

## Bearkats Read to Succeed Curriculum Activities





Special thanks to our excellent Bearkats
Read to Succeed committee of talented
authors who contributed to this enriching
Curriculum Activities Guide.

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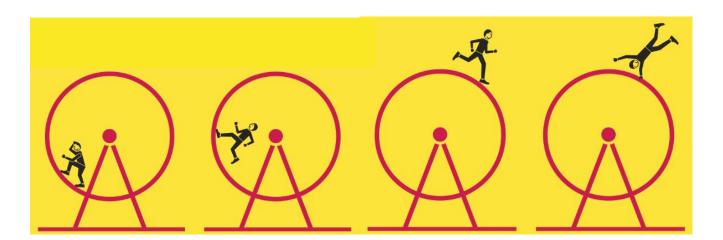


Table of Contents	
Subject	Page
Humanities – History	4-8
Social Science	9-20
Ethics	21
Science	22-33
Academic Skills	34
Culture	35
Business/Marketing	36-45
Criminal Justice – Criminology	46
Criminal Justice – Correctional Systems & Practices	47
Art – Performing Art	48-50
Art – Visual Art	51-54
Education	55-57

	Activity	Critical Thinking	Reflection	Communication (written/oral)	Creativity	Inquiry & Analysis	Inter-cultural	Quantitative Literacy	Team-work & Problem Solving	Community Engagement	Art	Business	Criminal Justice	Education	Humanities	Science	Social Science
HUMANITIES - History	Covers the period from roughly 1892, when William James wrote Talks to Teachers on Psychology and to Students on Some of Life's Ideals (published 1899) to the present.  Would be particularly useful in HIST 1302: United States History Since 1876. It might also have applications in HIST 2312: World History or HIST 3369: The World in the Twentieth Century.  A basic introductory question might be: why does the author focus on this period? Students could then be directed to information on modern industrial society and the need for time-management, religious behavior (especially in industrial production), and the rise of advertising to influence habit formation. In addition, many of the discoveries in cognitive science that are discussed in the book have only recently been uncovered.	X				X						X		X	X		X

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HUMANITIES - History	In the first chapter, professors might have students see Christopher Nolan's film Memento (2000), which deals with memory loss very much like that experienced by Eugene Pauly and Henry Molaison. The main character in Memento is named Leonard Shelby. He has suffered a traumatic brain injury and can't make new memories. So, he tattoos himself in an effort to remember things as he struggles to find his wife's killer. It is a fascinating film (for adults only due to violence, language, and adult scenes), but it might enable professors to make some very interesting comparisons between the lives of Pauly, Molaison, and the fictitious Shelby. This comparison could then give rise to a discussion of the basal ganglia and the evolutionary development of the brain (and the location of different types of data in the brain). Finally, professors could discuss how this data storage system shapes habit formation and decision making.	X		X									X	X	X	X	X

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HUMANITIES - History	This chapter is one of the most useful for historians. It discusses the work of Claude C. Hopkins and the advertising campaign for Pepsodent toothpaste, as well as Drake Stimson and the Procter & Gamble advertising campaign for Febreze.  Did Hopkins advertise Pepsodent in a fundamentally different way than other toothpastes of the era or was there something specific about Pepsodent that made the product different and more desirable?  A useful essay in answering this question (beyond the data presented in the book) is: T.J. Jackson Lears, "From Salvation to Self-realization: Advertising and the Therapeutic Roots of the Consumer Culture, 1880-1930," in The Culture of Consumption: Critical Essays in American History, 1880-1980, ed. by Richard Wightman Fox and T.J. Jackson Lears (New York: Pantheon Books), 1-38. I suggest reading only the first 46 paragraphs. I've posted a copy of the essay at: http://studythepast.com/lears.pdf How does the Pepsodent story relate to the Febreze campaign? And what do both stories tell us about cravings and habit formation?	X		X								X		X	X		X

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HUMANITIES - History	This was a fascinating chapter that traced the story of Tony Dungy and his coaching philosophy as well as the story of Bill Wilson and the evolution of Alcoholics Anonymous.  Dungy wanted to shift his team's habits until their behaviors became automatic, and Wilson and AA wanted to provide a method for attacking the habits around alcohol use. Belief was critical in both instances.  Also, this chapter emphasizes that the best way to change behavior is to keep the same cues and same rewards, but to institute a new routine in the middle.  Write an essay about how belief impacts changing a habit.	X	X	X		X								X	X		X
	This chapter features the stories of Paul O'Neill (at Alcoa) and Michael Phelps. It essentially argues that keystone habits focusing on worker safety for instance and small wins are essential parts of changing habits for the better.  Discuss patterns of development at SHSU and how things might be improved. What would be the best keystone habit to focus on here – student success?	X	X	X		X								X	X		X

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HUMANITIES - History	Chapters Five, Six, and Seven These chapters deal with business practices that breed success. How does Starbucks take people who are facing problems of their own and turn them into successful managers? How does a crisis at a hospital between doctors and nurses lead to an improved surgery routine? And, how do analytics at Target enable the company to shape our shopping habits in a way that enriches the company and (apparently) gives us what we want?	X	X			X						X			X		X
	Chapter Eight Essentially, the best question to begin with might be: why did Rosa Parks action on December 1, 1955 spark a major civil rights campaign that changed the face of American race relations? Who was she? What made her "special"? Explain.	X		X		X	X							X	X		X

