COURSE DESCRIPTION
An examination of the biological processes by which the sensory systems pick up information from the environment and the psychological processes by which that information is coded, transformed, and integrated to form perceptions. Emphasis is on the visual systems and visual perception. Aspects of perception in the visual arts and music are also discussed.

SUNY GENERAL EDUCATION LEARNING OUTCOMES
- Students will demonstrate understanding of the methods scientists use to explore natural phenomena, including observation, hypothesis development, measurement and data collection, experimentation, evaluation of evidence, and employment of mathematical analysis. By learning about evidence obtained through various forms of scientific inquiry, you will gain an understanding of how science enables us to untangle mechanisms underlying our experience of the world.
- Students will demonstrate application of scientific data, concepts, and models in one of the natural sciences. The emphasis here is on understanding how scientific data inform our understanding of various concepts in perception and how those concepts and data relate to your daily experiences of the world.

LIBERAL STUDIES OUTCOMES
This course meets the following outcomes for the Liberal Studies Degree Completion Program:
- The ability to articulate and communicate clearly in written and spoken forms
- Research skills including the ability to analyze and synthesize information
- To think critically, independently and creatively

COURSE LEARNING OUTCOMES
- Students will demonstrate mastery of course concepts including transduction, receptive fields, neuroplasticity, and cortical magnification.
- Students will demonstrate the ability to employ the concepts of bottom-up and top-down processing in their assessments of perceptual phenomena.
- Students will examine the short-cuts that the brain takes to construct a perceptual representation of the world.
- Students will be able to summarize how the environment has shaped the evolution of human sensory systems and how the environment shapes sensation at the individual level.
- Students will master the chapter-level learning outcomes (listed on moodle for each chapter).

REQUIRED TEXTS
You may buy or rent and ship books from: [http://www.neebo.com/suny-at-purchase-college](http://www.neebo.com/suny-at-purchase-college)


PURCHASE COLLEGE ACADEMIC INTEGRITY POLICY
The Purchase College Academic Integrity Policy <http://www.purchase.edu/Policies/AcademicIntegrity.aspx> explicitly forbids cheating, plagiarism and other forms of academic dishonesty. Plagiarism is the appropriation or imitation of the language, ideas, and/or thoughts of another person and the representation of them as one's own original work. Students are responsible for familiarizing themselves with the definition of plagiarism and the acceptable methods of attribution. Violation of any of the above may lead to formal disciplinary action and the following sanctions:

- Minimum Sanction: Failing grade on the assignment or examination. Maximum Sanction: Expulsion
- Recommended Sanction (First Offense): Failing grade for the course
- Recommended Sanction (Second Offense): Expulsion

Students who have any questions or doubts about whether any activity is academically permissible, should check with me first.

DOCUMENTED DISABILITIES
Students with documented physical, learning, psychological and other disabilities are entitled to receive reasonable accommodations. If a student needs accommodations, he or she must first register with the Office of Special Student Services; please call 914-251-6390 or email accommodations@purchase.edu.

You can find a description of special student services provided by the Counseling Center at: http://www.purchase.edu/Departments/SpecialStudentServices/

Moodle is ADA compliant; you can find the accessibility at: http://docs.moodle.org/dev/Moodle_Accessibility_Specification

TITLE IX MANDATE
While at some point you may feel comfortable in sharing any personal incidents of sexual violence and/or sexual harassment (i.e. stalking, domestic violence) with me, please understand in advance that the law requires that I report such incidents to the College. Since I cannot hold such information confidentially, I instead recommend that you seek assistance at the Counseling Center or Health Services where employees hold legal confidentiality. They can advise you privately on possible next steps and appropriate resources. The Counseling Center can be reached at: (914) 251-6390; you can also find more information at www.purchase.edu/counselingcenter. Health Services can be reached at: (914) 251-6380.

Your Purchase Email Account:
Regular use of your Purchase email account is required, so please check your e-mail regularly. You must keep your e-mail account active and make sure there is room for incoming messages. Not checking your e-mail regularly and messages not received because your mailbox is full are not excuses for being ignorant of materials and assignments sent by e-mail.

