



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Psicologia Cognitiva per la Comunicazione

2021-1-F9201P202

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#### Learning area

#### Learning objectives

##### *Knowledge and understanding*

Purpose of the course is

- to provide basic knowledge about cognitive psychology. In particular it will provide those basic principles necessary for both
- a good knowledge of prospect (i.e. potential user) of product and services and
- a good design of communication processes (both on-line and
- off-line).

##### *Applying knowledge and understanding*

By the end of the course, students should:

- be able to apply basic theoretical knowledge in cognitive psychology into practical projects such as,
- projects aimed at encouraging changes in behaviour of at both an individual or a community level;
- projects aimed at supporting collaborative working
- practical case studies.

#### Contents


Basic cognitive processes will be analysed, with a particular focus on perception, attention and memory, reasoning and decision making, language and learning.

## Detailed program

- Definition of Cognitive Psychology and of its application in communication processes;
- Main research methods in Cognitive Psychology;
- Cognitive processes;
- Visual Perception: the difference between seeing and perceiving;
- Visual Illusion and the “construction” of reality;
- Measuring perception;
- Embodied cognition: perceiving for acting;
- Main theories on attentional processes
- Attention and its components
- Joint attention and behaviours of collaboration/cooperation or competition;
- Memory: basic processes, theories and practice;
- Design of systems for supporting memory: external memory, memory in the world;
- How we think: decision making, risk perception and errors;
- Social Perception. Stereotypes and prejudices: in-group and outgroup features;
- Psychology of language;
- Word processing;
- Learning and conditioning;
- Learning and communication.

## Prerequisites

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Knowledge of written English is required for the analyses of scientific papers proposed during the lessons.

## Teaching methods

Online lectures with the possibility to discuss with the teacher and the class. Students are encouraged to analyse a problem/main issue in cognitive psychology, producing a final report putting in light practical aspects (from scientific papers on the subject) and theoretical links with other issues in cognitive psychology.

## Assessment methods

Written exam with an oral interview on demand (either by the student or by the lecturers). The written examination consists of open questions on textbooks and handouts of the lectures; part of the exam can be substituted with an oral presentation of a scientific article on a subject relevant to the course, previously agreed with the lecturers, to test critical thinking skills.

NB. During the COVID emergency the exams will be online. The oral examination will be made via WebEx platform whereas for the written examination other platforms will be used.

## Textbooks and Reading Materials

Psicologia cognitiva per la comunicazione -E. E. Smith, S. M. Kosslyn, V. Russo – 9788891911087- Pearson Text Builder

<https://it.pearson.com/docenti/universita/textbuilder.html>

NB: In Autumn an ebook of the text will be available at: [pearson.it/shop](https://www.pearson.it/shop)

Suggested in addition only for students who do not have any basis of General psychology:

Gerrig R. J., Zimbardo P.G., Anolli L.M. (2016). *Introduzione alla Psicologia Generale*. Pearson Editore.

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