Module Details

Module Title	Cognitive Psychology
Module Code	PSY7010-B
Academic Year	2023/4
Credits	20
School	School of Social Sciences
FHEQ Level	FHEQ Level 7

Contact Hours

Type	Hours
Lectures	22
Laboratories	6
Directed Study	172

Availability

Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims

In this module you will learn about human cognitive processes including how people reason, think and perceive, and how we use language to communicate with others, as well as covering individual differences. You will also gain an understanding of human consciousness and the interaction between emotion and cognitive processes.

This module will give you an appreciation of techniques used to investigate cognitive psychology such as neuroimaging and neuroscientific methods. The practical component will allow understanding into how cognitive psychology is researched experimentally.

Outline Syllabus

This module will start with an introduction to cognitive psychology. Topics will focus on language production, speech perception, visual attention, consciousness, neuroimaging, face perception, memory, thinking and reasoning, and emotion. We will look at the contribution of various technological advancements (e.g., neuroimaging) and studies of brain-damaged patients to the understanding of brain function and behaviour. We will also consider the importance individual differences in the field of cognitive psychology.

Learning Outcomes

Outcome Number	Description
01	Critically evaluate different areas of cognitive psychology
02	Critical understanding of the relationship between the brain and cognitive function
03	Critically appreciate the diverse techniques and statistical analysis used by cognitive psychologists in order to understand both cognitive function and individual differences present in this field.
04	Demonstrate an 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 discussion of important ethical issues
05	Demonstrate a full and critical understanding of some theories in cognitive psychology
06	Display the ability to formulate research hypotheses and methods of design used in experimental cognitive psychology
07	Demonstrate the ability to analyse data central to cognitive research;
08	Perform in-depth critical analysis.
09	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 with support available 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 explanations of cognitive functioning and will introduce terminology and techniques used by cognitive psychologists (LOs 1-5, 8). Laboratory practical work will involve performing psychology experiments, carrying out quantitative data analysis along with gaining an understanding of ethics in the field (LOs 5-9).

Assessment will involve writing up a laboratory practical as a research article, important for the development of academic writing. The written exam promotes breadth and depth of thinking of topics in cognitive psychology.

Mode of Assessment

Type	Method	Description	Weighting
Summative	Examination - Closed Book	A timed examination that takes place on-campus (2 Hrs)	70%
Summative	Laboratory Report	A formal record of an experiment comprised of a discussion of objectives, procedures, and results. 1500 words	30%

Reading List

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