

Study Programme: Psychology
Course Unit Title: Experimental Psychology
Course Unit Code: 21MP011
Name of Lecturer(s): Sunčica Zdravković, Ivana Jakovljević
Type and Level of Studies: Master
Course Status (compulsory/elective): Elective
Semester (winter/summer): Winter
Language of instruction: Serbian, English
Mode of course unit delivery (face-to-face/distance learning): face-to-face
Number of ECTS Allocated: 3
Prerequisites:
<p>Course Aims:</p> <p>1. Students will be introduced to various methodologies in the field of experimental psychology, from psychophysics to current and interdisciplinary techniques. They should also get familiar with data modeling and simulation of cognitive processes as well as with the advantages and limits of different techniques and methodologies.</p> <p>2. At the end of the course, students are expected to be able to carry on their individual research projects in the field of language and perception, using and combining different methodologies from different disciplines.</p> <p>Also, and related to this, they should be able to apply this knowledge in the research of marketing, professional selection and orientation as well as in the content analysis in communication etc.</p>
<p>Learning Outcomes:</p> <p>At the end of this course, students are expected to be prepared to:</p> <p>1. based on their own interest, carry on research in the field of basic or applied visual perception such as: colors, motion, face perception, illusion etc.</p> <p>2. based on their own interest, carry on research in the field of basic or applied language research such as: computational linguistics, quantitative linguistics, psycholinguistics, etc.</p>
<p>Syllabus</p> <p><i>Theory</i></p> <p>I Measurements in experimental psychology. II Informational theory. III Perception, psychophysics, neuropsychophysics. IV Signal detection, ideal observer theory, averaging and frequency methods. V Language, lexical decision, naming, task recognition and lexical production. VI Priming, methods: masked, implicit, repetition etc., types: semantic, associative, visual etc. VII Other experimental tasks: mismatch, progressive demasking etc. VIII Advanced methods in data collection: eye-tracking, EEG, PET, fMRI etc. IX Data modelling.</p> <p><i>Practice</i></p> <p>Research development based on one of the methodologies presented in the course.</p>
Required Reading: Ward, J. (2006). <i>The Student's Guide to Cognitive Neuroscience</i> . New York: Psychology Press

Baayen, R.H. Analysing Linguistic Data. Cambridge University Press.

Weekly Contact Hours:

Lectures: 2 hours weekly

Practical work: 2 hours weekly

Teaching Methods:

lectures, interactive lectures and students' presentations based on the methods they were introduced to in the course

Knowledge Assessment (maximum of 100 points):

Pre-exam obligations	points	Final exam	points
Active class participation	20	written exam	
Practical work	20	oral exam	60
Preliminary exam(s)		
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.