

Fall 2018

IDH 3034-U11

Human Perception and Knowledge Creation

10:00 AM-12:45--Monday

## GENERAL INFORMATION

<b>Instructor:</b> Dr. John Tsalikis	<b>Phone:</b> 305-348-2571
<b>Office:</b> RB 306A	<b>Fax:</b> 305-348-3792
<b>Office Hours:</b> 5:15 pm – 6:20 pm Monday	<b>E-mail:</b> tsalikis@fiu.edu
<b>Link to professor's site:</b> <a href="http://business2.fiu.edu/1233165/www">http://business2.fiu.edu/1233165/www</a>	

## COURSE DESCRIPTION

This course, taught by a professor in the College of Business, explores the limits of human perception and how it affects our understanding of the world. A multidisciplinary course, it includes cultural influences on knowledge and perception, behavioral learning theories, attribution theories, causation, and limitations of human senses (Gestalt theory).

## COURSE OBJECTIVES

Develop:

- the skills for critical thinking,
- a “healthy” skepticism without this skepticism leading to the stifling of creative and innovative thought
- the tools for information analysis and creation
- a historical perspective of our current state of knowledge

## MAJOR & CURRICULUM OBJECTIVES TARGETED

Understanding of human knowledge creation

Ethics

## Critical thinking

### TEXTBOOK, VIDEOS, POWER POINTS & PROJECT

#### Professor notes:

With the exception of the Kida book, the class subjects are covered in the professor's notes and related power points. You will be provided with a free electronic copy of both.

#### Book:

"Don't Believe Everything you See," by Thomas Kida, Prometheus Books, ISBN:-13:978-159102408-8

#### Videos:

The Century of the Self

The Currents of Fear

#### Power points:

Gestalt, Sociological, Senses, Psychological

Project: A synopsis of the main ideas covered in the class. Expand these ideas to your personal life experience and how they interact with other concepts in science.

### TEACHING METHODOLOGY

A. Classroom lecture. The students should attend every classroom lecture.

B. Class project presentations and panel discussion will be planned for this class.

### COURSE PREREQUISITES

None

### COMMUNICATING WITH THE INSTRUCTOR

Instructor monitors email on a daily basis. Please identify the class you are referring to.

### GRADING

Course Requirements	Weights
First exam	35%
Second exam	35%

Participation	10%
Project	20%
<b>Total</b>	<b>100%</b>

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	94-100%	B-	80-83.99		
A-	90-93.99	C+	77-79.99		
B+	87-89.99	C	70-76.99		
B	84-86.99	F	<70		

## DISABILITY NOTICE

If you have a disability and need assistance, please contact the [Disability Resource Center](#) (University Park : GC190; 305-348-3532) (North Campus: WUC139, 305-919-5345). Upon contact, the Disability Resource Center will review your request and contact your professors or other personnel to make arrangements for appropriate modification and/or assistance.

## RELIGIOUS HOLIDAYS

Every effort will be made, where feasible and practical, to accommodate students whose religious practices coincide with class requirements scheduling. Please make sure to notify your instructor at the beginning of the semester of which dates you will be absent or any anticipated problems with completing course work.

## RULES, POLICIES, and ACADEMIC MISCONDUCT

### Honors Citizenship Requirements

Beginning in Fall 2014, Honors College students are required to accumulate at **least 20 citizenship** points each academic year (Fall and Spring) by attending Honors College activities. Students attending only one semester (Fall or Spring) are required to **accumulate 10 citizenship points**.

## **Academic Misconduct Policy**

In The Honors College, the term “honor” refers both to academic accomplishment and character. Students in Honors should therefore adhere to and be held to the highest standards of personal academic accountability. Academic dishonesty in any form, including plagiarism, is antithetical to the very definition of being an Honors student at FIU. Consequently, an Honors College student found responsible for academic misconduct will be dismissed from the College.

FIU Honors Plagiarism Policy: <http://honors.fiu.edu/students/policies/#misconduct>

## **Procedures and Penalties**

An Honors faculty member may bring charges of academic misconduct against an Honors student if the faculty member suspects plagiarism or other forms of academic misconduct. The faculty member will decide whether to pursue informal resolution, file formal resolution charges, or take no further actions, and will follow the procedures outlined in the Honors College website (<http://honors.fiu.edu/students/policies/#misconduct>) and Academic Misconduct Procedures.

Registration for this course implies an acceptance of and compliance with the Honors College policies for students and the FIU Code of Academic Integrity. Please refer to the following documents for additional information.

