

COGS 101B: Learning, Memory, & Attention

- Welcome!
- Instructor
 - Dr. Coulson
 - Email: coulson "at" cogsci.ucsd.edu
 - CSB 161
 - Office Hours: Thursday: 12-2pm
- TAs
 - Alan Robinson
 - Nate
 - Zack Weinberg

Plan for Today

- Short Lecture
- Frequently Asked Questions (administrative details)
- Topics & Goals for COGS 101b
- Study Tips
- Course Requirements
- Grading Policy

Can I get a copy of those slides?

- PDF version of Powerpoint slides available on the course website

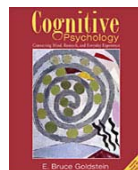
<http://www.cogsci.ucsd.edu/~coulson/101b>

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- Course Web Page
 - Electronic Copy of Syllabus
- Administrative Details
 - Contact Info
 - Grading Policy
 - Section Locations
- Plan for Course
 - Lecture Topics
 - Reading Assignments
- Important Dates
 - Exams
 - Problem Set due dates
 - Lab Paper due dates
- Links
 - Lecture Slides
 - Problem Sets
 - Other Information

Required Text

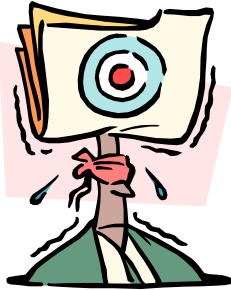
- *Cognitive Psychology: Connecting Mind, Research, and Everyday Experience*
 - Bruce Goldstein
- CogLab Manual
- Available in the UCSD bookstore



Course Topics

- Pattern Recognition
 - Perceiving Objects
- Visual Images
 - Representational Format
 - Spatial Knowledge
- Learning
 - Classical Conditioning
 - Operant Conditioning
- Attention
 - Selective Attention
 - Divided Attention
 - Automaticity
 - Attentional Capture
- Immediate Memory
 - Sensory Memory
 - Short-Term Memory
 - Working Memory
- Long-Term Memory
 - Levels of Processing
 - Memory Systems
 - Forgetting
- Everyday Memory
 - Autobiographical Memory
 - Eyewitness Memory
 - False Memory
- Cognitive Development
 - Infancy
 - Childhood

Goals



- Facts
- Models/Theories → Experimental Evidence
- Develop scientific writing skills
- Applying Cognitive Science

How to Study

- Identify Text Organization
- Preview
- Question
- Read and Relate
 - Connect material to your own knowledge and experience
- Reduce
- Review



Study Questions

- Study questions in textbook
- Study questions will also be made available before the exams

Taking Notes

- Do take notes
 - Keeps you awake!
 - Keeps you involved by translating lecture into your own words
- Don't copy down everything on the slides
 - Print out slides from web before class
 - Annotate your printout
 - Or, just keep a soft copy to jog your memory
- Write keywords, key phrases that capture gist
- Compare your notes with your friends' notes when you get together to study
- Jot down questions for section and office hours



Office Hours

- TAs' Office Hours
 - Your TA will announce office hours in section
 - Ask TA for help on problem sets, lab papers, material on exams, or general questions about course material
- Professor's Office Hours
 - Coulson's office hours are Thursdays 12-2pm (or by appointment)
 - Ask Prof about things that were unclear in lecture, questions about lab papers, get more information about topics covered in COGS 101B, ask about graduate school, 199 opportunities, and study tips for midterm and final exams
- Come to office hours!
 - Be more than a name and a PID #
 - We get lonely...

Course Requirements

- Attend all lectures and sections
- 4 Problem Sets
 - Posted on-line
 - Based on lectures, textbook
 - TAs discuss these in section
 - Each one is 6% of your grade (A vs A-; B+ vs A-)
- 4 Papers about CogLab Experiments
 - Read about in your CogLab Manual
 - Participate on-line
 - TAs discuss how to write papers in section
 - Each one is 6% of your grade
- Experimentrix Experiment Participation
 - Participate in local researchers' experiments
 - 2 hours required
 - Credit assigned by (web-based) Experimentrix System
 - Alternative: summarize 2 articles
- 1 Midterm Exam
 - Short Answer Format
 - 15% of your grade
- 1 Final Exam
 - Short Answer
 - Essay
 - 35% of your grade

Lab Papers

- CogLab Experiments
 - Participate on-line
 - Write up results as a scientific report
- Use your own words
- TAs will discuss CogLab Experiments in sections
 - Besides the PIN in your book, you need a login and password to log onto the system
 - TAs will explain how to log on
 - TAs will explain what we expect you to cover in your report
- Turn in at beginning of class
 - Late papers will not receive full credit
 - Papers turned in more than 3 days late will receive no credit
 - Late papers with an attached Dr's note will NOT be penalized
 - If you have a family emergency, contact instructor or TA at earliest convenience

Grading

- Students *earn* grades
- Percentage of total points (unless we need to use the happy curve)
 - 90%-100% A-/A
 - 80%-90% B-/B/B+
 - 70%-80% C-/C/C+
 - Below 70% D/F
- Happy Curve
 - If straightforward scale is too harsh, we will adjust it so that your grade better reflects your performance



Earning Points

- Problem Sets: 6% each
 - $4 \times 6\% = 24\%$
- Midterm: 15%
- Lab Papers: 6% each
 - $4 \times 6\% = 24\%$
- Final Exam: 35%
- Exam Format: short answer and essay questions
- Experiment Participation
 - Experimentrix
 - 2 hours or 2 article summaries *required* to pass the course
 - Can also get *extra credit* for
 - participating in 1 or 2 additional experiments
 - writing 1 or 2 additional article summaries
 - participating in 1 additional experiment and writing 1 additional summary

Formula

- $(PS_1 + PS_2 + PS_3 + PS_4 + Lab_1 + Lab_2 + Lab_3 + Lab_4 + Midterm + Final)/2 + (Experimentrix + Extra_Credit)$
- 70-79 Guaranteed 'C' of some sort
- 80-89 Guaranteed 'B' of some sort
- 90-100 Guaranteed 'A' of some sort



