UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Cognitive Psychology for Communication

2223-1-F9201P202

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: perceving 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

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

Teaching methods

Frontal lectures in which the interaction with the students will be favoured as much as possible. 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 thoretical 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.

Erasmus students can contact the lecturer to ask for an English text book or a reading list to prepare for the exam

and/or to arrange to take the exam in English.

Textbooks and Reading Materials

Information about the text book and teaching material will be provided on the elearning webpage of the course as soon as available.

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.

Sustainable Development Goals

QUALITY EDUCATION