Essay ESS (70%) - 1,500 words:
Students are asked to choose ONE of the following essay titles: Students must select a different essay question to any question answered in a previous sit of this assessment.

1. What is the evidence that the visual system encodes different attributes of visual information (e.g., orientations, colours) using independent neural systems?

2. Outline the key evidence originally put forward in favour of early and late selection perspectives, and then evaluate to what extent Load Theory can provide an alternative explanation of this evidence.

3. What is inattentional blindness, and what are its causes?

4. Context can influence how we perceive speech sounds, as demonstrated by the Ganong effect. What do context effects tell us about how the mind and brain process speech?

5. Craik and Lockhart (1972) proposed that when incoming information is given a greater degree of semantic analysis (‘depth of processing’) it is more likely to be remembered for longer. Evaluate the current research evidence for the idea that processing for meaning is beneficial for later memory.

6. You have been assigned the role of Student Mentor and are therefore in a position to advise others on how best to study at University. Discuss the advice you would give, explaining the basis of your advice in both lab-based and applied research on episodic memory.

7. Compare and contrast two theories about how language and thought are related to each other. With reference to particular types of evidence, explain the difficulty of deciding between them.

8. Choose one area of language processing (e.g., word recognition or parsing) and explain how theories of processing in this area depend on linguistic descriptions and why, and in what ways, they have to go beyond those descriptions.

9. What can we learn from research into the psychology of insight problem-solving that might enhance the online learning outcomes of students?

10. People appear to vary considerably in the decisions they make regarding the degree of precautions they are prepared to take to avoid spreading Coronavirus. How might research into the cognitive psychology of choice explain this variability?

Report REP (30%) - 1,500 words:
For this assessment you need to produce a research proposal with a maximum of 1500 words (excluding the reference section).

Your research proposal should be based on the distractor task experiment from the lab practical in week 3. You will need to develop this research area further by proposing a new experiment which includes the distractor task and at least one additional repeated measures independent variable (you can add more than one repeated measures variable and you can add more dependent variables if you wish).
Do not design a between-subjects experiment (i.e. do not compare different groups of participants) or a correlational individual differences study.

Your new variable must be different to any previous submission of the research proposal.

Further guidance can be found on Canvas.