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SOCIAL SCIENCE	On p. 99, the author discusses O'Neill's determination to create a habit of excellence at ALCOA. Should you wish to have a habit of excellence as a student, what changes in your brain would need to happen? Produce this in 25 words or less and draw a diagram similar to Duhigg's illustrations throughout the book that represents your Cue, Routine, and Reward.	X	X	X	X	X						X		X			X
	O'Neill's safety speech caused at least one investor to call him "a crazy hippie." What kind of names, remarks, or labels would you expect if you decided to create a habit of regarding class preparation? Create a poem that expresses your thoughts.	X	X	X	X	X									X		X

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SOCIAL SCIENCE	Summarize the experiments described in II of Chapter 5. How well do the results and conclusions relate to the habits you've acquired so far in life? Write a reflective paper of 250 words describing your thoughts about your development.	X	X	X										X			Х
	Summarize in 150 words how Starbucks used research on self- discipline to create a successful organizational habit. If you've ever been to a Starbucks, how did you perceive their organizational habit?	X		X								X					X
	In chapter 5, part III, describe the experiment, results, and conclusions. What allowed to seniors manage pain in rehabilitation? What issue in your life might you be able to conquer using this knowledge? Share this with your group.	X	X	X		X			X								X

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SOCIAL SCIENCE	Of what developmental process do the stories of adversity speak to you? Especially, how do you react regarding the knowledge of Travis, his mother's decision to "let nature take its course," and bear another child after a previous abortion. Finally, she told him that having him was one of the best things that ever happened to her. What do you think that knowledge did for Travis? Discuss your ideas with your group.	X		X					X								X
	After reading part I of chapter 6, give an instance of you or someone you know having transformed a destructive habit in the heat of a crisis. Share it with two or three peers and listen to their descriptions. Then, discuss your thoughts on this phenomenon.	X	X	X					X					X	X		X

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SOCIAL SCIENCE	On p. 103, O'Neill appears to discount research on nursing homes/ assisted-living quarters and making them comfortable for seniors. He calls this kind of research "dangerous." With a team, visit nursing homes and assisted-living quarters, study the research in the area. To what might O'Neill be referring when he calls such research dangerous? From your observations of the nursing homes/assisted-living quarters, what sort of research would you/your team like to see conducted in this area? Write a two-page proposal describing your research suggestions.	X		X		X			X	X		X					X

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SOCIAL SCIENCE	O'Neill grappled with understanding principles of habits and using them. What makes using "what works" so hard to do in the realm of breaking old habits and developing new ones?  Discuss this with another student in class and be prepared to enter into a discussion.	X	X	X		X			X					X			X
	After reviewing the research, write a letter to a community member interested in change (teacher to student, boss to worker, parent to child, guard to inmate, etc.) and explain the importance of "small wins" making a difference in change.	X		X	X					X				X	Х		X

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SOCIAL SCIENCE	Reread pp. 89-92. Compare and contrast the habits of the Patriots and the Colts in the 2006 conference championship playoff. Where does Dungy's "you have to believe" fit into habits. In groups of 3-4, discuss this issue.  After the discussion, write your compare-and-contrast list and your personal conclusion about "belief."	X	X	X		X			X					X			X
	Reread p. 109 about families and dinner together as well as chores for children affecting positive development. Search out the research and make a table from the actual articles that illustrate the positive results of such parenting. Write a letter to a parent of a child discussing the positive aspects of families developing positive habits.	X	X	X	X	X				X				X		X	X

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SOCIAL SCIENCE	In chapter 4, Duhigg outlines O'Neill's career. Create a document that summarizes O'Neill's various positions and what those experiences taught him for the next position and helped him develop his habits.	Х		X		X						X		X	X		X
E	Reread the sections on Travis Leach, pp. 127-130. Contemplate how Travis developed from childhood and adolescent adversity to be successful at Starbucks. What prepared him to give his "your apron is a shield speech?" Discuss what habits he formed to be successful as a Starbucks manager? Discuss this with a group and, together, draw a mind-map to illustrate your conclusions.	X	X	X	X	X			X			X		X			X

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SOCIAL SCIENCE	Summarize the experiments described in II of Chapter 5. How well do the results and conclusions relate to the habits you've acquired so far in life? Write a reflective paper of 250 words describing your thoughts about your development.	X	X	X										X			Х
	Summarize in 150 words how Starbucks used research on self- discipline to create a successful organizational habit. If you've ever been to a Starbucks, how did you perceive their organizational habit?	X		X								X					X
	In chapter 5, part III, describe the experiment, results, and conclusions. What allowed seniors to manage pain during rehabilitation? What issue in your life might you be able to conquer using this knowledge? Share this with your group.	X	X	X		X			X								Х

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SOCIAL SCIENCE	After reading part I of chapter 6, give an instance of you or someone you know who transformed a destructive habit in the heat of a crisis. Share it with two or three peers and listen to their descriptions. Then, discuss your thoughts on this phenomenon.	X	X	X					X					X	X		X
	As a team, interview employees from different businesses, such as Starbucks, Target, etc., and ask them to summarize their training for the job and what sort of cues and actions they use in their jobs. Try to interview individuals from different cultures (you can include gender as a culture). Then write a summary to share with the class regarding your findings.	X	X	X		X	X		X	X		X		X			Х
	In chapter 6, part III, write a paragraph regarding how "routines can create truces between potentially warring groups or individuals within an organization." If you wish, use examples from the readings or use examples from your own observations.	X		X								X	X	X	X	X	Х

