

# Psychology 3EE3

## Perception Laboratory

Winter 2006

### Instructors:

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### Instructional Resources:

Course webpage

[msp.mcmaster.ca/3ee3/](http://msp.mcmaster.ca/3ee3/)

Learnlink conference:

[www.learnlink.mcmaster.ca](http://www.learnlink.mcmaster.ca)

### Course Objectives and Content:

1. Writing and graphing skills.
2. Presentation skills (oral and written).
3. Ability to discuss and design empirical research.

Given the wide range of topics covered under the rubric of perception, we will be forced to be selective. As such, the basic content material of the course plays a secondary role to the development of confidence with writing, graphing skills, oral presentation and research design. For the present semester, we will focus on the phenomenon of subliminal advertising. This is a very broad and yet very focused topic with a great deal of misinformation. You will be required to skeptical and critical of arguments presented in the popular media.

### Required Readings:

Publication manual of the American Psychological Association, 5<sup>th</sup> Edition.

Various handouts supplied by the instructor.

Empirical articles retrieved from the University Library System.

### Class Times:

Lecture: Wednesday 14:30-15:20 [note: change from registrar schedule]

Lab: Monday 11:30-13:20

Tutorial: Wednesday 11:30-12:20

# Psych 3EE3 - Perception Laboratory

## Schedule:

Week of:	Experiment	Graphs	Argument papers	Group Work
January 9	Masking I		practice	
January 16	The AB		practice	
January 23	--	G1 due	practice	discussion
January 30	AB II		practice	
February 6	TBA		practice	
February 13	--	G2 due	A1 and A2 due	debate; ms due
February 20	READING WEEK			
February 27	Masking II		practice	
March 6	NCE I		practice	
March 13	--	G3 due	practice	discussion
March 20	NCE II		practice	
March 27	TBA		practice	ms due
April 3	--	G4 due	A3 and A4 due	debate

## Grade Breakdown:

Type of assessment	Number in Term	Percent
Final Exam (Registrar Scheduled)	1	15%
Group Projects	2	40%
Graph of individual data	4	15%
2-page argument papers	4	20%
Editing student 2-page papers	up to 10	5%
Participation	-	5%

## **Final Exam:**

The final exam will cover all of the course material including all readings, demos and experiments. While this represents a great deal of material, the exam will focus on broad understanding of major themes and issues. Additionally, graph drawing skills and writing skills will be tested. More details will follow during the term.

## **Group Projects:**

There will be two projects during the term. The first completed before reading break and the second before the final class. These will be completed partly as group work (50%) and partly as individual assignments (50%). The group work consists of two parts: (1) oral presentation and debate; (2) written manuscript with a Title page, Abstract, Introduction, Methods and Results. The individual component of this project will consist of a completed Discussion. Each group will consist of 5 individuals randomly assigned by the instructor. Every member in the group will be assigned the same grade on the group portion plus or minus 20% based on self-report from the group members.

## **Graph of individual data:**

For each experiment, you will draw a graphical representation of your data. The first graph, due on January 23 will be hand drawn while the 3rd and 4th assignment will be drawn with a computer program in the lab. For the 2nd assignment, the choice is yours to draw by hand or by computer. While you only submit 4 graphs, it is expected that you draw a graph for every dataset.

## **Two-page argument papers:**

Each week you will prepare a 2-page argument paper. These will be loosely based on the readings and discussion within the course. The goal is to evaluate and improve your written work. Of the completed assignments, you will choose your best 4 for grading. Two will be due before reading week and two at the end of the course.

## **Editing two-page argument papers:**

Each week that you complete a 2-page paper, you will swap with another student in the class and edit their paper providing feedback on clarity, writing style, grammar and spelling. You will only be able to edit papers (and thus earn credit) on weeks that you complete an assignment yourself. There are up to 9 opportunities to practice this exercise.

## **Grading Policy:**

The instructors reserve the right to adjust final marks up or down, on an individual basis, in the light of special circumstances and/or the individual's total performance in the course. Details of the course requirements may be subject to change. If requirements are altered, a revised course outline will be posted on the webpage and the details will be announced in class. The instructor is not able to reschedule the final exam. If there is a problem with the final exam schedule, students must contact the registrar's office. Attention is drawn to the senate [academic integrity policy](#) as found in the Senate Policy Statements distributed at registration and available in the Senate Office. Any student who infringes one of these resolutions will be treated according to the published policy.

## **Missed Work Policy:**

All excuses for missed exams must be submitted through the office of the Associate Dean of your faculty/programme within one week of the original due date of the missed work. After that time, students must appeal to have an exemption. It is also your responsibility to speak with your professor as soon as possible. Senate regulations for petitions for special consideration have always required that: "40. The student shall make a prompt and timely request for special consideration." NO REQUESTS FOR EXEMPTION WILL BE ACCEPTED AFTER ONE MONTH. Please see the notes on [missed work webpage](#) for further details.

## **Communication policy:**

e-mail communications must originate from your designated McMaster e-mail account (either mcmaster.ca account or LearnLink account). Should we need to communicate with you about individual matters, the e-mail will be sent to your LearnLink account. You should monitor this account regularly. E-mail sent from third-party providers (yahoo, hotmail, cogeco, sympatico, etc.) will not be received. We have this policy for three reasons: 1. reduce the amount of incoming spam to our accounts; 2. ensure that we know with whom we are communicating; 3. teach the professional use of e-mail. Please note that instructors and TAs cannot return long distance telephone calls. The fastest avenue for feedback concerning course-related problems is the HelpLine conference within the LearnLink course conference. This will be monitored daily and a response will be sent within one business day.