

Syllabus for PSY 303
Course: Learning and Behavior Change
Psychology Department
University of La Verne
Spring 2007

Section I: The Instructor

Instructor's Name: Dr. Ngoc Bui
<http://faculty.ulv.edu/~buin>

Methods of Contacting Instructor: e-mail: buin@ulv.edu

Office Hours: Hoover 216 Ext. 4099
M W F 11:30am-12:30pm; 3pm-4:30pm

Section II: The Course

Course Description: Learning and Behavior Change (MWF 10am-11:10am)

This course presents basic theories of learning and principles of behavior modification techniques as well as ways of identifying and recording behavior. Behavioral research methodology will be discussed and used in class projects. Applications to various settings are presented, including modification of one's own behaviors. Ethical and moral issues are discussed. The course adheres to the University of La Verne's Mission in the following ways:

1. Values orientation: The University supports the health of the planet and its people. Behavior Modification topics provide information and skill development to help shape learners in positive and adaptive directions.
2. Life-Long Learning: Topics and the behavioral modification project can be applied to any aspect of the learner's life and environment, including personal, family, school, and work, and therefore can continually be used throughout the learner's life.

Course Prerequisites: PSY 101

Course Objectives:

Upon successful completion of this course, a student will be able to:

- 1) Gain an understanding of basic theories of learning and conditioning
- 2) Gain an understanding of the principles of behavior modification
- 3) Develop an appreciation of the complex ethical and moral issues raised in the application of behavior modification techniques
- 4) Learn research techniques and basic skills in developing and implementing behavior modification techniques
- 5) Apply their knowledge of the learning process to a real life situation

Required Materials:

Powell, R.A., Symbaluk, D.G., & MacDonald, S.E. (2005). *Introduction to learning and behavior*. Belmont, CA: Thomson/Wadsworth Publishers.

Scantron sheets for the first 4 exams (can be purchased in the ULV Bookstore), FORM 6/882-E

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Section III, Part A: Instructor Responsibilities

Methods of Instruction:

This course will be presented using a combination of lecture, discussion, and group activities. Outside reading and other information gathering activities may be assigned. Films and other multi-media techniques may be employed to enhance the learning experience.

Methods of Assess Student Progress

Final grades will be determined based upon completion of the following requirements:

- a) The Instructor will take attendance at all class meetings for students' records.
- b) Five-question multiple-choice quizzes covering lecture material are given
- c) Exams: Following each Unit (3 chapters per unit) will be a 30-point exam (multiple-choice and short-answer) for a total of 4 exams. Material covered will include readings from the text and lecture. There will be no comprehensive final.
- d) Behavior Modification Project: Students will choose a behavior to modify, whether it is their own, someone else's, or even a pet's. Projects must be written in APA style (<http://owl.english.purdue.edu/owl/resource/560/01/>), typed and double-spaced. The paper must include descriptions of the behavioral protocol used to change the target behavior (see "Guidelines for Behavior Modification Project" on the class website). All students must also create a PowerPoint presentation of their project. This presentation must include at least one table or graph of the data collected. Papers should be at least 4 pages in length (not including the title page) and oral presentations should be approximately 5-8 minutes in duration.
- e) Extra credit points may be earned for participating in psychological research studies. The maximum amount awarded for participation will be 5 points. You will receive 1 point per 2 research studies in which you participate. You need to keep a copy of the consent form given at the time of the research as proof of your participation. Turn these consent form copies in at the END of the term.

Make-up Procedures and Late Assignments

No Quizzes can be made up. You will receive a "0" for a grade for any quiz that is not completed at the beginning of the class period.

Project papers must be turned in at the beginning of the day of presentation. No late papers will be accepted.

Exams: For whatever reason, you can make-up any missed exam. All make up exams will be deducted **10%** AND there will be a **\$20** exam makeup fee assessed for every make-up exam. Payments should be made to Student Accounts in Woody Hall. Tell the cashier that you are paying a makeup exam fee for the "Undergraduate Psychology Program". Bring your receipt prior to your make-up exam as proof of payment and schedule your make-up with the instructor.