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SOCIAL SCIENCE	Review pp. 166 – 175. On p. 173, what letter would you write to the music teacher, who asked, "Why did they send me straight into the fire? Why didn't someone take charge?" What ethical and/or criminal implications does this situation have?	X		X	X	X						X	X		X		X
	Pp. 166-175: Use your knowledge about habits to help the London Underground develop a policy using Cue, Routine, and Reward, including a diagram, by writing a policy that you hope will be ratified by administration.	X		X	X	X				X		X	X	X			X
	What would Target's research group conclude about your buying habits? What coupons would you expect in the mail addressed to you?	X	X		X										X		

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SOCIAL SCIENCE	Read p. 26-27, from "Every McDonald's" to "we change the routines." Think about a leisure activity or item that you are prone to spend too much money on. What about this item, activity, or place influences behavior by encouraging the creation of a habit loop?	X	X			X				X		X		X			X
	Re-read O'Neill's efforts to transform ALCOA.  Stipulating that your college experience must be transformative, what habits do you think might be your keystone habits? What indicator(s) would you select to judge progress toward creating habits of excellence?  Write a short reflective paper that describes your study habits and your activities related to your interactions with course material. Relate your discoveries to key ideas of transformative experiences, keystone habits, and progress indicators.	X	X	X		X								X	X		X

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SOCIAL SCIENCE	"to change a habit, you must keep the old cue, and deliver the old reward, but insert a new routine" (p. 62).  Select one negative stress-related habit that you have and identify the cue, routine, reward, and craving. Make a list of positive stress management strategies.  Make a diagram of this habit loop, but replace your old routine with a new one from your list of stress management strategies. Do the same process with a study habit.	X	X	X	X	X								X			X
	"Champions don't do extraordinary things," Dungy would explain. 'They do ordinary things, but they do them without thinking, too fast for the other team to react. They follow the habits they've learned'" (p. 61).  What does this statement mean? Do you agree or disagree? Provide two examples of "champions" to support your argument. For the purposes of this prompt, champions are those who have achieved significant success in any field (academics, business, sports, politics etc.)	X	X			X								X	X		X

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ETHICS	Discuss with your group what the ethical implications are of engaging in voyeurism and then manipulating people's behavior to increase sales. Come up with a jingle to share with consumers to watch out for business manipulations. (Ex: No mon, no fun.)	Х		X	X				Х			Х					X

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SCIENCE	Draw a diagram of the basal ganglia; describe it and its purpose as well as how it contributes to habits such as driving. Discuss your ideas with your peers.	X		X		X			X					X		X	X
	Is the brain immoral in developing habits? Would there be any different brain action for a citizen-of-the-year and a sociopath? Ask your peers about their ideas?	X		X		X			X				X	X		X	X
	O'Neill was a "list person" (pp101-102), making lists to document, organize and prioritize his management world.  How does this habit of making lists compare with a scientist's habit of recording detailed observations in his/her laboratory notebook or preparing specific protocols and experimental procedures? How do the habits of making lists and recording observations assist individuals in deciding what must be done next? How do these habits contribute to a perception of authority and credibility in decision-making processes?  Prepare a short argument on why a complete, well-organized lab notebook is a prerequisite to "good science" (and "good management").	X		X		X								X		X	

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SCIENCE	Given that taking courses in the hard sciences and mathematics is "challenging" and requires perseverance and plenty of will power, read about the cookie and radish experiments described in II of chapter 5 (132-137).  After preparing a schedule of your daily activities for your "typical" school week that includes your study times, rank each activity as a cookie or a radish and, on a 1-5 scale, rank the will power required to address each task. How do the coursework activities and study activities compare with others? Can you rearrange your daily schedule so that study and coursework are addressed at more optimal points during your day?  Prepare an optimal schedule of activities and explain your rationale for the modifications.	Х	X	X		X		X								X	X
	Re-read section IV of chapter 9. Write a response that correlates this section to epilogue of "The A Game". Discuss your written response with your lab team. Your lab instructor will then ask for volunteers to share their responses with the entire class.	X	X	X					X					X		X	

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SCIENCE	Re-read section II of chapter 8. University of Arizona researcher, Doug McAdams, began searching for the reason(s) why some people had participated in the "Mississippi Summer Project" and others withdrew from the project after having been accepted as participants. What were McAdams' three working hypotheses during the study? Which of the three hypotheses were supported by data collected by McAdams and his colleagues?	X				X								X		X	
	Re-read pages 226-229. What might this say about the advantages to working within an established study group or learning team? Write your response and share it with your lab team. With your lab team, develop a list of expectations of the individual team members participating in a study group.	X	Х	X					X					X		X	X

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SCIENCE	Reflect on the concluding remarks of Part 2-I, beginning at the bottom of page 108.  If exercise and family dinners are daily routines and keystone habits that promote constructive changes in the lives of those at home, what kinds of daily activities could offer similar effects on the lives of students in classes and laboratories?  Prepare your own bullet-list of activities that you could use as talking points/starting points in a group discussion. Write each on a sticky note and add a short descriptive comment or explanation for others. In a group of 4-6 students, compare sticky notes and discuss these activities. Collectively group similar ones and prioritize these, finally forming a master, ordered bullet-list. Select a group leader to present your findings to the class.	X		X		X			X					X		X	X

