

UNIVERSITY OF FLORIDA
COLLEGE OF MEDICINE SYLLABUS
NEUROSCIENCE

Neuroeconomics (3 credit hours)

Fall: 2022

Online

Instructor Name: Susan Semple-Rowland and Neil Rowland

Email Address: rowland@ufl.edu; nrowland@ufl.edu

Office Hours: Arranged by student on Zoom

Preferred Course Communications: Email through Canvas

Course Overview:

The course is designed to probe the basic processes by which humans make complex decisions, and the neural mechanisms underlying those valuations and choices. It is organized into 12 thematic modules, each lasting one week.

Instructional Methods:

The course readings are available as pdf links in the Canvas module. Lectures are given using Voice Thread and should load automatically in Canvas.

Description of Course Content:

Topical Outline/Course Schedule

Week	Topic(s)
1	Foraging for fluid – a simple decision?
2	Behavioral Economics
3	Optimal Foraging
4	Computation of Stimulus Values
5	Risky and Intertemporal Choice
6	Social Aspects of Decision Making
7	Reinforcement Learning and Valuation -1
8	Reinforcement Learning and Valuation -2
9	Long Term or Sequential Decisions

10	Substance Abuse
11	Some Practical Applications
12	Aging and Decision Making

Course Materials and Technology:

All course readings are available as pdf links in the Canvas module. There is no required textbook for this course.

- **Laptop or desktop computer equipped with microphone and video camera.** The microphone and video camera can be used to post comments/questions to VoiceThread lectures and will be used to create the VoiceThread project for Module 11. There are VoiceThread apps that are available for free for iOS and Android devices that can be used to view the VT and comment on them. These apps should not be used when creating VoiceThreads. For these, I strongly recommend that you use a laptop or desktop computer.
- **High speed, broad band internet connection such as DSL or cable.** A broadband Internet connection is strongly recommended. Slower connections may affect your ability to interact with materials in the course. It is also recommended that you try to submit course exams and assignments well ahead of the deadline since we have found that network speeds can significantly slow as the deadlines in online courses approach due to increased use.

SPECIAL NOTE: Some users with satellite Internet service may find their online courses do not load quickly or consistently due to satellite network design issues.

- **Installation of LockDown Browser on computer that you will use for this course.** All tests will be taken using LockDown Browser. The computer you use to take exams should be “hard wired” to the internet. WiFi is not stable enough to support a reliable connection for taking tests. Instructions on how to install LockDown Browser are included in the course introduction module.
- Canvas courses are best viewed using Chrome or Firefox. For specific questions about browser compatibilities and general questions about e-learning at UF please go to <https://wiki.helpdesk.ufl.edu/FAQs/E-Learning>.

For technical support for this class, please contact the UF Help Desk at:

- Learning-support@ufl.edu
- (352) 392-HELP - select option 2
- [UF eLearning](#)

Academic Requirements and Grading:

Assignments:

Each Module has the same general format: (1) a Voice Thread slide with audio lecture and transcript by the instructor, (2) additional materials - mainly articles from scientific journals (typically 50-100 pages per week), and (3) a self-check quiz worth a few points that ensures you have reviewed and understood the material in (1) and (2). The self-check quizzes are due by Saturdays by 11:59 p.m. *NOTE THAT ALL OF THE TIMES AND DEADLINES ARE U.S. EASTERN TIME ZONE*

Each Module ends with a "Your Decision" assignment which is to write a paper on a topic relevant to the module. A global question or prompt is given in this segment; that doesn't mean you have to write exactly about that prompt, but your paper does have to be **clearly related to decision-making and the topic of the week**. Since one theme of the course is neuroscience, then your papers also **must include some aspect of or relevance to neurobiology** although I recognize that (1) the students in this course will have varying degrees of expertise in this realm and (2) not all topics lend themselves as well to this as others. The objective is that you get used to putting some original thoughts on paper each week, and using strict scientific format (e.g., APA, but other journal-style formats are OK) and terminology. That is, your papers need to have a statement of purpose, present data or argument in a logical way with citations, and a conclusion, and to use "tight" terminology [for example, "I think that...." is not acceptable, but "Smith (2016) has proposed that "....would be good]. Also, if you use popular media as a source for an idea, that is fine if it is done in a "Mythbusters" type of way, but you must use credible scientific sources (usually journal articles) to make your arguments. Your paper also should include material that teaches me something: don't just parrot the slides or reading materials - there needs to be evidence of literature research. Bottom line: I'm looking for scientific style as well as content - will give annotated grading on your papers each week by way of help. Each module paper is due by 11:59 p.m. on Sunday of that module-week, and is worth 50 points graded from a rubric.

