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**COGNITION (PSY 355)**

**TTh 11 a.m. -12:30 p.m., NOA 1.126 (43810)**

This course will expose students to theories and research on a multitude of cognitive processes, including memory, language, attention, and pattern recognition. Emphasis is on attainment of content knowledge within cognitive psychology, and the development of critical thinking skills. Students are expected to learn how and why research findings support (or disconfirm) the relevant theories about each cognitive process.

**Prerequisites:** For Psychology Majors, PSY 301 & 418 with grade of at least C in each, and upper division standing. For Non-majors, PSY 301 with grade of at least C, & 1 of the following with grade of at least C: BIO 318M, C E 311S, ECO 329, EDP 371, GOV 350K, KIN 373, M 316, PSY 317, SOC 317L, S W 318, STA 309.

***\*\*The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY.***

**Requirements:**

Exams (3 x 100)	300
Research Paper	100
Lab Report	40
ZAP Experiments (12 x 3 pts.)	36
Attendance	
<b>TOTAL</b>	<b>476</b>

**Grading:**

<b>A (94-100%)</b>	<b>447-476</b>	<b><u>AND</u> at least 90% attendance record</b>
<b>A- (90-93.5%)</b>	<b>428-446</b>	<b><u>AND</u> at least 90% attendance record</b>
<b>B+ (87.5-89.5%)</b>	<b>417-427</b>	<b><u>AND</u> at least 85% attendance record</b>
<b>B (84-87%)</b>	<b>400-416</b>	<b><u>AND</u> at least 80% attendance record</b>
<b>B- (80-83.5%)</b>	<b>381-399</b>	<b><u>AND</u> at least 80% attendance record</b>
<b>C+ (77.5-79.5%)</b>	<b>369-380</b>	<b><u>AND</u> at least 75% attendance record</b>
<b>C (74-77%)</b>	<b>352-368</b>	<b><u>AND</u> at least 75% attendance record</b>
<b>C- (70-73.5%)</b>	<b>332-351</b>	<b><u>AND</u> at least 75% attendance record</b>
<b>D+ (67.5-69.5%)</b>	<b>321-331</b>	<b><u>AND</u> at least 70% attendance record</b>
<b>D (64-67%)</b>	<b>305-320</b>	<b><u>AND</u> at least 70% attendance record</b>
<b>D- (60-63.5%)</b>	<b>286-304</b>	<b><u>AND</u> at least 65% attendance record</b>
<b>F (0-59.5%)</b>	<b>0-285</b>	<b><u>AND/OR</u> less than 60% attendance</b>

- 1) **Late exams or assignments require both a documented reason (e.g., doctor's note or funeral slip) AND approval of instructor. Please contact Dr. Reeves when extenuating circumstances FIRST occur, or BEFORE the relevant exam or assignment due date.**

Assignments are considered late if they are not turned in during class of the day on which they are due. **NO ASSIGNMENTS will be accepted by email (under very extenuating circumstances, individuals may be given prior approval by Dr. Reeves).** Grades are final; questions and appeals must be made within 2 class periods.

- 2) ALL ASSIGNMENTS MUST BE COMPLETED FOR A FINAL GRADE TO BE ISSUED. Having earned enough points for a C does not mean a student is exempt from the ZAPs assignments, the Research Paper, or any Exam.

Students taking the class for Credit/No Credit (Pass/Fail) may opt out of one major requirement (1 Exam OR the Research Paper OR the Lab Report) AS LONG as you meet the following requirements: (a) at least 70% of possible points (TOTAL – missed assignment), (b) attendance of at least 75% for EACH Exam section (i.e., 75% before Exam I; 75% between Exam I and II, and 75% between Exam II and III).

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**Instructions for ZAPs assignments:** Students must complete 4 ZAPs experiments from each of the 3 topical sections (Memory, Lower Cognitive Processes; Higher Cognitive Processes). Each experiment is worth 3 points (Total = 36 points). There will be several extra credit opportunities offered through the semester (with a cap on extra credit points).