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SCIENCE	Skim back through Chapter 3: The Golden Rule of Habit Change; Why Transformations occur. Think about Coach Dungy's saying; "Champions don't do extraordinary things. They do ordinary things, but do them without thinking They follow the habits they've learned." The author asserts that you can't extinguish a bad habit; you can ONLY change it.  If you were to go about designing a program to transform the bad habits of high school kids into the good habits characteristic of scientists what would it look like. To follow the sports analogy, what kinds of practice would you institute to ingrain those changed behaviors and transformed habits?  Find some "habits of the mind" or "habits of success" "or "values and attitudes" (using terms like these) that characterize successful scientists and proper scientific behavior. Do a Google search* and construct your list describing the scientist or applied scientist you want to become someday. Prepare a presentation poster that contains three main areas, one an abstract telling us where you envision yourself going in your career life, another containing your list of required scientific habits of the mind or admirable scientific behaviors, and the third, the corresponding cues, rewards and routines (your old ones and the new ones you intend to try.)  (See next cell for examples.)	X	X	X	X	X								X		X	X

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SCIENCE	*Examples: 1) http://learnweb.harvard.edu/alps/thinking/docs/habits.htm "Learning the Habits of the Mind that Enable mathematical and Scientific Behavior" 2) http://www.funnelbrain.com/c-40383-scientific-habits-mind.html "7th Grade Science: What are the scientific habits of the mind?" 3) http://www.project2061.org/publications/sfaa/online/chap12.htm "Science for All Americans Online - Chapter 12: Habits of the Mind" 4) http://www.benchfly.com/blog/theseven-habits-of-a-highly-successful-scientist/ "Seven Habits of a Highly Successful Scientist" 5)http://sciencecareers.sciencemag.org/career_magazine/previous_issues/articles/2004_07_16 "Tooling Up: Career Science Factors, Part 2 Ten Habits of Successful Scientists"																

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SCIENCE	In almost every case it is impossible to do science in a vacuum. Most scientists work in research groups or on project teams, and these are part of larger organizations. Re-read the sections on Starbuck's efforts to create an organizational habit of success. Prepare a short summary (100-150 words) Starbuck's use of research on self-discipline to create a successful organizational habit.  Imagine that you are now a group leader or project manager and your task is to create successful organizational habits in your team, in your direct reports. Now from the perspective of a newly appointed manager, what do you see as the role of self-discipline in the scientific endeavors of your team? Do you see other critical traits? What are they and why? What are you going to demonstrate your leadership abilities? Write a one-page proposal describing what you see needs to be done and how you are going to mold your team of scientists.	X	X	X	X	X						X		X		X	X

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SCIENCE	O.K. Let's admit it that our first reaction is; "You got to be kidding, this is impossible!" But in doing so let us also admit that every one of the individuals who hold the positions that we aspire to have gone down a similar path of establishing and reformatting habits such that he/she can almost instinctively, actually habitually, react and behave in the ways of a highly successful professional.  Make certain that you have read the Appendix (275) and skim back over Chapter One: The Habit Loop.  Now it is time to focus your attention on where you want to be in your career ten-years after graduation. What is the position like? What is the person like? What are the responsibilities and what are the rewards? Remember this is the same rewards in Duhigg's cue-routine-reward cycle. Make a list of the rewards that you have identified and put them into three categories: high value, intermediate value and low value rewards. Write a short, one-page, reflection paper titled: "Me and My Career, Why I Want to Become a Blank." (You fill in the blank.)	X	X	X		X						X		X		X	X

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SCIENCE	Consider the curious case of Eugene Pauly. Eugene was an individual case; what corroborating evidence (research) did the author present to support Dr. Squire's findings and conclusions regarding Eugene's condition? What additional questions do you have regarding the development of Eugene's habits? How would you research the possible answer (hypotheses) to those questions?	Х				Х										Х	Х
	Reread p. 109 (Chapter 4 section I) regarding the positive effects of families routinely dining together. Some of the research used to support this hypothesis comes from "Family Mealtimes: Worth the Effort?" Infant, Child, and Adolescent Nutrition 1 (2009): 346-50. Access this research article and, working with your learning team, assess the experimental design used. Was there a control group? What variables were considered? How were any variables considered and/or controlled during the research? How many subjects were included in the study? How long were the subjects observed, or how much time elapsed between evaluations of the subjects?	X				X										X	X

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SCIENCE	Regarding the efficacy of weight loss, access one of the journal articles listed here and evaluate the experimental design used by answering these questions: What were the underlying question and/or hypothesis of the study? What variables were considered? What was the control group? What was/were the experimental group(s)? What were the sample sizes? How were results measured and evaluated? If possible, what would/could you do to improve the experiment or study? What additional questions has the study raised in your mind? How would design an experiment to answer the newly raised question(s)? J. F. Hollis et al., "Weight Loss During the Intensive Intervention Phase of the Weight-Loss Maintenance Trial," American Journal of Preventative Medicine 35 (2008): 118-24. L.P. Svetkey et al., "Comparison of strategies for Sustaining Weight Loss, the Weight Loss Maintenance Randomized Controlled Trial," JAMA 299 (2009): 1139-48. There are several other articles also listed in the notes on pages 313-314.	X	X			X										X	X

