UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Cognitive Psychology for Communication

2425-1-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;
- 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 modularity effects by social factors;
- Memory
- How we think: decision making, risk perception and errors;
- Social Perception. Stereotypes and prejudices: in-group and outgroup features;
- Psychology of language;
- 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

The course will be held in presence. Teaching will consist of lecture-based lessons, and also interactive classwork. All lessons will contain at least a part of interaction with students. Students are encouraged to analyse and discuss in the classroom a problem/main issue in cognitive psychology. Students can present, as part of their exam, a scientific article putting in light practical and thoretical links with other issues relevant to cognitive psychology.

Assessment methods

Written exam with optional oral test (on request by either the student or the teacher). The written exam is delivered via computer and it takes place at the IT labs and includes open-ended questions on the content of textbooks and lesson materials provided by the teachers. The written exam includes two open-ended questions per module, which aim to ascertain the student's preparation and to evaluate their ability to create links between the acquired knowledge. It is necessary to reach the pass grade in both modules to pass the exam and, for those who wish to, access the oral exam.

A part of the written exam (one question per module) can be replaced with two oral presentations in classroom (a scientific one and an informal one) of a scientific article on a topic relevant to the course, previously agreed upon

with the teachers, and aimed at evaluating the ability to autonomously reflect on topics covered in class. The articles presented can then be subject of the written exam for all the students of the course.

The oral examination is optional and made on both modules (after it the mark of the written examination can be increased, confirmed, or decreased). To take the oral examination you need to get the pass grade at the written examination. The pass grade in it is achieved **only** if the pass grade is obtained in **both** modules. The mark of both modules, then, will be added up to gain the final written examination mark.

Erasmus students can contact the professor to agree on the possibility of studying on a bibliography in English and/or the possibility of taking 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