Go to http://studentservices.purchase.edu/ to activate your account.

Moodle:
- An on-line course management system called Moodle will be used for assignments, announcements, and learning resources used in this course.
- All students are required to participate in the Moodle assignments; it will be assumed that all announcements on this site have reached you, so be sure to check it frequently.
Go to www.purchase.edu/studenttutorial and review the Moodle tutorial, designed to help you become familiar with how to use Moodle.

To access your course in Moodle, first set up your Purchase email account if you have not done so already; log in with your Purchase username and password at http://moodle.purchase.edu; (do not put @purchase.edu). Your course will appear on the left side of the page under “My Courses.”

Set up your profile: “Profile” button from the Administration box on the left side of our class page; select the “edit profile” tab at the top, upload a profile image, which is very important for our online community; you can also add other biographical and personal info about yourself and personalize course tracking features.

Also in the administration box, you will see a link to the gradebook where you may check on your grades on the Moodle quizzes and forums.

For technical/email assistance, CTS: (914) 251-6465 or Helpdesk@purchase.edu.

For Moodle specific questions, email TLTC@purchase.edu.

ASSIGNMENTS

Chapter Quizzes

At the end of each chapter, you will complete a multiple choice quiz. The quiz enables you to self-assess how well you have understood the material covered in the chapter. Although the quiz is graded, you are able to take the quiz five times, and only your highest grade will count as your "quiz grade." This makes the quiz a low-cost, self-assessment activity.

Each quiz grade will be graded as a percentage. So, if you get 8 out of 10 questions correct, you will have a grade of 80% on that attempt. There are a total of 15 quizzes in the course.

To take the quiz, click on the quiz link and then click "Start attempt." For each question, choose the option that you think is the best answer. Be sure to read all options, as some questions may have multiple options that are include correct information, but only one option is the best answer. After you have selected answers for all 10 questions, click "Submit." You will receive feedback about whether each response was correct or incorrect, but you will not at this time learn the correct answers to the questions that you had incorrect. (That feedback will be available immediately after the quiz submission deadline.)

To retake the quiz, simply click on the link to the quiz from the course page, and start another attempt. You will notice that most of the questions will be different than the ones in the first quiz. Each time you take the quiz, moodle will randomly select 10 questions from a pool of approximately 40 questions from that chapter. Exposure to multiple sets of questions will help you learn more from the chapter. This is the reason you are allowed up to five attempts on each quiz. If you are happy with the grade on one of your attempts, you do not need to continue retaking the quiz, but you may do so until you've taken it 5 times. Only the attempt with the highest grade will be counted.

If you ever experience issues with moodle when taking the quiz, please let me know.

Final, Cumulative Quiz

This assignment must be completed by midnight (EST) on the final day of the course. You will have 5 attempts to answer 50 questions drawn at random from the 15 chapters of this course. This assignment counts for 10% of your grade.
Written responses

For most chapters, you will be asked one or two short essay questions. These questions can generally be addressed within 300 words per response. The best responses will incorporate information from the readings and voicethreads. In some responses, it may be appropriate to provide additional examples. If you decide to cite a research paper that is not something mentioned in the textbook, be sure to include a full citation for your source. Valid sources include empirical articles published in research journals. To find this type of article, perform a search on google.scholar, which only searches scholarly articles. Proper citation of an empirical article includes a parenthetical reference in the text and a reference list. The textbook generally does discuss experiments that are relevant to the essay questions, so there may be no need to cite outside research. When writing your responses, be mindful of using your own words. Please be aware that at any of your assignments can be submitted to our plagiarism screening system, Turnitin, for evaluation. I will do this periodically with assignments from all students. You can self-check your writing before submitting it for grading. To do so, submit your writing here: http://moodle.purchase.edu/moodle2/enrol/index.php?id=4830. I will not see the results of your self-screening, nor will I know that you ran the plagiarism screening.