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SCIENCE	Re-read section II (pgs. 132-141) of chapter 5 which examines a set of experiments designed to test "willpower". Mark Muraven states that "Willpower isn't just a skill. It's a muscle, like the muscles in your arms or legs, and it gets tired as it works harder, so there's less power left over for other things." Now consider the nine rules (habits) to earn better grades outlined by Kenneth Sufka in "The A Game." Which of Sufka's nine rules are likely to be most affected by the time of day? Explain your answer and describe what might be done to maximize the likelihood of developing new study habits.	X	X	X										X		X	X

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SCIENCE	Re-read section III of chapter 7 which examines the technique of "sandwiching" a new, unfamiliar product (meat, songs, and coupons) between other familiar products. "If you dress a new something in old habits, it's easier for the public to accept it." Work with your lab team to "dress up" a new study habit making it more comfortable to use. Select from pages 40 through 64 of "The A Game;" you could select from: developing learning objectives, concept mapping, four-question reflective learning exercise, notation-reduction, white-board learning checks, self-testing with friends, student-teacher dyad role playing. Think of ways to "sandwich" one or more of these study habits between pre-existing/familiar habits to facilitate consistent use of the study technique.	X	X	X		X			X					X		X	X

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ACADEMIC SKILLS	"it's possible to learn and make unconscious choices without remembering anything about the lesson or decision making We might not remember the experiences that create our habits, but once they are lodged within our brains they influence how we act—often without our realization" (p. 24-25).  Identify two academic habits that you have, one good habit and one bad habit. Try to write the story behind each habit using as much detail and vivid imagery as you can. Does writing these stories remind you of any lessons you learned?	X	X	X										X	X		X
	Read Section V of Chapter 3.  Identify three positive habits that you would like to develop to be a successful student. For each habit, describe an on-campus community that you can be or are a part of that will help you achieve your goals. Explain how this community can help you.	X	X	X						X				X			X

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CULTURE	Explain to someone (peer, friend, parent, etc.) why Duhigg's argument regarding the synergy of the variables required for Rosa Parks's act of civil disobedience to become the civil rights movement describes how a movement is initiated.	X		X		Х	Х			X			X	Х	Х		Х
	What habit was Rosa Parks's husband demonstrating when he was opposed to the idea of her fighting her arrest in court and said, "The white folks will kill you, Rosa." Be sure as you share your answer, you refer to the diagram of cue, routine, reward.	X		X		X	X			X			X	X	X		Х
	How the social habits of friendship and support boost Rosa Parks to the status of civil rights hero? What caused previous arrests of others not to spur the civil rights movement?	X					X			X			X	X	X		X

	Activity	Critical Thinking	Reflection	Communication (written/oral)	Creativity	Inquiry & Analysis	Inter-cultural	Quantitative Literacy	Team-work & Problem Solving	Community Engagement	Art	Business	Criminal Justice	Education	Humanities	Science	Social Science
BUSINESS/MARKETING	Chapter 1 uses McDonald's as an example of a firm that uses cues and rewards to help to create a habit of patronizing a fast food restaurant.  Consider the following types of businesses and brainstorm to create a list of cues and rewards for each:  *A fitness gym such as Gold's Gym or 24-Hour fitness  *RedBox video rentals  *Baskin-Robbins or some other Icecream establishment  *Tinseltown movie theaters	X	X	X		X						X					X
	One of the primary tenets of business and marketing is to study the marketplace for insights into consumer motivations and behaviors. *Discuss how this activity is similar to the study of habits. *Discuss the ethical issues associated with trying to exploit habits and/or trying to get consumers to develop new habits through marketing campaigns.	X	Х			X						Х					X

	Activity	Critical Thinking	Reflection	Communication (written/oral)	Creativity	Inquiry & Analysis	Inter-cultural	Quantitative Literacy	Team-work & Problem Solving	Community Engagement	Art	Business	Criminal Justice	Education	Humanities	Science	Social Science
BUSINESS/MARKETING	Chapter 2 discusses the marketing of Pepsodent and how the makers of that brand enticed consumers to develop the habit of everyday brushing with their product. They, in effect, created a new habit based upon a new product. Consider the following products which have been created in the past 10 – 15 years. Discuss how these products have resulted in modified behaviors and new habits for consumers:  *The Ipod  *The camera at the traffic light  *The automatic transfer of funds to pay bills  *Viagra	X	X	X		X						X					X
	Consider the following 5 steps of the Consumer decision-making process. Discuss which, if any, is impacted by the notion of habits? Explain your answers.  *Problem identification *Information Search *Evaluation *Selection/Purchase *Post-purchase	X		X		X						X					X

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BUSINESS/MARKETING	Imagine that a company that plans to develop an app for iPads and iPhones has approached you for help. The app will allow users to post updates on Facebook or Twitter whenever they eat a healthy salad instead of an unhealthy hamburger or pizza slice. The company has asked you for suggestions about how to design and market the app. Ideally, the company wants people to use the app at least once a day.  *Using some of the principles of habit science, what suggestions would you make?  *What should be included in how the app is designed or marketed to help users create new habits? Remember that you want to change eating habits AND iPhone habits. The company has requested a one-to-two page memo of your suggestions.	X	X	X		X						X					X
	Have you ever been employed by a company or an individual that embodied a strong, keystone habit or culture, like employee safety at Alcoa? Alternatively, have you ever taken a class or volunteered with an organization with a similar keystone habit or culture? What was the keystone habit? Can you identify situations where the keystone habit began to affect other habits or procedures?	X	X			X						X					X