Additionally, once all the papers have been submitted in Canvas for a given module, you will be assigned (at about 8 a.m. Mondays) ONE of your classmate's papers to read, review and grade according to the same rubric that I will use. (Insofar as class size allows, you will get a different person's paper each week). What seems to work best is that I send you the paper to review as an e-mail attachment Word file, then you can perform your review using Word editing tools. These reviews (worth 10 points) should be returned to me by e-mail within 48 hours (due by Tuesday

midnight). I then read the target papers and reviews, add my own comments and assign grades. So be fair, firm and professional! While your peer grades will not be used directly, these and your review comments inform my own grading and review.

Requirement	Points or % of final grade (% must sum to 100%)
12 written papers	50 points/paper – 600 point
12 peer reviews	10 points/review – 120 points
12 quizzes	12 points/quiz – 144 points
	TOTAL POINTS POSSIBLE - 864

The total points for the class are (approximately) as follows:

12 papers @ 50 points = 600

12 peer reviews @ 10 points = 120

12 quizzes @ approx 12 points = 144 (depending on actual number, this adds to 864)

Grading:

Percentage total points earned	Letter Grade	Grade Points
93-100	A	4.0
90-92	A-	3.67
87-89	B+	3.33
83-86	B	3.0
80-82	B-	2.67
77-79	C+	2.33
73-76	C	2.0
70-72	C-	1.67

67-69	D+	1.33
63-66	D	1.0
60-62	D-	0.67
Below 60	E	0.0

Please be aware that a C- is not an acceptable grade for graduate students. The GPA for graduate students must be 3.0 based on 5000 level courses and above to graduate. A grade of C counts toward a graduate degree only if based on credits in courses numbered 5000 or higher that have been earned with a B+ or higher.

More information on UF grading policy may be found at:

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades>

Exam Policy

Late assignments and tests

I recognize that personal circumstances arise that may interfere with your ability to meet a deadline. If you anticipate missing a deadline, please let me know as soon as possible and I will work with you to resolve the issue. Your emails will be responded to within 24 hours (typically sooner). Please see the [UF Attendance Policies](#) concerning absences, religious holidays, and illness. In general, late assignments, quizzes, and tests will not be accepted unless you have obtained a deadline extension from the instructor.

If you encounter technical difficulties with assignments (e.g. LockDown browser malfunction), be sure to include a UF helpdesk ticket number (<http://helpdesk.ufl.edu/>) in your request for a deadline extension if you plan to request one. The extension request MUST be submitted within 24 hours of the technical difficulty.

Class Attendance Policy

This course is entirely online and is asynchronous. Thus there is no formal class attendance policy. Requirements for make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Excused absences that lead to missed assignment deadlines must be consistent with university policies in the Graduate Catalog

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#attendance>.

Additional information can be found here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Expectations Regarding Course Behavior

WHEN DO I CONTACT THE UF HELPDESK?

In the event that you have **technical difficulties with E-learning**, please contact the UF helpdesk at learning-support@ufl.edu, or (352) 392-4357 - select option 2. If your technical difficulties will cause you to miss a due date, you **MUST** report the problem to E-learning. Include the ticket number that you are given in an e-mail to the instructor to explain the late assignment/quiz/test.

Types of questions that should be directed to the Help Desk:

1. I can't log into E-learning
2. I have clicked on the "submit" button for my quiz and nothing is happening
3. I can't upload an assignment (be sure that you have reviewed the tutorial on how to do this **BEFORE** you contact the Help Desk)
4. E-learning has given me an error message and I can't submit my assignment.

NOTE: Late work that involves technical difficulties with E-learning **MUST** be accompanied by a ticket number from the Help Desk.

ALSO - Be sure to be familiar with the hours of operation for the UF help desk since they are oftentimes not available after 10:30pm on workdays and after 8:00 pm on weekends. There hours are posted at <http://helpdesk.ufl.edu/about/business-hours/>

WHEN DO I POST QUESTIONS TO THE COURSE QUESTIONS DISCUSSION BOARD?

Questions that deal with the course itself should be submitted to the Course Questions board. Posted questions should **NOT** be about grades or a private matter. Do not post personal grade questions on the Course Questions discussion board.

Before posting a question, check those already posted to be sure that you are not duplicating a question. These should be things that other students in the class might have trouble with. For example:

1. I am unable to post comments to VoiceThread.

2. The link to a specific VoiceThread is not working.
3. One of the quiz questions did not display properly.

Posting on the Course questions board is the fastest way to get an answer to your question. Be sure to give it a meaningful heading!

Questions of a private nature should be e-mailed to the course instructor (see below on how to e-mail within E-learning). In all cases, please allow 24 hours for a response. Every effort will be made to answer questions posted over the weekend with 24 hours. If not addressed, they will be addressed on the following Monday.