All essays will be graded on the quality of content, the logic of the presentation, and the writing mechanics. Each assignment includes a rubric that outlines the evaluation criteria. Please review this and do a self-evaluation of your answers before submitting them for grading.

Discussion Forums

One of the important components of any course is having the opportunity to exchange ideas with other students and your professor. Discussion forums enable us to forge a sense of community and actively explore the course material.

Your participation in the forums will be evaluated on the basis of how well your postings contribute to the development of the conversation, not on some arbitrary word count. Quality and frequency of participation are more important than overall quantity of postings.

- **Q&A forums** will contain one question for you to answer and discuss. With the Q&A forum, once you have posted your response to a question, you have 30 minutes during which you can continue to edit your response. Once your initial response is set, you can then see the responses of other students and can post follow-up replies to their posts. We'll use the Q&A forum type when it's important for everyone to have a clean shot at the question without seeing other responses, before having the follow-up conversation.

**Q&A forum grading rubric**

For each question in a Q&A forum, you have 2 types of posts - your initial response, and follow-up posts that you make to other students' responses.

- Initial responses will be scored on a 4 point scale:
  - 4: a truly original and thoughtful post with well-developed thesis and arguments, that brings up new ideas on the question while analyzing the reading or other source material (I don't expect many 4's)
  - 3: a solid answer to the question, good analysis of the source material to support well-reasoned arguments
2: a reasonable answer to the question, but with little analysis of or reference to the source material
1: a minimal answer that misses important aspects of the question
0: no answer to the question

Follow-up posts will be scored on a 2 point scale:
2: solid follow-up posts that help to illuminate aspects of the original post, provide important counter-examples to the original post, or bring up additional points to consider
1: minimal follow-up posts that add little to the conversation
0: no follow-up posts or follow-up posts that are merely "I agree"

Your total score for each Q&A forum will be the sum of the ratings for all of your posts to that forum. Your total score will be posted on your original response.

Passing assignments in on time

You are expected to complete all assignments on time. If you are having a personal problem, please email me. (meagan.curtis@purchase.edu)

Once the due date has passed on a quiz, you will no longer be able to access that quiz unless you have completed it. If you missed the quiz, you will not be given an opportunity to make it up.

On essays and discussion forums, late responses will be accepted up to 2 days after the due date (except for during the final days of the course, during which time no assignments can be accepted after the final day of the course). However, your grade on a late assignment will be dropped by 25% for each day that it is late.

Blog posts may be made throughout the term, but I encourage you to participate early in the term. All posts must be completed by July 25th.

Grading

Your grade will be calculated as follows:

- Chapter Quizzes: 40% total, weighted equally across 15 quizzes. (Each counts for 2.6% of your cumulative grade.)
- Written assignments: 30% total, weighted equally across 10 assignments. (Each essay assignment counts for 3% of your cumulative grade). All essays are evaluated according to the rubric shown in the assignment.
- Discussion forums: 20% total, weighted equally across 13 assignments. (Participation in each discussion forum—which consists of posting a response to the question AND posting at least one reply to a classmate—counts for 1.5% of your cumulative grade.) All forum posts are graded according to the Discussion Forum Grading Guidelines.
- Final, cumulative quiz: 10%. This quiz contains 50 questions randomly selected from the 15 chapters. You will be allowed 5 timed quiz attempts. Only the attempt with the highest grade will count towards your course grade.

Your final grade will be determined by computing your grade for each assignment category and then computing an overall average (according to the weights stated for each assignment category). Letter grades will be assigned according to a 100 point scale, as follows:
A+: 97 or above
A: 93-96.99
A-: 90-92.99
B+: 87-89.99
B: 83-86.99
B-: 80-82.99
C+: 77-79.99
C: 73-76.99
C-: 70-72.99
D: 60-69.99
F: below 60

Please note: You can check your course grade on moodle at any time. Your grade will be current to within 24 hours of the time at which you check it (there may be one or two assignments from the previous day that have not been entered into the gradebook yet). To check your grade, click on the administration tab (left side of moodle page), then course administration, under which you will find a link to grades. If you believe that I have made an error in entering a grade or if a grade is missing, please let me know.