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BUSINESS/MARKETING	Each year, CNN, Fortune, and Money magazines compile a list of the one hundred best companies to work for, Do some research and find the 2012 list. What can we learn about keystone habits from these successful companies?  *Look at the full list of 100 companies. How many of the company names do you recognize? How many would you consider a household name? What does this tell you about the success of these companies?  * What keystone habits or cultures have these companies adopted that have made them successful? Read three company profiles on the website and identify at least one core value that could be a keystone habit for each organization.  *Is there a clear theme to the keystone habits you identify?	X				X						X					X
	In Chapter 7, you learned that Target creates a "guest portrait" of many shoppers. If you were to create a "guest portrait" for a college student shopping at Target, what kinds of information would you study? What kinds of questions do you think you could answer with this "portrait"?	X	X		X	X						X					Х

	Activity	Critical Thinking	Reflection	Communication (written/oral)	Creativity	Inquiry & Analysis	Inter-cultural	Quantitative Literacy	Team-work & Problem Solving	Community Engagement	Art	Business	Criminal Justice	Education	Humanities	Science	Social Science
BUSINESS/MARKETING	The fast food chain Subway has featured a spokesperson named Jared Fogle in many of their commercials over the past decade. Have you seen one of these ads featuring Jared, "the Subway guy"? In commercials and appearances, Jared tells his story of losing 245 pounds eating the restaurant's sandwiches. Since losing weight, Jared has completed the New York City marathon, earned his college degree, appeared in a film (Super Size Me, 2004), and written a book (Jared, the Subway Guy: Winning Through Losing: 13 Lessons for Turning Your Life Around). What can we learn from this famous example of keystone habit change?  * What elements of keystone habit change can you identify in Jared's example? (Hint: What do you think were his small wins? How did changing a keystone habit contribute to Jared's other accomplishments?)  *In addition to selecting Jared as a spokesperson, Subway achieved a reputation for providing healthy and nutritious fast food. How do you think Jared's story may have influenced the keystone habits of this fast food chain?	X	X			X						X					X

	Activity	Critical Thinking	Reflection	Communication (written/oral)	Creativity	Inquiry & Analysis	Inter-cultural	Quantitative Literacy	Team-work & Problem Solving	Community Engagement	Art	Business	Criminal Justice	Education	Humanities	Science	Social Science
BUSINESS/N	Why do companies (i.e., Target) collect data about consumers' shopping behavior? Is it for your benefit or theirs? How do companies capitalize on "guest portraits"?	X	X			X						X					X
BUSINESS/MARKETING	Ironically, when marketers manipulate human behavior to earn profits, it is considered an achievement of capitalism. However, if a psychologist manipulates human behavior to study the process of decision making, it might be considered unethical. Why don't advertisers and marketers need to abide by the same ethical standards when it comes to manipulation of behavior? Is it ethical for corporations to collect data about your shopping habits without your consent? Why or why not?	X	X			X						X					X

Activity	Critical Thinking	Reflection	Communication (written/oral)	Creativity	Inquiry & Analysis	Inter-cultural	Quantitative Literacy	Team-work & Problem Solving	Community Engagement	Art	Business	Criminal Justice	Education	Humanities	Science	Social Science
With your class or a small group of people that live in your city or neighborhood, try a mini-experiment to find out if your shopping habits have been studied.  *First, your group needs to select a retail or online store where all (or most) of your group members have shopped—and if possible, where you use a "frequent buyer card" or already receive emails or coupons in the mail. It is important to select a store that sells a variety of items.  Large retailers such as Amazon.com, Target.com, or WalMart.com are a good place to start. Your group may want to select other retailers that cater to your demographic. Choose one retailer, and go online or into the store and sign up for their email newsletter, their frequent buyer club, and any other similar programs. Answer all the questions truthfully—let's see what they do with the information you provide. (NOTE: Signing up for a credit card, or making any other financial commitment, is usually a bad idea. Only sign up for programs that won't cost you any money, and never hand over any information you aren't comfortable providing.)  *Next, start collecting email advertisements and/or flyers sent to group members.  (please note this activity continues)	X		X		X			X	X		X					X

		1	1	1	1	1	ı	1	ı	1	1	
(Continued from previous page)												
Depending on the frequency of												
mailings, you may need to collect for												
a few days or two-to-three weeks.												
*Once you have a collection of												
advertisements, determine how you												
will categorize the targeted shopping												
habits. Working with your group, put												
the advertisements into categories.												
For example, does your group receive												
advertisements for male or female												
attire? Products for children or												
adults? Items for pets or holidays? If												
your advertising includes models,												
what are the demographics of the												
models? Male? Female? Caucasian?												
Other ethnicities? Do some group												
members receive coupons or												
advertisements for food while others												
receive advertisements for clothing?												
Construct a list of three to five												
categories.												
*Based on these categories, construct												
how the "guest portraits" designed by												
the retailer differ for the different												
people in your group.												
*Identify patterns in the advertising.												
Does it seem like the retailer is												
profiling group members differently?												
Or do the advertised items appear to												
be randomly distributed?												

