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

COURSE OUTLINE (2026/2027, SEMESTER ONE)

1. Basic Course Information

Course Code	PSYC7304
Course Title	Cognitive Psychology
Course Credits	6
Lecture Time & Venue	7:00 – 9:50 pm Wednesdays CPD 3.28, 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
Course co-ordinator			
Mr. Justin Au Office hrs: by appointment http://bit.ly/bookjustyno	6.19, JCT	3917 8231	justyno@hku.hk
Tutors			
Dr. Zippy Chan By appointment	6.15, JCT	3917 8621	zippyc@hku.hk
Ms. Jenny Chiu By appointment	4.30, JCT*	3917 7368	jennycws@hku.hk

*There will be an office relocation happening in late Sept. Ms. Chiu will announce her new office number in due course.

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)
- 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. Video assignment	15%
2. Group presentation	20%
3. Reflective essay (1200 – 1800 words)	17%
4. Short quizzes	18%
5. Final quiz	30%
Total	100%

Final grade cutoffs:

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

Video assignment. As a group of six 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 in the video. The tip can be about preparation before class, learning during class or revision after class. The submission deadline for this assignment will be **October 28, 2026 (12:00pm)**. This assignment will contribute to 15% 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 **October 28, 2026**. This presentation will contribute to 20% of the final grade.

Reflective essay. You will write a 1200-to-1800-word individual reflective essay about your experience in the learning tip video assignment. Please reflect on the following:

- Did making this video change your own learning habits? If so, how? If not, why?
- Including the learning tips shared by other groups, which learning tips will you use and why? If you will use none of these, why?
- Did this project change your understanding of the role of cognitive psychology in everyday life? Why or why not?

The submission deadline for this assignment will be **November 4, 2026 (5:00pm)**. This assignment will contribute to 17% of the final grade.

Quizzes. There will be NINE short in-class quizzes and ONE final quiz (**Nov. 25**). Each of the short quizzes will have TWO multiple-choice questions. You will be asked to answer TWO short-answer questions in the final quiz. The short quizzes and the final quiz will count towards 18% and 30% 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 2, 2026 (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.	2	Cognitive psychology: Then and now	——
2		9	Methods in cognitive psychology	Quiz 1
3		16	Visual perception	Quiz 2
4		23		Quiz 3
5		30	Attention	Quiz 4
6	Oct.	7	Memory I	Quiz 5
7		14	No class – Reading week	——
8		21	Memory II	Quiz 6
9		28	Presentation	——
10	Nov.	4*	Memory III	Quiz 7
11		11	Imagery	Quiz 8
12		18	Language + Decision making	Quiz 9
13		25	Final quiz	——

*Reflective essay submission deadline.

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.

Use and disclosure of generative AI in written assignments. For all written assignments, submissions will be automatically checked through Turnitin's built-in AI detection tool. Students are required to maintain documentation demonstrating the development of their work.

This includes both:

- Work history, including drafts, showing the evolution of the work. Students may use any versioning method but may find Word versioning or Google docs helpful.
- If any Generative AI tools are used, complete records of AI interactions must be retained. This includes all prompts, outputs, and relevant timestamps (i.e., full chat history).

If a submission is identified as potentially substantially AI-generated, students will be contacted and expected to produce the above documentation. Evaluation of potential AI-related academic misconduct will be conducted holistically by the course instructor/teaching team, taking into account Turnitin's results and the supporting materials provided. Failure to provide the requested information is grounds for failure, notation in student records, and/or alternative penalties, at the discretion of the instructors.

Late-drop policy. Late drops will not be permitted under normal circumstances. Exceptions will be considered only in cases of verifiable medical conditions that prevent a student from continuing their studies in their entirety for the remainder of the semester (i.e., circumstances requiring withdrawal from all registered courses for the semester). Selective late drop of a single course will not be approved under any circumstance. Requests to late drop due to academic difficulty, dissatisfaction with grades, or changes in interest will not be approved.

Students are fully responsible for managing their course selections and should use the official add/drop period to assess whether their schedule and workload are appropriate. The add/drop period is the designated opportunity to determine which courses students can reasonably commit to for the term.

All late-drop requests must be supported by appropriate documentation. Appeals will be reviewed by the Department Teaching and Learning Committee (DTLC) on a case-by-case basis.