

Psychology 20A – Fundamentals of Cognitive Psychology

Summer Session B 2015

Tuesday / Thursday 1:00 – 4:30

Social Sciences 2 room 141

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Office Hours: Wednesday 2:30-4:00 SS2 305

Introduction

Welcome to Cognitive Psychology!

While many philosophers have tackled issues concerning the mind and thought, the scientific study of such phenomena is relatively new. Using scientific methodology, much has been discovered about how we perceive and act upon the world, form new thoughts and ideas, communicate with other humans, learn facts and skills, make decisions and judgments, and navigate a constantly changing world. This course will provide an overview of basic and well-established research in cognitive psychology as well as relate cognitive principles to tactics used in marketing, politics, design, and technology.

Questions and discussion are highly encouraged! As this is a small summer class, don't be shy about speaking up. I will try to encourage at least one major class discussion per day. There are no sections, so all of the fun discussion will have to occur in lecture.

Textbook and Materials

There is no required textbook for this class. All of the needed materials will be provided to you in the form of class handouts or links on the ecommons website. If you cannot access the website, let me know immediately!

Grading

There will be two multiple-choice exams, one during week 3 and one during week 5. Each exam will count for 35% of your grade, totaling 70%. 20% of your grade is composed of four homework assignments. Lastly, 10% of your grade comes from classroom participation. By default everyone gets this 10%, but it can be taken away!

Grades will be assigned on a standard scale (90-100 – A; 80-89 – B; 70-79 – C; 60-69 – D) with +/- assigned accordingly. Light curving of the exams will occur if necessary.

Homework

Each week you will be assigned a brief homework assignment. The homework will be assigned each Thursday and is due the following Tuesday. All materials will be posted on ecommons, and will typically consist of a few short readings and a brief quiz or summary. No late homework will be accepted!

Classroom Policies

No laptops/tablets/smartphones allowed in class! Notes must be taken with paper and pencil, the old fashioned way. If I see any electronics, it will cost you participation credit. This is for your own benefit as well as your classmates!

As there are not many days of lecture, attendance is mandatory. Absence from more than one class will result in a loss of participation credit.

Academic Honesty

“The cornerstone of intellectual life at UC Santa Cruz is a commitment to integrity in all forms of teaching, learning, and research. Misconduct violates the standards of our community and is punishable by warning, suspension, dismissal, or revocation of degree.” (From the UCSC academic honesty handbook).

Academic misconduct includes cheating on the exams, plagiarism on the homework assignments or in-class essay, and *distributing any class materials!* Any student found distributing class materials is not only subject to University discipline or expulsion, but can also be charged with copyright infringement – so don’t do it!

DRC Policy

If you qualify for classroom accommodations because of a disability, please submit your Accommodation Authorization Letter from the Disability Resource Center (DRC) to me during my office hours or by appointment, preferable within the first week of the Summer Session. Contact the DRC by phone at 831-459-2089 or drc@ucsc.edu if you have a disability and need class room accommodations but are not yet a DRC student.

Schedule (Subject to change)

7/28	Philosophy and Information Processing Anatomy
7/30	Methodology Vision
8/4	Other forms of Perception Concepts and Categories
8/6	Long-Term Memory
8/11	Working Memory Executive Function
8/13	MIDTERM Attention
8/18	Language
8/20	Decision Making Problem Solving
8/25	Hot topics in Cognitive Psychology Your choice!
8/27	FINAL