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Final Course Grade

Attendance	41 points (41 days of school)
Quizzes:	30 points (6 quizzes x 5 points each)
Exams	120 points (4 exams x 30 points each)
Behavior Project:	100 points
Total:	291 points

Grade Breakdown:

A	92-100%
A-	90-91%
B+	88-89%
B	82-87%
B-	80-81%
C+	78-79%
C	72-77%
C-	70-71%
D	60-69%
F	below 60%

Maintenance of Student Records

All exams and assignments will be returned to the student or available for pick-up by the student for review after grading. The Instructor will retain a permanent record of each student's grade for one year from the last date of the course.

Section III, Part B: Students' Responsibilities

Attendance statement:

Students are expected to attend all class meetings. You cannot contribute to nor benefit from class meetings that you miss.

Names of Other Students in the Class

1. _____ Phone: _____ E-mail: _____
2. _____ Phone: _____ E-mail: _____

Academic Honesty Statement and Conduct:

All your written assignments may be turned in to a plagiarism service (e.g., Turnitin.com) to check for its authenticity. The University imposes specific disciplinary actions in response to incidents of academic misconduct (cheating, plagiarism, etc.). Cheating on any assignment or plagiarizing any work will result in failure from the course. In addition, the student must complete the Multimedia Integrity Teaching Tool (MITT) in order to not be dismissed from the college. Please refer to the University of La Verne Catalog for information about rights and responsibilities of students.

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- Week 7:** **3/19** **Exam #2 over Chapters 4, 5, 6**
- 3/21** Chapter 7: Operant Conditioning: Schedules and Theories of Reinforcement (pp. 256-265)
- 3/23** Continue Chapter 7(pp. 266-278)
- Week 8:** **3/26** Finish Chapter 7 (pp. 278-293)
- 3/28** Chapter 8: Extinction and Stimulus Control (pp. 296-337)
- 3/30** Finish Chapter 8
 Update on Projects
- Week 9:** **4/2-4/6 Spring Break (No Classes)**
- Week 10:** **4/9** **Quiz #4 over Chapter 8**
 Chapter 9: Escape, Avoidance and Punishment (pp. 340-353)
- 4/11** Continue Chapter 9 (pp. 353-364)
- 4/13** Finish Chapter 9 (pp. 364-378)
- Week 11:** **4/16** **Exam #3 over Chapter 7, 8, 9**
- 4/18** Chapter 10: Choice, Matching and Self-Control (pp. 380-390)
- 4/20** Continue Chapter 10 (pp. 390-401)
- Week 12:** **4/23** Finish Chapter 10 (pp. 401-419)
- 4/25** Working with data and graphs for your presentations
 How to create a presentation in PowerPoint
- 4/27** **Quiz #5 over Chapter 10**
 Chapter 11: Biological Disposition in Learning (pp. 421-434)
- Week 13:** **4/30** Continue Chapter 11 (pp. 434-440)
- 5/2** Chapter 12: Observational Learning, Language, and Rule-Governed Behavior (pp. 457-474)
- 5/4** **Western Psychological Association Conference (No Classes)**
- Week 14:** **5/7** **Quiz #6 over Chapter 12**
 Finish Chapter 12 (pp. 474-494)
- 5/9** **Presentations Day #1**
- 5/11** **Presentations Day #2**

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Week 15: 5/14 Presentations Day #3

5/16-5/18 (No Classes)

FINALS WEEK: Exam #4 over Chapter 10, 11, 12 TBA

Quizzes	Dates	Exams	Dates
Quiz 1	2/12	Ch. 1, 2, 3	2/26
Quiz 2	3/7	Ch. 4, 5, 6	3/19
Quiz 3	3/16	Ch. 7, 8, 9	4/16
Quiz 4	4/9	Ch. 10, 11, 12	TBA
Quiz 5	4/27		
Quiz 6	5/9		