



# PSYC13016 Cognitive Psychology

## Term 3 - 2020

Profile information current as at 08/05/2024 12:58 am

All details in this unit profile for PSYC13016 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

### General Information

#### Overview

This unit focuses on cognitive psychology, which is the study of how the mind works. At the end of the unit, you will have a broad understanding of how people attend to and perceive items in our world, how we remember short term and long term information, how we use language and how we make decisions. You will be able to communicate your perspective on the key debates and controversies in cognitive psychology based on your examination of historical and cutting-edge research. You will explore some of the key research findings in the area through planning, executing and writing up a research study.

#### Details

Career Level: *Undergraduate*

Unit Level: *Level 3*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

#### Pre-requisites or Co-requisites

96 credit points.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

#### Offerings For Term 3 - 2020

- Online

#### Attendance Requirements

All on-campus students are expected to attend scheduled classes – in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

#### Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

## Class and Assessment Overview

### Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

### Class Timetable

#### [Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

#### [Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

### Assessment Overview

#### 1. **Report**

Weighting: 50%

#### 2. **Online Quiz(zes)**

Weighting: 10%

#### 3. **Take Home Exam**

Weighting: 40%

### Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

## CQUniversity Policies

**All University policies are available on the [CQUniversity Policy site](#).**

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

## Previous Student Feedback

### Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

#### Feedback from Have Your Say

##### Feedback

Students appreciated that housekeeping and chat was done using the online forums rather than in the lectures.

##### Recommendation

Maintain the effective use of online discussion forums for unit housekeeping and student interaction.

#### Feedback from Have Your Say

##### Feedback

Students liked the short lecture format.

##### Recommendation

Retain the prerecorded short lecture format.

#### Feedback from Have Your Say

##### Feedback

Some of the short lectures need to be updated.

##### Recommendation

The short lectures will be reviewed and updated before the next offering of the unit.

#### Feedback from Have Your Say

##### Feedback

Students liked the creative aspect of this unit.

##### Recommendation

Retain the focus on creativity in the research assignment.

## Unit Learning Outcomes

### On successful completion of this unit, you will be able to:

1. Express a broad understanding of the fundamental concepts in cognitive psychology
2. Communicate a clear, coherent and independent exposition of key research findings and theories in cognitive psychology
3. Apply research methods used to study cognitive psychology.

## Alignment of Learning Outcomes, Assessment and Graduate Attributes



### Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes		
	1	2	3
1 - Report - 50%		•	•
2 - Online Quiz(zes) - 10%	•		•

Assessment Tasks	Learning Outcomes		
	1	2	3
3 - Take Home Exam - 40%	•	•	

## Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes		
	1	2	3
1 - Communication	•	•	•
2 - Problem Solving			•
3 - Critical Thinking	•	•	•
4 - Information Literacy		•	•
5 - Team Work			
6 - Information Technology Competence	•		
7 - Cross Cultural Competence			
8 - Ethical practice			•
9 - Social Innovation			
10 - Aboriginal and Torres Strait Islander Cultures			

## Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Report - 50%	•	•	•	•				•		
2 - Online Quiz(zes) - 10%	•			•		•				
3 - Take Home Exam - 40%	•		•	•						

## Textbooks and Resources

### Textbooks

PSYC13016

#### Prescribed

##### **Cognitive Psychology**

Edition: 7th (2015)

Authors: Eysenck, M.W. & Keane, M.T.

Psychology Press

Hove, United Kingdom

Binding: Paperback

PSYC13016

#### Supplementary

##### **Publication Manual of the American Psychological Association**

Edition: 7th (2019)

American Psychological Association

Binding: Paperback

[View textbooks at the CQUniversity Bookshop](#)

### IT Resources

**You will need access to the following IT resources:**

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

## Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 7th Edition \(APA 7th edition\)](#)

For further information, see the Assessment Tasks.

## Teaching Contacts

**Chris Bearman** Unit Coordinator

[c.bearman@cqu.edu.au](mailto:c.bearman@cqu.edu.au)

## Schedule

### Week 1 - 09 Nov 2020

Module/Topic	Chapter	Events and Submissions/Topic
Approaches to Human Cognition	1	

### Week 2 - 16 Nov 2020

Module/Topic	Chapter	Events and Submissions/Topic
Introduction to Visual Perception	2	Virtual tutorial on how to get a good grade in the assignments.