HOW TO: Using the Username and Password in the ZAPs package that you ordered, log into <http://www.wwnorton.com/zaps/>

You must first register with your email address, and the username & password provided in your textbook or the ZAPs package. Use the following class code to make sure that your data is recorded: **ZQ3ZHCW7** ONLY perform ZAPs that are listed on the syllabus that follows (no others will count). Each ZAP must be performed by its due date—no exceptions (the recordkeeping for 12 ZAPs x 95 students is too overwhelming to extend deadlines).

**It is HIGHLY recommended that you keep an exact log of when you did each ZAPs experiment, and if possible, a print out of your data or final screen.**

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**Required Text & CD:**

Weisberg, R.W. & Reeves, L.R. (2011). *Cognition: From Memory to Creativity* (manuscript). To be published by Wiley Publishers; available at IT Copy, 512 West MLK.

ZAPs! Interactive Experiments (from [www.wwnorton.com/college/psych/zaps](http://www.wwnorton.com/college/psych/zaps))

# COURSE SCHEDULE

## Required Text & on-line Experiments:

Weisberg, R.W. & Reeves, L.R. (2011). Cognition: From Memory to Creativity (manuscript).  
To be published by Wiley Publishers; available at IT Copy, 512 West MLK.

ZAPs! Interactive Experiments (from [www.wwnorton.com/college/psych/zaps](http://www.wwnorton.com/college/psych/zaps))

Articles in Blackboard (some topics may have required supplemental articles)

**Required reading/labs:** *Textbook/Manuscript chapters are listed in parentheses after each topic; ONLY the listed ZAPs will count toward fulfillment of this requirement.*

## Section 1: History of Cog. Psych. & Memory (+required ZAPs experiments)

JANUARY 18 Introduction

20-25 History of Cognitive Psychology,  
the Information Processing Approach (Chapter 1)

**\*\* MUST-DO ZAP (not for credit):** *Signal Detection I (due Jan. 24<sup>th</sup> by 11 p.m.)*

25-27 Introduction to Neuroscience (1)

FEBRUARY 1-8 The Multistore Model & Working Memory (2)

### **FOUR ZAPS DUE BY FEBRUARY 7<sup>th</sup> (11 p.m.):**

***Split Brain***

***Iconic Memory***

***Memory Span***

***Operation Span***

***Sternberg Search***

***Implicit Learning***

***Encoding Specificity***

***Memory Bias***

***Recalling Information***

***False Memory***

***Fan Effect***

**ALL PAPERS:** *PsycINFO due Feb. 15<sup>th</sup>*

8-10 Amnesia (2, con't)

15-17 Encoding & Retrieval Processes (3)

22-MAR 1 LTM: Forgetting, Schemata, & Reconstructive Memory (4)

MARCH 3 **EXAM I** (Chapters 1, 2, 3, 4)

## **Section 2: Lower Cognitive Processes (+ ZAPs)**

MARCH 8-10, 22 Visual Cognition and Pattern Recognition (5)

[March 14-18: Spring Break]

### **Four ZAPs due by March 23<sup>rd</sup> (11 p.m.)**

<i>Word Superiority Effect</i>	<i>Selective Attention</i>
<i>Feature Net</i>	<i>Simon Effect</i>
<i>Ponzo Illusion</i>	
	<i>Mental Scanning</i>
<i>Visual Search</i>	<i>Mental Rotation 2-D</i>
<i>Spatial Cuing</i>	<i>Mental Rotation 3-D</i>
<i>Attentional Blink</i>	

24-29 Attention & Automatic Processing (6)

31-APR 5 Mental Imagery (7)

APRIL 7 **EXAM II** (Chapters 5, 6, 7)

## **Section 3: Higher Cognitive Processes (+ ZAPs)**

APRIL 12-19 Language (9, 10)