FIU Code of Academic Integrity: <http://undergrad.fiu.edu/academic-integrity/index.html>

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## **STUDENT PORTFOLIOS AND IMPORTANT HONORS COLLEGE EVENTS**

### **Student Portfolios**

The Honors College will be using a portfolio method to assess students’ learning outcomes. The portfolio method allows for maximum flexibility in gauging student learning. Students decide (with instructor consultation) what “artifacts” or assignments to include for consideration in their portfolios to demonstrate successful achievement of each of the student learning outcomes. Portfolios provide a rich context for students to show what they have learned and to explain their learning process. Because the Honors curriculum is meant to be thought-provoking and reflective, student self-assessment through portfolios will facilitate learning and provide in-depth assessment. Each course should include at least one assignment that could potentially fit portfolio requirements.

### **Honors Education in the Arts (HEARTS)**

The HEARTS program is designed to give Honors College students opportunities to explore and appreciate different artistic and cultural traditions and modes of artistic expression. HEARTS will also serve as a clearinghouse (and curatorial framework) for our students to experience the arts on campus and in the community by providing them with information about cultural activities and access to performances with free or discounted tickets. See <http://honors.fiu.edu/hearts/>

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## GL Learning Outcomes

**Global Awareness:** Students will be able to demonstrate knowledge of the interrelatedness of local, global, international, and intercultural issues, trends, and systems.

**Course Learning Outcome:** Students will demonstrate knowledge of the interrelated global dynamics (social-cultural, political, economic, etc.) that shape aesthetics, values, and authority in diverse cultural contexts.

**Global Perspectives:** Students will be able to develop a multi-perspective analysis of local, global, international, and intercultural problems.

**Course Learning Outcome:** Students will be able to analyze multiple global forces that shape their understanding of aesthetics, values, and authority—economic, political, sociological, technological, cultural, etc.

**Global Engagement:** Students will be able to demonstrate a willingness to engage in local, global, international, and intercultural problem solving.

CALENDAR FOR HONORS CLASS

DOC 1

*UNIT 1: August 20-September 10*

**Science**

- Video: The Matrix movie 2
- What is science
  - Video: Science compilation
- Theoretical vs. experimental science-- **READ: Tsalikis Chapter 8**
  - Aristotle rocks
  - Gun buying to feel protected
  - Loose weight diet
  - All new ideas sound stupid
  - Dolls with breasts
  - Who wants to be a millionaire/ survivor
  - Saturday night fever (end of disco, release music first).
  - Location 1 or 2 on intersection
  - AIDS in Africa (slim peoples' disease)
  - Cold, getting a cold shiver
  - Baby sleeping face down
  - Butter/margarine
  - Gilligan's island, robot with a laser
  - Clean (food from floor/Japan/bathroom vs. office)
  - Prices at ghettos vs. suburbs
  - Want your child to stop doing something nasty, instead of yelling, love them.
  - Crocodiles eat their young, Australia experiment.
  - Warm water freezes first
  - Paradigm change Romans then cannon
  - Headache take Tylenol (too much creates them) LINEAR
  - Reaction to art Picasso, Monet,
  - Movies last temptation
  - How TV was viewed (killer apps) and cell phones
  - Prohibition in USA, drugs now.
- Ex post facto fallacy (argument by retrospective improbability)
- Systems approach-- **READ: Tsalikis Chapter 1**
  - Medicine
  - Marketing

- \_\_ Evolution
- \_\_ Skepticism: Video: Obama skate

### ***UNIT 2: September 17***

#### **Measurement**

- \_\_ Operationalization-- **READ: Tsalikis Chapter 10**
  - \_ Continuous, dichotomous
- \_\_ Types of measurement--**READ: Tsalikis Chapter 15**
  - \_ Speed of light (hard soft measurements)
  - \_ Measurement of time (statistical average)
  - \_ Chaos (stick, dimensionality)
  - \_ Subjective, objective
- \_\_ Reliability
- \_\_ Validity (predictive, content, construct)
  - \_ GPA
  - \_ Face criminality
  - \_ Marriage for money
  - \_ Accented people are dumb
  - \_ Spasms of Hawkins
  - \_ IQ in Vietnam
  - \_ Witches red hair
  - \_ Nixon vs. Kennedy (who won the debate)
  - \_ Sneeze Bless you, soul in liquids, Chinese and liquids)
  - \_ Khmer rouge in Cambodia
  - \_ Greece income pools

