# Psychology 410
## Social Neuroscience
### Summer 2012

**Intstructor:** William Everett Moore III (aka, Will)

**Office Hours:** Thursday, 12pm – 2pm, Straub 470

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## <u>Grade Breakdown:</u>

***20%, Engagement***: To attend is essential, in all senses of the word. You must come to class and participate in discussions and activities. Showing up to class and attending to other matters (e.g., texting, Facebook, etc.) is distracting to others and decreases the quality of our course on the whole. Enthused participation is the antidote to the venom of apathetic detachment.

***20%, Quizzes***: There will be 3 quizzes, one every Thursday except for the last day of class. The quizzes are not intended to be brain-busters, so don't freak out! Each will consist of ~10 questions, primarily of the multiple choice, fill-in-the-blank, true/false variety.

***20%, Citations:*** You *must* turn in 10 citations, but you can turn in up to 15 if you want additional feedback (but only one per day). All a citation consists of is 1-3 sentences that make a claim based on a single source (think about it as if it were a sentence taken from a review article). These should be turned in on 3x5 index cards at the beginning of class.

***20%, Dissections:*** You have to complete 2 dissections. For each one, you'll take an empirical article of your choosing and explain it in terms of background/motivation, hypothesis, methods, results, and conclusions. The goal here is to demonstrate ability to understand journal articles and think critically about them. This isn't a long assignment, and each dissection only needs to be one page in length (either or both sides).

***20%, Proposal:*** Based on the articles that we discuss in class, the citations you've written, and your dissections of empirical articles, propose a social neuroscience experiment. The proposal will consist of 1-2 pages of background/introduction and 1-2 pages of methods, and must include an original hypothesis. The methods should be grounded in techniques discussed in class (or prevalent in the literature), but you should not feel constrained by the feasibility of executing your experiment in terms of access to funding, equipment, subjects, etc.

# Week 1 Schedule / Deadlines

**(required reading in blue, deadlines in red)**

### Week 1: Introduction, History, Basic Neuroanatomy, Core Processes

**Class 0:** *M 7/23 –* introduction, overview of social neuroscience, 'social neuroscience hotspots' in the brain, discussion of Cacioppo 1992.

**Class 1:** *T 7/24 –* historical perspective, methods in social neuroscience, neuroanatomy (briefly), discussion of Quartz 2008.

**Class 2:** *W 7/25 –* state of the field, areas of active research, neuroanatomy (briefly), discussion of Lieberman 2007.

**Class 3:** *R 7/26 –* social neuroscience at UO, social neuroeconomics, neuroanatomy (briefly), discussion of Rilling 2011,
                                        *Quiz 1: neuroanatomy, methods*

### Week 2: Social Decision-making, Neuroeconomics, 'pains and pleasures of social life'

**Class 6:** *W 8/1 – Dissection 1 due*

**Class 7:** *R 8/2 – Quiz 2*

### Week 3: Emotion, Self vs. Other (regulation, persuasion, influence), conciousness?

**Class 10:** *W 8/8 – Dissection 2 due*

**Class 11:** *R 8/9 – Quiz 3*

### Week 4: Experimental Design, Problems/Challenges for Social Neuroscience, Informed Consumption

**Class 14:** *W 8/1 – Proposal due*