WHEN DO I EMAIL MY INSTRUCTOR?

Questions about the course should be e-mailed to the instructor through the e-mail tool in E-learning.

Examples of e-mail questions for the instructor to get clear, concise responses:

1. I think there is an error in my grade for the assignment in module 3 (be sure to explain exactly why you think there is an error and provide documentation)
2. I am behind in the course and I would like to know how I may catch up (in such a case, your instructor may ask you to set up a Skype meeting or a time to call on the telephone)

If you have questions about the course itself, please reread the syllabus before asking a question. If the answer is not in the syllabus, check the Course Questions discussion board (this discussion board can be located by clicking on the discussions menu tab on the left of the course home page). If the answer to your question is not there, please post the question on the Course Questions discussion board.

DO NOT e-mail the instructor with general course questions. If your question is of a personal nature, e-mail your instructor from within e-learning system using the instructions below.

Late work that involves technical difficulties with E-learning **MUST** be accompanied by a ticket number from the Help Desk.

HOW TO EMAIL YOUR INSTRUCTOR

When emailing your instructor, please do so through Canvas.

To send an e-mail from the course:

1. Click on the mail icon that is located the left side of your screen.

2. Click the "Compose Message" button.
3. "To: window" will display.
4. Locate your instructor's name.
5. Always include a description in your subject line
6. Type your message and add any necessary attachments. Be sure that your subject line is meaningful.
7. Click "send."

ACADEMIC INTEGRITY

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

“We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.”

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida, the following pledge is either required or implied:

“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

<http://gradschool.ufl.edu/students/introduction.html>

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

PLAGIARISM

Students must understand what plagiarism is and must not engage in this behavior when completing assignments and tests in this course. The University of Florida Student Honor Code states that plagiarism includes but is not limited to:

- Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
- Submitting a document or assignment that in whole or in part is identical or substantially identical to a document or assignment not authored by the student.

Student whose assignments/tests exhibit evidence of plagiarism will receive zeros for those assignments and tests for the first offense and will receive a warning. Students who continue to engage in this behavior after the warning will be reported to the UF Dean of Students Office.

PROHIBITED COLLABORATION OR CONSULTATION

Student found to be involved in sharing answers and/or collaborating on exams or assignments will receive zeros for those exams and assignments. Students who continue to engage in this behavior after the warning will be reported to the UF Dean of Students Office.

Online Faculty Course Evaluation Process

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Support Services

Accommodations for Students with Disabilities:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting <https://disability.ufl.edu/students/get-started/>. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in

the semester. The College is committed to providing reasonable accommodations to assist students in their coursework.

Counseling and Student Health

Students sometimes experience stress from academic expectations and/or personal and interpersonal issues that may interfere with their academic performance. If you find yourself facing issues that have the potential to or are already negatively affecting your coursework, you are encouraged to talk with an instructor and/or seek help through University resources available to you.

- The Counseling and Wellness Center 352-392-1575 offers a variety of support services such as psychological assessment and intervention and assistance for math and test anxiety. Visit their web site for more information: <http://www.counseling.ufl.edu>. On line and in person assistance is available.
- You Matter We Care website: <http://www.umatter.ufl.edu/>. If you are feeling overwhelmed or stressed, you can reach out for help through the You Matter We Care website, which is staffed by Dean of Students and Counseling Center personnel.
- If you live in Gainesville or the immediate surrounding areas, the Student Health Care Center at UF Health is a satellite clinic of the main Student Health Care Center that is located on Fletcher Drive on campus is available to you. Student Health at UF Health offers a variety of clinical services. The clinic is located on the second floor of the Dental Tower in the Health Science Center. For more information, contact the clinic at 392-0627 or check out the web site at: <https://shcc.ufl.edu/>
- If you live in Gainesville or the immediate surrounding areas, the UF Health Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32698, ufhealth.org/emergency-room-trauma-center.
- University Police Department: Visit police.ufl.edu/ or call 352-392-1111 (or 9-1-1 for emergencies).
- Crisis intervention is always available 24/7 from:

Alachua County Crisis Center:

(352) 264-6789

<http://www.alachuacounty.us/DEPTS/CSS/CRISISCENTER/Pages/CrisisCenter.aspx>

Do not wait until you reach a crisis to come in and talk with us. We have helped many students through stressful situations impacting their academic performance. You are not alone so do not be afraid to ask for assistance.

Academic Resources

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services career.ufl.edu/.

Library Support: cms.uflib.ufl.edu/ ask various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall 352-392-2010 or to make an appointment 352 392-6420. General study skills and tutoring. teachingcenter.ufl.edu/

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. writing.ufl.edu/writing-studio/

Student Complaints On-Campus: sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

On-Line Students Complaints: distance.ufl.edu/student-complaint-process