

Module Details	
Module Title:	Cognitive Psychology
Module Code:	PSY7010-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Social Sciences
Subject Area:	Psychology
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	22
Laboratory	6
Directed Study	172

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims
In this module you will gain insight into human cognitive processes including how people reason, think and perceive, and how we use language to communicate with others. You will also gain an understanding of human consciousness and the interaction between emotion and cognitive processes. This module will also give you an appreciation of techniques used to investigate cognitive psychology such as imaging and neuroscientific methods and the practical component will provide insight into how cognitive psychology is researched experimentally.

Outline Syllabus
This module will start with an introduction to cognitive psychology along with a fun team quiz. Topics will then focus on long-term memory, language production, lateralisation of brain

function, brain hemispheres, problem solving and expertise, implicit cognition, visual attention and face perception. We will learn about connectionism and the interaction between cognition and emotion. We will approach the contribution of imaging techniques and brain-damaged patients to the understanding of brain and mind. We will also look at consciousness and individual differences.

Learning Outcomes

1	a) critically evaluate different areas of cognitive psychology eg problem solving, and reasoning and methodology; b) identify the neural organisation of mental functions; c) understand the role of language in communication; d) understand the relationship between the brain and long-term memory; e) know the role of visual and face perception in everyday life; f) show critical appreciation of how emotion and cognition interact; g) demonstrate critical understand both cognitive function and individual differences present in this field.
2	a) demonstrate a critical understanding of cognitive psychology and its applications from a number of perspectives e.g. from evidence provided from brain-damaged patients to functional imaging of the brain including important ethical issues; b) display the ability to formulate research hypotheses and methods of design used in experimental cognitive psychology; c) demonstrate the ability to analyse data central to cognitive research; d) demonstrate a critical understanding of theories in cognitive psychology; e) perform in-depth critical analysis.
3	a) communicate your knowledge and research findings by written means; b) use IT to prepare written work; c) carry out appropriate literature searching; d) develop academic writing; e) develop independent-thinking combined with critical analysis; f) work in small groups where you will learn contextual and interpersonal relations; g) carry out self-directed study in a supportive environment allowing thorough assessment of your strengths and skills important for future learning and employability.

Learning, Teaching and Assessment Strategy

Lectures will provide information on current theories underpinning understanding of basic cognitive functions and will introduce terminology and techniques used by cognitive psychologists (LOs 1a-g, 2a). Laboratory work comprises performing psychology experiments in class, providing an understanding of quantitative data analysis along with ethical implications (LOs 2b-e, 3a-g). Assessment will involve writing a laboratory practical as a research article, important for the development of academic writing, the written exam promotes breadth and depth of thinking in cognitive psychology.

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - closed book	Examination - closed book - 2 hours	2 hours	70%
Summative	Coursework	Research article - 1,500 words	-1500 words	30%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.