Spring Break, NO CLASS           |                        |  |                                |

| Date           | Topic                             | Reading Chapter | Due before class<br>(Z = ZAPS lab) | Quiz Due by<br>11:59pm |
|----------------|-----------------------------------|-----------------|------------------------------------|------------------------|
| Tues Mar 12    | Concepts & Categories             | 9               | Z: Sentence Verification           | 8                      |
| Thurs Mar 14   | Concepts & Categories             | 9               |                                    | 9                      |
| Tues Mar 19    | <b>Exam 2: chapters 5-8</b>       |                 |                                    |                        |
| Thurs Mar 21   | Language                          | 10              | Z: Lexical Decision                |                        |
| Tues Mar 26    | Language                          | 10              |                                    | 10                     |
| Thurs Mar 28   | Imagery                           | 11              | Z: Analogical Representation       |                        |
| Tues April 2   | Imagery                           | 11              | Z: Mental Scanning                 | 11                     |
| Thurs April 4  | <b>Exam 3: chapters 9-11</b>      |                 |                                    |                        |
| Tues April 9   | Judgment & Decision Making        | 12              |                                    |                        |
| Thurs April 11 | Judgment & Decision Making        | 12              | Z: Decision Making                 | 12                     |
| Tues April 16  | Problem Solving & Intelligence    | 13              | Z: Sudden Insight                  |                        |
| Thurs April 18 | Easter, NO CLASS                  |                 |                                    |                        |
| Tues April 23  | Problem Solving & Intelligence    | 13              | Z: Measuring Intelligence          | 13                     |
| Thurs April 25 | Conscious vs. Unconscious Thought | 14              | Z: Implicit Association Test       | 14                     |
| Tues April 30  | <b>Exam 4: chapters 12-14</b>     |                 | <i>Psychonomic Paper</i>           |                        |