### Week 3 - 23 Nov 2020

Module/Topic	Chapter	Events and Submissions/Topic
Object & Face Recognition	3	

**Week 4 - 30 Nov 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Attention	5	

**Vacation Week - 07 Dec 2020**

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

**Week 5 - 14 Dec 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Short Term Memory	6	

**Week 6 - 21 Dec 2020**

Module/Topic	Chapter	Events and Submissions/Topic
Long Term Memory	7	

**Vacation Week - 28 Dec 2020**

Module/Topic	Chapter	Events and Submissions/Topic
--------------	---------	------------------------------

**Week 7 - 04 Jan 2021**

Module/Topic	Chapter	Events and Submissions/Topic
No topic this week. A chance for you to work on your research report		

**Week 8 - 11 Jan 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Everyday Memory	8	<b>Research Report</b> Due: Week 8 Monday (11 Jan 2021) 9:00 am AEST

**Week 9 - 18 Jan 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Reading & Speech Perception	9	

**Week 10 - 25 Jan 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Language Comprehension & Production	10 & 11	Virtual tutorial on how to get a good mark in the take home exam.

**Week 11 - 01 Feb 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Problem Solving & Decision Making	12 & Research Papers	

**Week 12 - 08 Feb 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Quiz Week		<b>Online Quiz</b> Due: Week 12 Friday (12 Feb 2021) 11:59 pm AEST

**Exam Week - 15 Feb 2021**

Module/Topic	Chapter	Events and Submissions/Topic
Take Home Exam Week		<b>Take Home Exam</b> Due: Exam Week Friday (19 Feb 2021) 11:59 pm AEST

**Assessment Tasks**

# 1 Research Report

## Assessment Type

Report

## Task Description

The primary aim of this assessment item is to enable you to design, conduct and communicate a research project in psychology. You will be provided with a research activity that describes a basic experiment in cognitive psychology. Your task is to extend this basic study, collect data from at least 16 friends and family (who are over 18), appropriately analyze the data and write up your findings in an academic journal style report. Please note, if you have previously attempted a research activity you must do a different one this time around.

## Assessment Due Date

Week 8 Monday (11 Jan 2021) 9:00 am AEST

## Return Date to Students

Reports submitted by the original deadline will be returned by 25th January. Reports submitted up to 1 week late will be returned by 1st February. Reports submitted up to 2 weeks late will be returned by the 8th February.

## Weighting

50%

## Minimum mark or grade

50

## Assessment Criteria

You should write a journal style report, between 2000 (minimum) and 2500 (maximum) words, excluding references and appendices, but including in-text citations and figure labels etc. In other words, everything from the beginning of the title to the end of the discussion is included in the word count. Your assignment should be double spaced and should mirror the form of an academic journal article. Your report should have the following sections: title, abstract, introduction, method, results, discussion and references, and your report should follow all aspects of the APA publication style. The following illustrates the marking criteria that will be used to assess this assignment...

### Title: 2 marks

Accurately describes what the study is about.

Concise yet meaningful.

### Abstract: 8 marks

Around 200 words.

Clearly and concisely written with flowing text.

Contains key information: brief background, the problem you're investigating, participant details, essential features of the method, what you found and what your findings mean.

### Introduction: 20 marks

Not more than 1/3 of the word count.

States what we currently know about the topic and what your study will contribute.

Information is clearly relevant to the research study.

Clear, flowing and concise writing, building up from general ideas towards specific hypotheses.

Integration of ideas from different studies, not a series of linked 'abstracts'.

Citations always used to support statements or descriptions of previous studies.

### Hypotheses and rationale: 5 marks

Hypotheses emerge logically from the preceding sections of the introduction.

A short and concise sentence or couple of sentences embedded in the final paragraph of the introduction.

Clearly, accurately and simply stated.

### Method: 15 marks

Clear and detailed enough so that someone else can easily replicate your study.

Divided into sub-sections. Subsections should include at least: Participants, Design, Materials and Procedure.