CLASS SCHEDULE

Day 1: Chapter 1 - Introduction to Perception
- Read:
  - Goldstein: Chapter 1, pp. 3-22
- Graded assignments due today:
  - Why study perception? Forum
  - Chapter 1 essay question Assignment
  - Chapter 1 quiz

Day 2: Chapter 2 - Introduction to the Physiology of Perception
- Read:
  - Goldstein: Chapter 2, pp. 23-42
- Graded assignments due today:
  - Chapter 2 essay questions
  - Chapter 2 quiz

Day 3: Chapter 3 - Introduction to Visual Perception
- Read:
  - Goldstein: Chapter 3, pp. 43-72
- Graded assignments due today:
  - Dark Adaptation Forum
  - Reading in the Dark Assignment
  - Chapter 3 quiz

Day 4: Chapter 9 - Color Perception
- Read:
  - Chapter 9, pp. 201-228
- Graded assignments due today:
  - Create an image that will produce an interesting afterimage Forum
  - Chapter 9 Questions
  - Chapter 9 Quiz
Day 5: Chapter 4 - The Visual Cortex and Beyond
• Read:
  o Goldstein: Chapter 4, pp. 73-98
  o Blakemore & Cooper (1970) (article on moodle)
• Graded assignments due today:
  o Chapter 4 essay question Assignment
  o Blakemore and Cooper discussion Forum
  o Chapter 4 Quiz

Day 6: Chapter 5 - Perceiving Objects and Scenes
• Read:
  o Goldstein: Chapter 5, pp. 99-132
• Graded assignments due today:
  o The use of neuroimaging in mindreading Forum
  o Chapter 5 quiz - Due before midnight EST 7/14

Day 7: Chapter 6 - Visual Attention
• Read:
  o Goldstein: Chapter 6, pp. 133-155
• Graded assignments due today:
  o Chapter 6 essay questions Assignment
  o Stereotypes and perception Forum
  o Chapter 6 quiz

Day 8: Chapter 8 - Perceiving Motion
• Read:
  o Goldstein: Chapter 8, pp. 177-200
• Graded assignments due today:
  o Post an illusory motion demonstration Forum
  o Chapter 8 quiz

Day 9: Chapter 7 - Taking Action
• Read:
  o Goldstein: Chapter 7, pp. 155-176
• Graded assignments due today:
  o Mirror neurons Forum
  o Chapter 7 quiz

Day 10: Chapter 10 - Perceiving Depth and Size
• Read:
  o Goldstein: Chapter 10, pp. 229-258
• Graded assignments due today:
  o Chapter 10 essay question Assignment
  o Depth perception illusions Forum
  o Chapter 10 quiz

Day 11: Chapter 11 - Sound, the Auditory System, and Pitch Perception
• Read:
  o Goldstein: Chapter 11, pp. 259-290
• Graded assignments due today:
  o Chapter 11 essay questions Assignment
  o Chapter 11 quiz
Day 12: Chapter 12 - Sound Localization and the Auditory Scene
• Read:
  o Goldstein: Chapter 12, pp. 291-310
• Graded assignments due today:
  o Auditory localization Forum
  o Chapter 12 quiz

Day 13: Chapter 13 - Speech Perception, plus Music Perception
• Read:
  o Goldstein: Chapter 13, pp. 311-328
• Graded assignments due today:
  o Music perception essay question Assignment
  o Memory for musical pitch Forum
  o Chapter 13 quiz

Day 14: Chapter 14 - The Cutaneous Senses
• Read:
  o Goldstein: Chapter 14, pp. 329-354
• Graded assignments due today:
  o Cognitive Components of Pain Forum
  o Chapter 14 quiz

Day 15: Chapter 15 - The Chemical Senses
• Read:
  o Goldstein: Chapter 15, pp. 355-378
• Graded assignments due today:
  o Anosmia Forum
  o Chapter 15 essay question Assignment
  o Chapter 15 quiz
  o Final, Cumulative Quiz