

THE UNIVERSITY OF HONG KONG
FACULTY OF SOCIAL SCIENCES
Department of Psychology

COURSE OUTLINE (2025/2026, SEMESTER ONE)

1. Basic Course Information

Course Code	PSYC7304
Course Title	Cognitive Psychology
Course Credits	6
Lecture Time & Venue	3:00 – 5:50 pm Thursdays CPD LG.18, Centennial Campus

2. Teaching team

Name	Office	Phone	E-mail
Instructor			
Dr. Sing-Hang Cheung Office hrs: Thur 10:30 – 11:30 am	6.24, JCT	3917 4225	singhang@hku.hk
Tutor			
Mr. Justin Au Office hrs: by appointment http://bit.ly/bookjustyno	6.19, JCT	3917 8231	justyno@hku.hk

3. Course Description

This course covers how humans learn to deal with information from the environment in everyday life. Topics include various aspects of perception, attention, memory, and language. Students will be involved in conducting experiments on cognitive functioning as part of the coursework.

4. Course Learning Outcomes

On completing the course, students will be able to:

- a. discuss major concepts and theories of human cognition
- b. read primary research literature in cognitive psychology in an effective manner
- c. critically evaluate existing theories and empirical findings in cognitive psychology
- d. present synthesized ideas or empirical findings in the area of cognitive psychology

5. Readings & Online Materials

- Eysenck, M. W., & Keane, M. T. (2020). *Cognitive psychology: A student's handbook* (8th ed.). Psychology Press.
- [Reference] Andrade, M., & Walker, N. (n.d.). Cognitive Psychology.
[https://socialsci.libretexts.org/Bookshelves/Psychology/Cognitive_Psychology_\(Andrade_and_Walker\)](https://socialsci.libretexts.org/Bookshelves/Psychology/Cognitive_Psychology_(Andrade_and_Walker))
- You should be able to access the Moodle site for this course through your HKU portal once you have successfully enrolled in the course. If you have any problem accessing Moodle, please contact the tutor immediately, because updated information about the course (e.g., lecture slides) will be posted there.

6. Assessment Methods and Weighting

Assessment methods	Weighting in final course grade (%)
1. Participation in online tasks	4%
2. Video assignment	10%
3. Group presentation	20%
4. Lab report (draft: 10%; final: 20%)	30%
5. Short quizzes	16%
6. Final quiz	20%
Total	100%

Final grade cutoffs:

A = $\geq 80\%$. B = 70%~79% C = 60%~69% D = 50%~59% F = $< 50\%$

Online tasks. You will participate in **two online experiments and will complete two sets of questionnaires**. Data collected from these experiments and questionnaires will be analyzed and reported in your Final Lab Report. Please complete the online tasks by **September 25, 2025 (2:00pm)**. It will take you about 40 to 50 minutes to complete all the online tasks. Your completion of these online tasks will contribute to 5% of the final grade.

Video assignment. As a group of four members, you will create a short video of **60 to 90 seconds** introducing one learning tip for university students. Such learning tip should be based on research in cognitive psychology. The target audience of this video shall be the general public. Therefore, you should focus on practical advice instead of the theoretical background and/or empirical support. The tip can be about preparation before class, learning during class or revision after class. The submission deadline for this assignment will be **November 13, 2025 (2:00pm)**. This assignment will contribute to 10% of the final grade.

Group presentation. You will do a group presentation elaborating on the theoretical background and empirical support of the learning tip introduced in the video assignment. The presentations have been scheduled on **November 13 or 20. Attendance at the presentations on both November 13 and 20 is compulsory**. Each presentation will be 15 minutes long. This presentation will contribute to 20% of the final grade.

Lab report. From the online tasks, we will collect data on two behavioral measures and several questionnaire measures. Among these measures, you will need to formulate a hypothesis on the correlation between one of the behavioral measures and one of the questionnaire measures. The objective of this learning activity is for you to experience the process of conducting a study in cognitive psychology. You will be introduced to the details of this assignment in the class/tutorials.

There will be two written submissions for the lab report. First, you will submit a draft of the lab report by **October 23, 2025 (2:00pm)** (10% of the final grade). The final report should be no longer than 2,500 words, with a Methods section no longer than 800 words, and will be due on **December 4, 2025 (5:00pm)** (20% of the final grade). Materials written beyond the word limit will not be graded.

Quizzes. There will be EIGHT short in-class quizzes and ONE final quiz (**Nov. 27**). Each of the short quizzes will have TWO multiple-choice questions. You will be asked to answer THREE short-answer questions in the final quiz. The short quizzes and the final quiz will count towards 16% and 20% of the final grade respectively.

In case of a student missing a short quiz due to medical reasons (with a valid medical proof), his/her performance in the missed quiz will be predicted based on his/her performance in the other components of the course. In case of a student missing the final quiz due to medical reasons, a make-up quiz will be arranged on **December 3, 2025 (3:00pm)**. If you feel unwell on a quiz day, and if the situation allows, please email the teaching team about your anticipated absence on the quiz day **before** the scheduled quiz time. Please submit a valid medical proof to the teaching team within 24 hours of the scheduled quiz time.

7. Feedback Policy

Students can expect **general feedbacks** and grades on submitted assignments and quizzes within **two to three weeks**. Students can receive individual feedbacks, including those on the final quiz, through scheduling a meeting with the course instructor or tutor.

8. Course Schedule

Week	Month	Day	Topic	Short quizzes
1	Sep.	4	Cognitive psychology: Then and now	—
2		11	Methods in cognitive psychology	Quiz 1
3		18	Visual perception	Quiz 2
4		25	Attention	Quiz 3
5	Oct.	2	Memory I	Quiz 4
6		9	Memory II	Quiz 5
7		16	No class – Reading week	—
8		23	Imagery	Quiz 6
9		30	Language + Decision making	Quiz 7
10	Nov.	6	Selected topics in cognitive psychology	Quiz 8
11		13	Presentations I	—
12		20	Presentations II	—
13		27	Final quiz	—

9. Important Notes

Late assignment. Please finish and submit your assignments by the corresponding deadlines. Late assignments will be penalized by a 5% deduction for each day being late. For example, if you submit an assignment, which has a maximum mark of 10, within the first 24 hours after the original deadline, 0.5 mark (i.e., 5% of 10) will be deducted.

Academic honesty. Academic dishonesty will not be tolerated. Any student who engages in any form of academic dishonesty (e.g., cheating on exams, plagiarism, interfering with grading, etc.) will receive a grade of F in this course and will be reported to the Department / Faculty Office / University Disciplinary Committee for further disciplinary action. There will be no exceptions. The Department of Psychology has formulated departmental policies and guidelines on student misconduct. You can visit the following webpage for more information: <https://psychology.hku.hk/useful-information-to-current-students/>

Plagiarism. A softcopy is required for all written assignments. The softcopy will be checked for plagiarism against a database of articles, books, webpages, and essays submitted by students at HKU and other universities. No credit will be given for an assignment that contains plagiarized materials. Further penalties may also be applied. These penalties may include a zero mark for the course. Plagiarism will also be reported to the Department / Faculty Office / University Disciplinary Committee for consideration of possible disciplinary action. If you are not sure what constitutes the academic offense of plagiarism, checkout the webpage at <http://www.hku.hk/plagiarism>. Please note that if you reuse any material previously submitted for another course without proper acknowledgement, that also constitutes plagiarism, although you are the author of the original work. This is called self-plagiarism.