



Mark Van Selst

San Jose State University

COGNITIVE PSYCHOLOGY

Chapter 1: Introduction & Syllabus

Cognitive Psychology (*Goldstein, 5th Ed.*)

SPRING 2025

Thu, Jan 23	First Day of Instruction Late Registration Begins on MySJSU after 7am
Mon, Feb 3	Waitlist Ends
Tue, Feb 4	<u>Permission number</u> is required to add a class
Tue, Feb 18	Last Day to Drop Classes without a "W" Grade... Last Day to submit <u>Instructor Drops</u>
Wed, Feb 19	Enrollment Census Date (No Enrollment allowed)
Fri, March 21	<u>Graduation Application Deadline to Qualify for Priority Registration</u> for Undergrads
Mon-Fri, March 31 - April 4	Spring Recess - no classes
Mon, May 12	Last Day of Instruction

ADD PRIORITY:

Graduating seniors (will also be move to top of waitlist).

1. Students for whom the class is required for their degree or a prerequisite for classes required for their degree.
2. Instructor generated priorities once these mandated priorities are met.
3. Open University students cannot be added to your course if any matriculated students have been turned away, even if physical seats are available.

Psychology 135, Cognition Section 1, SPRING 2025

Instructor: Mark Van Selst
Telephone: #408 office 9245674
Email: Mark.VanSelst@SJSU.edu
Web: CANVAS (course is IN PERSON)

Class Days/Time (section 1): **Mon & Wed: 10:30 AM – 11:45 AM**
Classroom: **DMH 353**
Office Hours/Location: Mon & Wed: 10:15 – 10:30 DMH 314

Prerequisites: PYSC 1
Class ID Number: PSYC 135-01 = 22650

Note: at this point I do not anticipate any ZOOM meetings for this class but there may be some out of town meetings that could necessitate that modality for 1-2 meetings during the semester.

What is COGNITION ?

... where have you seen the term outside of class?

- Scope
- Core Content
- Cognition
 - Cognitive Neuroscience
 - Cognitive Science

<Breakout Group>



When you have trouble with things—whether it's figuring out whether to push or pull a door or the arbitrary vagaries of the modern computer—it's not your fault. Don't blame yourself: blame the designer.

—Don Norman

History of the Cognitive Approach

The history of what we now call cognitive psychology is largely the history of whether or not we can infer the existence what we cannot directly measure with additional flavoring by the 'current' view of knowledge.

Memory is like a ...



Course Scope: Theories and current research in cognitive psychology with emphasis on components of cognitive processing from pattern recognition to problem solving. Substantial emphasis on cognitive development and mechanisms of cognitive change.

Memory: The *mental processes* of acquiring and retaining information for later retrieval, and the *mental storage system* in which these processes operate.

Cognition: The collection of mental processes and activities used in perceiving, learning, remembering, thinking, and understanding, and the act of using those processes.

Catalog Description and Required Text

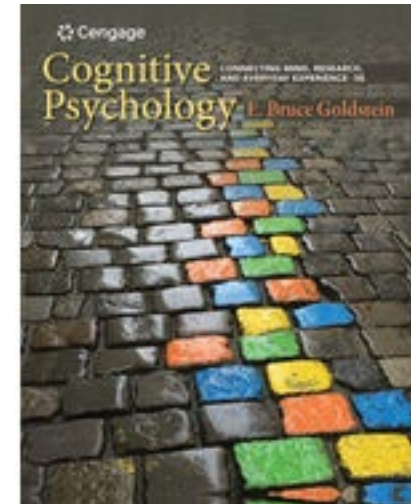
Course Description

Theories and current research in cognitive psychology with emphasis on components of cognitive processing from pattern recognition to problem solving. Substantial emphasis on cognitive development and mechanisms of cognitive change.

Required Textbook

Cognitive Psychology: Connecting Mind, Research, and Everyday Experience

by E. Bruce Goldstein
5th Edition | Copyright 2019



5th Edition has colored cobblestones

- Chapter 1: Introduction to Cognitive Psychology (Jan 29)
- Chapter 2: Cognitive Neuroscience (Feb 5)
- Chapter 3: Perception (Feb 12)
- Chapter 4: Attention (Feb 19)
- Chapter 5: Short-Term & Working Memory (Feb 26)
- Chapter 6: Long-Term Memory: Structure (Mar 5)
- Chapter 7: LTM: Encode, Retrieve, Consolidation (Mar 17)
- Chapter 8: Everyday Memory & Errors (Mar 24)
- Chapter 9: Conceptual Knowledge (Apr 7)
- Chapter 10: Visual Imagery (Apr 14)
- Chapter 11: Language (Apr 21)
- Chapter 12: Problem Solving & Creativity (Apr 28)
- Chapter 13: Judgement & Decision making (May 5)

Finding Course-Relevant Materials

- You **NEED** the textbook (*electronic or priority shipping if you don't own it yet*)....
- **CANVAS (!)**
 - SJSU online course management
 - Believe the posted dates... obey them
- You **WILL** need access to SJSU library resources
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Course Goals

Goal 1. Knowledge Base of Psychology:

- Students will demonstrate familiarity with the major concepts, theoretical perspectives, empirical findings, and historical trends in cognitive psychology.