### ***UNIT 3: September 24***

#### **Sampling-- READ: Tsalikis Chapter 13**

- \_\_ What is a representative sample
  - \_ Sampling in the bible
  - \_ Cubans in Miami
  - \_ Mother with airplanes falling
  - \_ News with crime and shark attacks
  - \_ Madonna effect
  - \_ Subways Jared
  - \_ Winners of lotto
  - \_ People on a diet
  - \_ People on exercise
  - \_ Are there planets? Big gaseous ones rotating in 4 days (measurement)

**UNIT 4: October 1**

**Causation-- READ: Tsalikis Chapter 5**

Two ways of developing knowledge

- Experiments
- Correlations
  - Superstitions
- Correlation and causation
  - Spurious correlations
- The Vikings tried to scare the eclipsing sun (it worked)

Smoking causes cancer

- Anecdotal
- Correlation
- Experiments with animals
- Quasi experiments
- Longitudinal studies
- Interaction
- The nature of statistics combining individuals
- Mediating variables (red bird)
- Moderating variables (race)
- Video: Currents of fear

**UNIT 5: October 8**

**Chaos**

- Video Chaos
- Simple formula creating the Mandelbrot set. Evolution
- Reversal of gas movement
- Predictability
- Butterfly effect
- Law of unintended consequences
- Forecasting and human inability to project-- **READ: Tsalikis Chapter 7**
- Dimensionality (Circumference of Cuba, a quarter). Measuring humans
- Heisenberg's uncertainty principle

**Problems of perceiving other people-- READ: Tsalikis Chapter 2**

- Card on forehead experiment
- Self concept: we get it from other peoples reactions
- Positive answers
- Role playing
- Hawthorne effect
- Freud

**Rational vs. emotional humans**

- Think-feel-do



\_\_\_ Feel-do-think

**Attitude formation-- READ: Tsalikis Chapter 10**

- \_\_\_ Volvo is beautiful car
- \_\_\_ Volvo is a safe car
- \_\_\_ Beauty is important
- \_\_\_ Safety is important

**UNIT 6: October 15**

**Bounded rationality-- READ: Tsalikis Chapter 2**

- \_\_\_ Example with a circle and an idea out of the circle (National Inquirer)
- \_\_\_ Time--isolation
- \_\_\_ Matrix
- \_\_\_ Space--isolation
- \_\_\_ Brother with toilet paper
- \_\_\_ Muslim clothing
- \_\_\_ Toy manufacturers
- \_\_\_ Snowflakes are irregular
- \_\_\_ Rudolf the Rain deer (Sears)
- \_\_\_ Soap (how often do you wash), napoleons letter, ads from soap companies.
- \_\_\_ Spinach, Popay
- \_\_\_ Margarine vs. butter
- \_\_\_ Maria Antoinette--let them eat cake

- \_\_\_ Plato's allegory of the cave
- \_\_\_ Zeitgeist
- \_\_\_ Garbage can theory

**Logic**

- \_\_\_ Inductive deductive reasoning
- \_\_\_ Alexander paradox
- \_\_\_ Zero
- \_\_\_ Monty Hall three doors
- \_\_\_ Logical fallacies
- \_\_\_ Liars paradox

**UNIT 7: October 22**

**Quantitative data analysis-- READ: Tsalikis Chapter 4**

- Chi square
- T-test
- Correlation
- Regression
- Cluster

**UNIT 8: October 29**

Power point presentations on: Gestalt, Limitations of Human Perception, and Psycho Linguistic

**FIRST EXAM: Nov 5**

*The first exam will comprise of the following:*

1. The chapters from the Tsalikis book.
2. All the concepts in Units 1-8 that are not included in the Tsalikis book

**UNIT 9: November 12-December 3**

All the chapters from the KIDA book

**FINAL EXAM:**

Based on:

1. The KIDA book,
2. The Century of the Self Videos:
  - a. Watch the videos,

**VIDEO 5-1 through 5-16 THE CENTURY OF THE SELF (1=16 min, 2=1 min, 3=5 min, 4=19 min, 5=8 min, 6=10 min, 7=6 min, 8=27 min, 9=13 min, 10=12 min, 11=6 min, 12=18min, 13=19 min, 14=7 min, 15=7 min, 16=8 min).**

b. Read the word file "Century of the Self,"

c. Take the quizzes online

**QUIZ: VIDEO 5-1 through 5-16 THE CENTURY OF THE SELF (1=5 questions, 2 and 3=4 que, 4=5 que, 5=4 que, 6=2 que, 7=5 que, 8=5 que, 9=3 que, 10=6 que, 11=2 que, 12=5 que, 13 to 16=5 questions). Notice that the quizzes for some segments are combined).**

3. Any other concepts that will be covered in class.

**Synopsis paper is due on December 3**

