

Psychology 105: Introduction to Cognitive Psychology

Spring 2012

Wednesdays, 5pm - 8pm, Solis Hall 107

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Hours: Thurs, 2:00-4:00

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COURSE OVERVIEW

Cognitive psychology is the scientific study of mental processes: How people acquire, store, transform, use, and communicate information. The topic covers a wide variety of research areas -- from attention and perception to problem solving and creativity -- and we will touch on most of them. In addition to providing broad exposure to the study of cognition, the course aims to help students appreciate how the cognitive system solves seemingly impossible problems -- with apparent ease -- through adaptation to the natural environment.

REQUIRED READING

Cognitive Psychology (4th edition), by Medin, Ross, & Markman

SLIDES AND AUDIO

Lecture slides will be available at Prof. McKenzie's URL above and podcasts will be available at <http://podcast.ucsd.edu/>

EXAMS

There are 3 multiple-choice exams -- 2 midterms and a final -- each consisting of 40-50 questions/points. Exams cover lectures and reading and the second midterm and the final exams are *not* cumulative. Expect 20% - 25% of the questions to cover reading material not covered in lecture. Anyone who misses an exam receives zero points for that exam unless you notify us as soon as possible and a valid excuse is verified, in which case the make-up exam may consist of essay questions. The final exam is Friday, June 15, at 7:00 pm. Plan accordingly. *You must show up on time*.

GRADING

Your final grade will be determined by simply adding up your 3 test scores and seeing where you stand relative to others. The mean total score will be a B-. Roughly, the top 10% will receive an A, the next 10% an A-, the next 40% will receive some sort of B, and many of the rest will receive some sort of C. These percentages do not take into account extra credit.

EXTRA CREDIT

You can earn extra credit by participating in UCSD psychology experiments advertised on the Web (see class handout or go to <https://experimetrix2.com/ucsd/>). You can earn credit for up to 4 hours of participation. Failing to show up for an experiment you signed up for will cost you credit. *Your final grade must be at least a C- to receive the credit*. Completing the extra credit gives you a very good chance of moving up 1/3 of a grade (e.g., from a B+ to an A-).

If you want extra credit, but do not wish to participate in psychology experiments, you can write a 5-8 page research paper. The paper will be due at the beginning of class on June 6. No late papers will be accepted. You must consult with Professor McKenzie about the topic before beginning the paper.

ACADEMIC INTEGRITY

Cheating will not be tolerated. Exams are closed notes and closed book. All electronic devices must be turned off, and students must ask permission to leave the room during the exam period. Exams are to be turned in at the end of each exam period along with scantron sheets. *Use of previous exams is prohibited*.

Integrity of scholarship is essential for an academic community. As members of UCSD, we pledge ourselves to uphold the highest ethical standards. The University expects that both faculty and students will honor this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind. The complete UCSD Policy on Integrity of Scholarship can be viewed at: <http://senate.ucsd.edu/manual/appendices/appendix2.pdf>

STUDENTS WITH DISABILITIES

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodations may be made and provide the necessary documentation to present to the faculty member. The student must present the OSD letter of certification and OSD accommodation recommendation to the appropriate faculty member in order to initiate the request for accommodation in classes, examinations, or other academic program activities. No accommodations can be implemented retroactively. Please visit the OSD website: <http://disabilities.ucsd.edu/> for further information or contact the Office for Students with Disabilities at (858) 534-4382 or osd@ucsd.edu.

COURSE CALENDAR

Week	Date	Topic	Reading
1	Apr 4	Introduction Learning	Ch 1 (pp. 3-22, 32-34) Ch 2 (pp. 39-53, 61-68)
2	Apr 11	Perception Attention	Ch 3 (pp. 69-71, 75-96, 100-101) Ch 4 (pp. 103-123, 132)
3	Apr 18	Memory I Memory II	Ch 5 (pp. 137-146, 150-172) Ch 7 (all)
4	Apr 25	Midterm Exam 1 Imagery	Ch 8 (all)
5	May 2	Language Categorization I	Ch 9 (pp. 283-303, 310-315) Ch 10 (pp. 317-333)
6	May 9	Categorization II Reasoning I	Ch 10 (pp. 333-350) Ch 11 (pp. 383-387)
7	May 16	Midterm Exam 2 Reasoning II	Ch 11 (pp. 353-371, 377-383, 388)
8	May 23	Decision Making I Decision Making II	Ch 14 (all)
9	May 30	Decision Making III Problem Solving	Ch 12 (all)
10	Jun 6	Creativity	Ch 13 (all)
11	Fri Jun 15	Final Exam 7pm	