Goal 2. Research Methods in Psychology:

- Students will understand basic methodological approaches used in cognitive psychology, including research design, analysis, and interpretation.

Goal 3. Critical Thinking Skills in Psychology:

- Students will understand and be able to use critical and creative thinking, skeptical inquiry, and a scientific approach to address issues related to behavior and mental processes.

Goal 4. Application of Psychology:

- Students will understand and be able to apply psychological principles to individual, interpersonal, group, and societal issues.

Goal 5. Values in Psychology:

- Students will value empirical evidence, tolerate ambiguity, act ethically, and recognize their role and responsibility as a member of society.

2 group (random pairs) presentations 2@2% $\Sigma = 4\%$

14 assignments: see schedule, 2-4% each, $\Sigma = 33\%$

- Last assignment is due AFTER the final exam...

5 mostly non-cumulative exams $\Sigma = 56\%$

- The “final” is just the last midterm (last chapter)

10 questions of the day (after lecture) $\Sigma = 7\%$

- These will be time/day sensitive @ the end of the lecture

The course will be graded out of 100

- (60% for a D-; 62.5% D; 67.5%...)

Tests are be open book/open note but must be your own work



ME

UBC, Waterloo, NASA-Ames, SJSU

Dual-Task, Alcohol, Decision Making, Visual
Cognition, Consciousness

(and sailboat racing)



YOU

name, history? long-term goals? future plans?

+ (build your cohort!)

<Breakout Group>



Social Expectations: you are adults, I am human

- Etiquette
- Disability / Modifications
- Exam Rescheduling (exam early)

Academic Expectations:

- Lateness is bad (be sure to keep current work on time)
- Plagiarism is worse
- Poor grammar, incomprehensible or AI-generated text, text documents that do not open, and unintelligible writing will all hurt your grade
- **UNIVERSITY POLICIES (!)**
- <https://www.sjsu.edu/curriculum/courses/syllabus-info.php>



Calendar

Monday

Jan 27
Orientation

Feb 3(C1)

Feb 10(C2)

Feb 17(C3)
Midterm 1 (C1, C2, C3) TUESDAY

Feb 24 (C4)

Wednesday

Jan 29
C1: introduction

Feb 5
C2: Cognitive Neuroscience
ASST 1: Core Concepts

Feb 12
C3: Perception
ASST 2: Neuroscience

Feb 19
C4: Attention
ASST 3: Perception

Feb 26
C5: STM/Working Memory
ASST 4: Attention

TUESDAY**Mar 3**(C5)**Mar 10** (C6)**Mar 17**
C7: LTM**Mar 24**
C8: Everyday Memory**Mar 31 [NO CLASS]**
SPRING BREAK**THURSDAY****Mar 5**
C6: LTM Structure
ASST 5: STM**Mar 12 [NO CLASS MEETING]**
Student presentations I (C1-C6) posted
Asst 6 due Friday
ASST 6: STM or LTM... what's new?
MIDTERM 2 (C4, C4, C6) Friday**Mar 19** (C7)
ASST 7: Mnemonics**Mar 26** (C8)
ASST 8: False Memories**APR 2 [NO CLASS MEETING]**
SPRING BREAK

TUESDAY**April 7**

C9: Language

April 14

C10: Visual Imagery

April 21

C11: Language

April 28 (C12)

C12: Problem Solving

May 5 (C13)C13: Judgment &
Decision Making**THURSDAY****April 9 (C9)**

ASST 9: Prototypes

MIDTERM 3 (C7, C8, C9 + video) FRIDAY

April 16 (C10)

ASST 10: Functional Equivalency

April 23 (C11)

ASST 11: Language

April 30 (C12)

ASST 12: Problem Solving

MIDTERM 4 (C10, C11, C12) FRIDAY

May 8 [NO CLASS MEETING]**ASST 13: Biases**



Calendar

TUESDAY

May 12 (C13)

Note: “replacement assignment” is available

Friday, May 16

10:45 AM-12:45 PM

Final Exam /

Culminating Activity

(MIDTERM 5, C13)

ASST 14: Values

THURSDAY



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www.sjsu.edu/psych