	Activity	Critical Thinking	Reflection	Communication (written/oral)	Creativity	Inquiry & Analysis	Inter-cultural	Quantitative Literacy	Team-work & Problem Solving	Community Engagement	Art	Business	Criminal Justice	Education	Humanities	Science	Social Science
B U S I N E S S S / M A R K E T I I N G	Toyota. Toyota makes and sells several different hybrid cars that use less gas and reduce pollution by curbing our reliance on fossil fuels and carbon emissions. These cars include the Prius and the Camry, both of which run on a combination of electricity and gasoline. Thinking about part two of this book, apply your understanding of corporate habits to Toyota's sale of hybrid cars. Imagine you are a consultant who has been hired to analyze Toyota's business practices. Your task is to write an internal report on Toyota's existing corporate habits and make recommendations for future practices that will help the	X		X	X	X						X					X

		T	 1	1		1	1		1	1	1	
*What keystone habits do you expect												
hybrid car buyers to adopt? How will												
these keystone habits, such as using												
less gas, influence other habits in												
these consumers' lives?												
*In chapter 7, you read about the												
importance of willpower and habits.												
What willpower is needed in												
developing a habit of using a hybrid												
vehicle? What inflection points might												
Toyota anticipate among its potential												
consumers when they consider												
driving a hybrid vehicle? How can												
Toyota anticipate these inflection												
points (e.g., avoiding the ease of												
conventional gas stations, comments												
from skeptical friends about the												
decision to buy a hybrid vehicle)?												
*What crisis situation could Toyota												
use to change driver habits and car												
purchases? How can Toyota use a	.											
crisis to increase use of its hybrid												
vehicles?												
*How can Toyota use information												
about shopping habits to successfully												
market its hybrid cars?												
*What crisis situation could Toyota												
use to change driver habits and car												
purchases? How can Toyota use a	.											
crisis to increase use of its hybrid												
vehicles?												
*How can Toyota use information												
about shopping habits to successfully												
market its hybrid cars?	.											
*If Toyota were to create a "customer												
portrait" of its ideal hybrid car												
purchaser, what would that portrait												
include? How would having this												
portrait allow Toyota to sell more			1									
hybrid cars? How can Toyota use the			1									
idea of "making the unfamiliar,			1									
familiar" to sell its hybrid cars? How			1									
can familiarity be used to encourage	, l		1									
consumers to purchase hybrid cars?			1									
companies to paremase myoria ears:			 	i	I	l	I .		I	i	I.	

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CRI	Create three possible habit loops for engaging in criminal behavior	X		X									X				X
CRIMINAL JUSTICE - Criminology	In Chapter 9, The neurology of free will: Are we responsible for our habits, the author posits that our habits may influence the "amount" of free will we actually have. Discuss in groups and present your analysis of how this idea could fit into one of the theories of crime	X		X		X			X				X				X
logy	In groups, discuss the two examples that author Duhigg provides in Chapter 9. Do you think that the criminal justice system came to the correct conclusions in each case? What are the implications of habits in the etiology and responsibility of criminal behavior?	Х		X		X			X				X				

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CRIMINAI	Create three possible habit loops for engaging in criminal behavior. Next create three possible habit loops to correct or rehabilitate offenders who commit those criminal behaviors.	X		X									X				X
CRIMINAL JUSTICE- Correctional Systems	Come up with three current habit loops within the correctional system of the United States. Critique these habit loops and offer possible suggestions of new habit loops that could make any of the processes more effective.	X		X		X			X				X				X
tional Systems & Practices	In groups, discuss the two examples that author Duhigg provides in Chapter 9. Do you think that the criminal justice system came to the correct conclusions in each case? What are the implications of habits in the rehabilitation of criminal behavior?	X		X		X			X				X				

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ART - Performing Arts	On page 17, the chapter entitled "The Habit Loop," Duhigg introduces the term "chunking" as being at the root of how habits form. Chunking is a process "in which the brain converts a sequence of actions into an automatic routine." Re-read his example of backing a vehicle out of a driveway, an admittedly complex series and sequence of actions.  Notice how he breaks it down. The author refers to it as an "intricate ballet," performed countless times. Think about some similarly complex actions that dancers, actors, and musicians practice - that they must practice because they are challenging – so that their thinking and concentration can transform from focusing on the technical to focusing on what they want to communicate.	X	X		X	X					X			X			X

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ART – Performing Arts	Now go to page 19, where Duhigg shares the first graphic of "The Habit Loop," which includes the element of a "reward." Consider the examples of "chunking" you listed, and consider what type of reward there might be for dancer, actor, or musician who successfully and skillfully navigates the sequence of actions. What immediate rewards can you attach for the performer to the action sequence? What delayed rewards might there be? Describe and elaborate on them. Do they make the action worth remembering? If so, why?	X	X		X	X					X			X			
	Events in one's life can change one's habits. One of the most emotional passages in this book is at the end of chapter 5 (pp. 152 & 153). Re-read the last seven paragraphs, visualize, and consider how the emotional intensity in the two hospital scenes could be conveyed through theatre. Through dance. Through music.	X	X	X	X						X				X		X

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ART - Performing Arts	On page 24, a new experiment suggested that habits are "surprisingly delicate," and they can disintegrate if the "cues" that precede the routine change. List some examples of "changing cues" that threw off a "routine" that you have experienced as a performer. What are some "changing cues" that could occur in the OTHER performing arts that would compromise or negatively affect a practiced routine.	X	X		X	X					X			X			
	As Duhigg discusses in chapter 7, the lack of appeal for the song "Hey Ya!," he suggests on p. 203 that "our brains are designed to prefer auditory patterns that seem familiar to what we already know." Think how this may apply to theatre and dance, but begin with music. What patterns in music can you describe, classical or otherwise, that you recognize or unconsciously expect to hear? What might be similarly familiar visual patterns in dance? What auditory patterns might there be in theatre? And lastly, what visual patterns might there be in theatre?	X	X		X	X					X			X			X