### **Four ZAPs due by April 18<sup>th</sup> (11 p.m.)**

<i>Word Frequency</i>	<i>Prisoner's Dilemma</i>
<i>Lexical Decision Task</i>	<i>Wason Selection Task</i>
	<i>Syllogisms</i>
<i>Concept Formation</i>	
<i>Sentence Verification</i>	<i>Gestalt Problem Solving</i>
	<i>Missionaries &amp; Cannibals</i>
<i>Decision Making</i>	<i>Misconceptions</i>

21-26 Concepts & Categories (8)

28-May 5 Decision Making (11)

**EXAM III: Wednesday, May 12<sup>th</sup>, 2 p.m.** (Chapters 8, 9, 10, 11)

## **Class Expectations:**

1. **Mandatory Attendance:** attendance will be taken regularly. Much academic benefit is gained from participating in a community of learners. Less than 70% documented attendance may result in failure of the class.

2. **Stay up to date:** Read the relevant textbook chapters after we have begun coverage of that topic in class. Lecture outlines will be provided in Blackboard, but are NOT intended as a substitution for class attendance or the textbook.

Experts advise that students spend 2-3 hours studying out-of-class, per hour of in-class time, in order to earn a passing grade. This means students should spend an **additional 6-9 hours** studying Cognitive Psychology EACH week of class (not including the time spent in class).

3. **Keep current your email address in UTDirect,** as important class-related messages will be sent out regularly. The instructor and TAs cannot be responsible for missed messages due to full mailboxes, etc.

4. Please keep instructor apprised of any extenuating circumstances before they interfere with your work. I am sympathetic if I know you're trying to fulfill your responsibilities.

5. **No Plagiarism in Any Form:** Students are expected to turn in their own work. Plagiarism or scholastic dishonesty in any form will result in disciplinary penalties, including possible failure in the course and/or dismissal from the University (Section 3.22, Chapter IV, Rules and Regulations of the Board of Regents of the University of Texas System; [www.utesystem.edu/bor/tocrrr.htm](http://www.utesystem.edu/bor/tocrrr.htm)).

Plagiarism includes all of the following:

- a. Copying an answer from a classmate or other source during an exam.
- b. Borrowing or copying part of another person's paper during out-of-class assignments.
- c. Citing an author's or researchers' IDEAS, paper organization, exact wording, or graphs/figures without giving that person proper credit through an APA-style citation or footnote.
- d. Borrowing from, or using outright, papers obtained on-line or through other sources which I myself have not written or supplied the background research.

\*\*See <http://www.indiana.edu/~wts/wts/plagiarism.html> or <http://www.georgetown.edu/honor/plagiarism.html> for useful information and examples.]

Grades & Assignments for PSY 355, Spring 2011

NAME: \_\_\_\_\_

- \_\_\_\_\_      **PsycINFO search (due February 15<sup>th</sup>)**
- \_\_\_\_\_/100      **Exam I (March 3rd)**
- \_\_\_\_\_/100      **Exam II (April 7<sup>th</sup>)**
- \_\_\_\_\_/100      **Exam III (May 12<sup>th</sup>, 2 p.m.)**
- \_\_\_\_\_/40      **Lab Report, due \_\_\_\_\_**
- \_\_\_\_\_/100      **Research Paper, due \_\_\_\_\_**

ZAPs: Section 1 (Memory)—due by February 7<sup>th</sup> (by 11 p.m.)

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**(opt)** \_\_\_\_\_

ZAPs: Section 1 (Lower Cognitive Processes)—due by March 23<sup>rd</sup> (by 11 p.m.)

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**(opt)** \_\_\_\_\_

ZAPs: Section 3 (Higher Cog. Processes)—due by April 18th (by 11 p.m.)

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\_\_\_\_\_  
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**(opt)** \_\_\_\_\_

\_\_\_\_\_      **TOTAL**

**Keep track of absences:**

\_\_\_\_\_      Excused / Unexcused  
\_\_\_\_\_      Excused / Unexcused  
\_\_\_\_\_      Excused / Unexcused  
\_\_\_\_\_      Excused / Unexcused