

Introduction to Psychology

Instructor: James Underwood

Please fill in the front seats first

Today's goal is to get to know each other and go over the expectations of this course

- What is Psychology
- Roll and announcements
- Video: What is Psychology?
- Could you make the cut for the 1955 CIA
- Classroom Expectations

I will not be here on Thursday but please bring headphones as we will be working in the Library.

What is Psychology?

- the scientific study of the human mind and its functions, especially those affecting behavior in a given context.
- Used in many professions
 - Counseling
 - Law/Law Enforcement
 - Ministry
 - Business/Sales
 - Coaching
 - Many many more



The Elevator Conundrum

in 1987 a hotel in Seattle, Washington began receiving poor reviews because many of its customers complained that its only elevator took way too long.





Fearful it would begin losing business. The Hotel hired an engineering firm to look into adding a second elevator.

This plan, unfortunately, would be very expensive and force the hotel to close its doors for up to four weeks. With the upcoming NBA All Star Game and usual winter tourism this was not an ideal solution.



The hotel's interior designer, had been a psychology major and approached the owner with a solution she thought would be more simple and certainly way more economical.



She said hypothesized that because people naturally look at themselves in the mirror, if the hotel invested in mirrors on both the inside and lobby areas of the hotel, people would be less likely to realize they were waiting as long for the elevator.

Within days of installing giant mirrors on both the interior of the elevator and the exterior lobby areas, negative reviews almost completely stopped and ultimately saved the hotel over \$350,000 in estimated renovation costs.





Psychology is more than just sitting on a couch listening to people's problems or doing some crazy experiment.

It is about understanding the human brain, how it works, and applying that information to helping people in all aspects of life.

CLASSROOM EXPECTATIONS

- Arrive on time and stay for the entire class.
- Do not talk while I am lecturing. In a large class a couple of people talking is very distracting for me and your fellow students.
- Treat your fellow students and your instructors with respect.
- Put your cell phones away
- Ask questions during class.
- If you use a laptop in class, please use it for taking notes only. Do not surf the web or go on Facebook
- Please fill in seats at the front of the room before sitting in the back.

How You Will Be Graded

- This is a college level class!
- Homework will be assigned but very little will be graded. The majority (80%) of your points will be through assessments.
 - 10% Attendance and Participation
 - 10% In Class Activities
 - 20% 8 Quizzes (9 in total, drop the lowest)
 - 20% Midterm
 - 20% Final
 - 20% Social Experiment/Research Assignment

Cheating

Cheating consists of copying any work not generated by yourself on a homework, quiz, or exam, or discussing any component of an exam with any non-instructor

If cheating is discovered, it will be discussed with the student, and will result in a failing grade on the assignment and possibly for the course, a report to Student Services, and/or additional penalties in accordance with the student conduct code.

What You Will Need

- 70 page spiral notebook (Due Monday)
- Blue or Black Pens
- \$5 class fee paid to Student Services
- Be ready to do lots of reading on your own!