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ART – Visual Arts	Habits are about routines that we repeat. Using the art principle of repetition creates pattern, create a non-representational 2D or 3D work of art on the concept of habits.  Consider using other principles or elements to convey whether they are positive or negative habit loops.	X			X						X						X
3.	What kinds of cravings inspire habits of creativity? Does the artist crave a sense of accomplishment, creative expression, or audience approval? Create a work of art that illustrates the rewards of the process of making art.	X	X		X						X						
	Consider this quote by Aristotle, "We are what we repeatedly do.  Excellence, then, is not an act, but a habit." Think about the habits of excellence needed to be a successful artist such as keeping a sketchbook of ideas, spending consistent time in your studio, exhibiting your art, reading contemporary writings about art, viewing current exhibitions, critical thinking and writing exercises, etc. Design a brochure or poster illustrating these habits that could be used to educate and inspire younger artists considering art as a career direction.	X	X		X						X			X			

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ART – Visual Arts	Research local artist/builder Dan Phillips (www.phoenixcommotion.com) and his philosophies/agenda addressing waste in the building industry, the need for affordable housing, and salvaging usable materials before they end up in the landfill Create a work of art with recycled materials that confronts the viewer with our habits of waste and possible future consequences if we do/do not make changes in these habits.	X	X		X	X					X			X			
	Artist Tim Gaudreau (http://timgaudreau.com) created a self-portrait by photographing every piece of trash he threw away for a whole year. He wanted to make a statement about our habits of waste. Create a self-portrait with physical or representational elements that are a symbol of a habit that embodies who you are or issues that are of concern to you.	X	X		X						X			X			X
	Create a 2D or 3D project about the BRAIN and how it functions in relation to habits.	X			X	X					X					X	X

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ART – Visual Arts	Consider how often people let eating choices become subconscious habits because it is easier than making intentional healthy choices. Create a work of art based on the concept of wholeness and wellness as related to eating healthy. Inspire your audience to see the value of fresh and locally grown foods as opposed to processed and preserved food.	X	X		X	X					X			Х			X
	Consider creating a habit of play as part of your art practice. By building a routine of exploration, abandonment, and fearlessness, artists often receive revelations or spark new ideas. After practicing this habit, write down your thoughts and experiences and/or create a playful work of art.	X	X	X	X						X						X
	Much like Rosa Parks' act influenced the Civil Rights movement, many artists such Joseph Beuys, Jo Hanson, Mierle Laderman Ukeles, Vik Muniz, Lily Yeh, Chris Jordan, and Rick Lowe (Project Row Houses in Houston) have used their art to influence and create movements to help reclaim broken ecologies or communities. Research an artist/activist and create a project to positively influence the habits and thinking of your audience. Consider social justice, ecological, and environmental concerns.	X			X	X					X		X	X		X	X

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ART – Visual Arts	Watch the documentary <i>The Story of Stuff</i> (www.storyofstuff.com), and consider how our market driven consumerism has influenced our habits of buying. Look at our diminishing natural resources, unfair labor practices, and throwaway mentality, and then create a work of art to inspire new habits that encourage moving towards a more sustainable style of living.	Х	X		X	X					X	X		X			X

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EDUCATION	Make a list of bad habits teachers have. Write a reflective essay based on the readings discussing how you will form and/or change habits in a team of teachers with whom you work to be more effective in classroom instruction, management, etc?	X	Х	X	X				X						Х		X
	During classroom observations, note habits in both the instructors and the students. Focusing on one behavior, analyze the habit loop components of cue, routine, and reward that reinforce the habit cycle and postulate replacement routines aimed at breaking negative habits. Discuss with classmates potential successes and struggles in implementing replacement routines.	X	X	X					X						X		X
	Discuss with your classmates the following prompts: What habits of children help to create a negative classroom culture? How might you as a classroom teacher interrupt the habit cycle to define or redefine the classroom climate? What cues can you offer to students in an attempt to build positive habit cycles for creating a positive classroom climate?	X	X	X	X				X						X		

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EDUCATION	Make a list of good teacher habits and prioritize them in order of your view on their importance. For the top three on your list, create a plan for developing those habits in your own teaching practice.	X	X	X	X									X			X
	Make a list of good student habits and prioritize them in order of your view on their importance. For the top three on your list, create a plan for developing those habits in your student.	X	X	X	X									X			X
	Either in a class discussion or in an essay, address the following prompt: Based on the corporate successes discussed in the text, what organizational habits could a school district address to inform improvements in student achievement?	X		X					X			X		X			X
	Interview a tenured teacher in the content you intend to teach. Ask specifically about what cultural pressures exist in a school faculty that invite or inform negative pedagogical habits. What measures can successful teachers take to avoid falling into negative habits? Write a reflection or have a discussion with your peers about ways of avoiding these negative habit traps.	Х	X	X			X		X					Х			X

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EDUCATION	Watch one of the following the films: The Freedom Writers; To Sir, with Love; Remember the Titans; Dead Poets Society; Stand and Deliver.  Analyze the film in terms of habits and habit redirection. How did the actions of the primary character(s) define/redefine the habits in the school.	X	X		X									X			X