Syllabus

NEGATION & FALSIFICATION: PROCESSING & CODING A - 51891

Last update 28-01-2015

HU Credits: 2

Degree/Cycle: 2nd degree (Master)

Responsible Department: Psychology

Academic year: 3

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Ruth Mayo

Coordinator Email: msmayo@huji.ac.il

Coordinator Office Hours: Tuesday 15:00 – 16:00

Teaching Staff:
Dr. Ruth Mayo
Course/Module description:
What is the difference between an “interesting course” and a “not boring course”? The current course explores how negation affects information processing compared to affirmation and how do we falsify information (what does it take to believe or disbelieve the claim that the “course is interesting”). The course tests the issues of negation and falsification in different areas of interest such as: communication, impression formation, stereotypes, biases, truth perception, suspicion and distrust.

Course/Module aims:
The course is a theoretical discussion of the issue of negation and falsification. Therefore, its goal is to introduce the subject of negation and falsification processes in an elaborative manner while referring to these processes and consequences in a wide range of psychology issues. Beyond the specific issue, as it is a seminar that is based on reading papers and discussions, the course aims to provide tools for critical reading and thinking with the emphasis of understanding psychology research.

Learning outcomes - On successful completion of this module, students should be able to:
1. Elaborately define negation and falsification processes.
2. Critically discuss research (findings and conclusions) specifically in the field of negation and falsification and their broad implications.
3. Critically discuss the field paradigm
4. Combine the insights in the field in order to formulate a comprehensive explanation for negation and falsification processes.
5. Develop a research proposal in the field.

Attendance requirements(%):
100%

Teaching arrangement and method of instruction: Lecture and discussion.

Course/Module Content:
- Negation introduction
- Semantic negation
- The capacity to negate
- Negation processing and encoding processes
- Situated cognition
- Spontaneous negation
Confirmation and falsification
Discounting processes
Negation in stereotypes
Negation and memory
Negation in advertisements

Required Reading:
General reading


Truth & False


Processing and encoding negation


Discounting


Negation and memory


Bernstein, D.M., Loftus, E.F. How to tell if a particular memory is true or false. Perspectives on Psychological Science, 4, 370-374.


Stereotypes


Consumers


Additional Reading Material:
Additional reading will be decided according to the developing discussion in class

Course/Module evaluation:
End of year written/oral examination 0 %
Presentation 0 %
Participation in Tutorials 20 %
Project work 70 %
Assignments 10 %
Reports 0 %
Research project 0 %
Quizzes 0 %
Other 0 %

Additional information: