

2024-25 FALL TERM PSY 231 SOCIAL PSYCHOLOGY COURSE ASSIGNMENT PAPER 1

Reflection Paper — Week 4: Social Cognition

- **TOPIC:** How we think, how we remember, and how schemas shape incoming social information
- **ANCHOR VIDEO:** Loftus & Palmer “Car Crash” experiments (1974) — <https://www.youtube.com/watch?v=-hha1bAtV5c>
- **PURPOSE:** Connect the Loftus & Palmer findings on memory reconstruction to this week’s social-cognition themes (intuition & logic/dual processing, schemas/scripts/stereotypes, heuristics and biases, cognitive load).
- **WHAT TO DO:**
 1. **Watch** the video (above).
 2. **Summarize, briefly, both** experiments (≈1–2 short paragraphs total):
 3. **What** participants **saw** and were **asked**.
 4. **How verb wording** (e.g., smashed vs hit) **changed** speed estimates and later “broken glass” memory.
 5. **One sentence** on what this shows **about reconstructive memory**.
 6. **Reflect & connect** (the core of the paper):
 7. Use **at least three Week-4 concepts** to explain the findings (choose from: schemas, scripts, stereotypes; dual processing/intuition vs. logic; heuristics—availability/representativeness/anchoring; confirmation/hindsight/negativity biases; cognitive load).
 8. Explain **how a schema or heuristic** could have **shaped** witnesses’ **perceptions** and later **recall**.
 9. **Add** a concise **real-life example** (campus, social media, eye witnessing an event, etc.).
 10. **Length:** 400–500 words (references not included).
 11. **Format:** 12-pt Times New Roman, double-spaced, normal margins. Put Name, Course, Date at top-left.
 12. **File type: PDF only.** Submit to the course Turnitin link.
 13. **Citation tip (optional):** You may cite the video and your lecture slides; APA 7 is fine for this task.
- **SUGGESTED OUTLINE** (use or adapt)
 - **Intro (1 paragraph):** Why memory in social contexts is fallible.
 - **Experiments (1–2 paragraphs):** What was done; what changed; key result.
 - **Reflection (2–3 paragraphs):** Link to Week-4 ideas (schemas/heuristics/dual processing/biases; cognitive load). Add one personal/real example.
 - **Conclusion (1 paragraph):** One practical takeaway for being a better “consumer” of social information.

➤ GRADING RUBRIC (Total 100 points)

Criterion	5 – Excellent	4 – Good	3 – Satisfactory	1–2 – Needs Improvement
Accuracy: Loftus & Palmer summary (20 pts)	Both experiments and outcomes are clear, concise, and correct (wording effect + false “glass” memory).	Minor detail gaps or wording not fully precise.	Basic gist present; several details missing/unclear.	Confused or incorrect description.
Concept integration from Week 4 (20 pts)	Integrates ≥3 slide concepts (e.g., schemas/scripts; dual processing; heuristics; biases; cognitive load) with clear	Uses 2–3 concepts; links are mostly clear.	Concepts named but links are vague or generic.	Little/no use of class concepts or misapplied ideas.

Criterion	5 – Excellent	4 – Good	3 – Satisfactory	1–2 – Needs Improvement
	explanations of <i>how</i> they account for findings.			
Reflection & application (25 pts)	Insightful analysis with a relevant real-life example; shows how to guard against bias in social memory.	Some reflection; example relevant but modest depth.	Minimal reflection; example superficial or off-point.	Mostly descriptive; no meaningful reflection or example.
Organization & clarity (25 pts)	Logical flow, smooth transitions, tight paragraphs; 400–500 words.	Generally clear; minor redundancy or flow issues.	Choppy organization or uneven paragraphs; near word limit but unfocused.	Disorganized, hard to follow; off target on word count.
Mechanics & format (10 pts)	Clean writing; few/no errors; PDF; header present; formatting followed.	Minor errors; mostly follows format.	Frequent errors or small format misses.	Many errors; not PDF; formatting ignored.

➤ **Quick checklist for students**

- ~150–180 words total on the two experiments
- ~250–320 words on reflection & course links
- At least three Week-4 concepts used accurately
- One concrete real-life example
- 400–500 words, PDF, submitted to Turnitin

➤ **TURNITIN DETAILS**

CLASS TITLE: SOCIAL PSY-2

CLASS ID: 50637771

ENROLLMENT KEY: PSY-231

DUE DATE: 29 OCTOBER 2025, 23:59

➤ **ACADEMIC INTEGRITY & TURNITIN WARNING:**

All submissions will be checked through Turnitin for both **plagiarism and AI-generated content**.

To avoid problems:

- Write your **own reflections in your own words** and voice.
- **Paraphrase ideas** from the video and class slides carefully and **cite when necessary**.
- Keep your **similarity score below 20%** (excluding references).
- Do **not copy** from sample papers, websites, or AI tools.
- Violations may result in **grade penalties or disciplinary action** according to university academic integrity policies.