Well conceived method that can examine the hypotheses.

### Results: 15 marks

Presents an analysis that appropriately tests the hypotheses.

Statistical tests used are appropriate, correctly carried out and thoroughly described.

Data is presented as evidence for all findings.

### Discussion: 30 marks

Begins with recap of results (no numbers necessary).

Reports how results relate to hypotheses (supportive or not).

Considers findings in relation to previous literature on the topic.

Includes citations when reporting other studies.

Reports any unexpected findings and suggests explanations.

Discusses limitations of the study, including any possible confounds and how these might be overcome.

Makes recommendations about further research on the topic.

Clear, flowing and concise writing.

**Referencing:** 5 marks

Includes full references in APA format for all references presented in the paper.

### **General**

Throughout all these sections, the following criteria will be assessed: grammar, spelling, punctuation, APA format, coherence of arguments, justification of arguments, use of literature, critical analysis, written style, structure of report and length of report.

N.B. In line with the Psychology Program Student Assessment and Referencing Guidelines and Procedures,

an assignment which fails to adhere to the word count (i.e. exceeds 2500 or is less than 2000), will be subject to

-a word count penalty of 10% of the total possible grade, i.e. 10 marks.

-an assignment that is submitted late will attract a 5% penalty per day

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Click on the link in Moodle to submit your assignment

### **Learning Outcomes Assessed**

- Communicate a clear, coherent and independent exposition of key research findings and theories in cognitive psychology
- Apply research methods used to study cognitive psychology.

### **Graduate Attributes**

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Ethical practice

## **2 Online Quiz**

### **Assessment Type**

Online Quiz(zes)

### **Task Description**

There will be an online quiz in Week 12 that covers information learnt throughout the unit.

### **Number of Quizzes**

1

### **Frequency of Quizzes**

Other

### **Assessment Due Date**

Week 12 Friday (12 Feb 2021) 11:59 pm AEST

### **Return Date to Students**

Scores will be available at the completion of the quiz

### **Weighting**

10%

### **Assessment Criteria**

Questions will be marked as either right or wrong.

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online



### **Learning Outcomes Assessed**

- Express a broad understanding of the fundamental concepts in cognitive psychology
- Apply research methods used to study cognitive psychology.

### **Graduate Attributes**

- Communication
- Information Literacy
- Information Technology Competence

## **3 Take Home Exam**

### **Assessment Type**

Take Home Exam

### **Task Description**

You will be required to write an essay in response to questions posed in a take home exam.

### **Assessment Due Date**

Exam Week Friday (19 Feb 2021) 11:59 pm AEST

### **Return Date to Students**

Feedback and Grades will be available after Certification of Grades

### **Weighting**

40%

### **Minimum mark or grade**

50

### **Assessment Criteria**

You are required to write a 1000 word essay (excluding references). Your essay should be double spaced and should follow all aspects of APA style. The essay should include an introduction, main body, and conclusion in one piece of writing without headings or sub-titles in the text. The following illustrates the marking criteria that will be used to assess this assignment...

Includes a brief introduction, main text and conclusion

Provides clear descriptions of the main theories and concepts

Demonstrates a critical understanding of literature relevant to the question

Provides evidence from research studies in support of arguments

Provides a clear, logical and coherent set of arguments

Demonstrates a good understanding of the key debate/s addressed by the question

Includes information that is clearly relevant to the question

Uses clear, flowing and concise writing

Integrates ideas from different studies, not a list of points or a series of 'abstracts'

Citations always used to support statements or descriptions of previous studies

Includes full references in APA format for all references presented in the paper

Uses appropriate grammar, spelling, punctuation and APA style

### **Referencing Style**

- [American Psychological Association 7th Edition \(APA 7th edition\)](#)

### **Submission**

Online

### **Submission Instructions**

Click on the link in Moodle to submit your essay

### **Learning Outcomes Assessed**

- Express a broad understanding of the fundamental concepts in cognitive psychology
- Communicate a clear, coherent and independent exposition of key research findings and theories in cognitive psychology

### **Graduate Attributes**

- Communication
- Critical Thinking

## Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

### What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

### Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

### Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

### What can you do to act with integrity?



#### Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



#### Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



#### Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem