

San José State University
Department of Anthropology
ANTH/PSYC/SOCI 193: Behavioral Science in Practice
Course# 27058; Section 1; Spring 2021 Semester

Course and Contact Information

Instructor: Mayra S. Cerda

Email: mayra.cerda@sjsu.edu

Office Hours: Mondays from 6 PM to 7 PM (Zoom access will be provided via Canvas)

Class Days/Time: MW 4:30 PM – 5:45 PM

Classroom: Online via Zoom Meetings

Prerequisites: Senior standing (90 or more units) AND declared major in Behavioral Science or Behavioral Science double major

GE/SJSU Studies Category: N/A

COURSE DESCRIPTION

This course is designed as a workshop for Behavioral Science majors. The objective is to review theories, methods, and new developments in the three disciplines that make up the Behavioral Science major: anthropology, psychology, and sociology. Another objective of the course is to assist you in professional development. To accomplish this, you will participate in a number of activities with the goal of sharpening your analytic skills and your ability to clearly articulate your behavioral science expertise to potential employers and graduate program committees. You will also prepare materials relevant to your future careers, namely resumes or curricula vitae.

This class will reflect on critical issues within behavioral science. This semester, we will focus upon the anthropological, psychological, and social impacts of new digital technologies using an interdisciplinary approach. In order to reflect this approach, you will prepare written analyses and participate in a presentation related to the topic. Assignments and presentations are designed to integrate and synthesize knowledge from anthropology, psychology, and sociology, and to apply that perspective to real world issues and problems.

COURSE LEARNING OUTCOMES (CLO)

Students who successfully complete this course will be able to:

CLO 1. Assess the major methodologies and contributions of anthropology, psychology, and sociology to a better understanding of human behavior;

CLO 2. Apply the disciplinary perspectives of the behavioral sciences to case studies at individual, organizational, community, and global levels;

CLO 3. Access important sources of information relevant about the behavioral sciences and relevant data;

CLO 4. Synthesize the disciplines of anthropology, psychology, and sociology in support of professional career development; and

CLO 5. Prepare a portfolio that will support the transition to a professional education or career.

REQUIRED TEXTS / READINGS

Textbook

This semester we will be using the following text:

Alone Together by Sherry Turkle (any edition is acceptable)

COURSE REQUIREMENTS AND ASSIGNMENTS

All assignments must be submitted on **Canvas on Sunday by 11:59 PM**. Assignments for this course include the following:

1. Resume, cover letter, and LinkedIn. You will prepare a resume that shows your past work experience, internships, academic courses, etc. You will also prepare and submit a cover letter to a hypothetical future employer. You will also work with your peers on creating and improving your LinkedIn page. Your LinkedIn

page must be included on your resume. These documents will be reviewed in peer groups during our online sessions. (Resume: 20 points; Cover Letter: 10 points; LinkedIn Page: 10 points)

(40 points; 20% of your final grade)

2. Elevator Speeches. Each student will prepare a one-minute "elevator speech" (2-pages) to describe their Behavioral Science major to an uninformed colleague. This assignment will be review by a peer to receive feedback.

(10 points; 5% of your final grade)

3. Mock Interviews. You will be interviewed by Employment Coaches to answer 2 interview questions for a fictitious job position. You will receive live feedback from them.

(10 points; 5% of your final grade)

4. Informational interview. You will conduct a 30-60 minute informational interview with a person working in a field or organization in which you are interested and write a two-page summary of your results.

(20 points; 10% of your final grade)

5. Case study. Each student--working as a member of a team--will analyze one of several topics that emerge from the readings and class discussion. This semester, the cases will be drawn from the Turkle book in comparison to our own region. Topics will include cross-cutting disciplinary issues. Each team will create a 15-minute slide presentation or video. Submit a copy to the instructor.

(40 points; 20% of your final grade)

Peer Evaluation. Each student will be evaluated by their peers based on their performance, participation, and communication on the Case Study project. Based on this evaluation, **you could lose up to 15 points from the Case Study total score.**

6. Final exam and portfolio. At the end of the semester you will be expected to compile the materials you have prepared for this course and submit them as a portfolio. More information will be provided in April.

(40 points; 20% of your final grade)

9. Class participation. Participation is essential to your success in this class. In distance education courses, you are required to participate just as if you were in a face-to-face course. At the end of the semester, the instructor will assign each student a participation grade based upon their involvement in class activities including online discussion groups, live online activities, peer review workshops, and case study preparation. Students who do not fully participate (due to absence, lack of participation during online session and group activities, etc.) will be penalized accordingly. ***In addition, students must attend once to the professor's office hour.***

(40 points; 20% of your final grade)

All assignments must be completed in order to pass. ***I will not accept late assignments nor will I administer makeup assignments unless documents can be presented as evidence of illness, death in the family, jury duty, etc.***

According to University Policy S16-9, Course Syllabi (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), "Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus."

FINAL EXAMINATION OR EVALUATION

At the end of the semester you will be expected to compile the materials you have prepared for this course and submit them as a portfolio.

For more information about SJSU's final exam policy, see University policy S17-1 (<http://www.sjsu.edu/senate/docs/S17-1.pdf>). Among other things, it states: "Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment."

GRADING INFORMATION

Several different factors will go into the assessment and grading of assignments. These include: (1) ability to follow templates and instructions provided in Canvas or via email; (2) careful attention to detail on written assignments, such as spelling, punctuation, grammar, etc.; (3) ability to access research materials and incorporate them into written assignments and presentations; (4) active and engaged participation (in group activities and online discussions); and (5) ability to verbally present information in a clear, concise, and accurate manner.

DETERMINATION OF GRADES

1. A statement of how grades will be determined for the course, including +/- grades if they are used.
2. Extra credit options, if available.
3. List of the percentage weight assigned to various class assignments.
4. Penalty (if any) for late or missed work.

Grades will be determined according to the following grading scale:

200 – 193 points = A Plus	158 – 153 points = C Plus
192 – 185 points = A	152 – 145 points = C
184 – 179 points = A Minus	144 – 139 points = C Minus
178 – 173 points = B Plus	138 – 133 points = D Plus
172 – 165 points = B	132 – 125 points = D
164 - 159 points = B Minus	Below 125 points= F

See section on Course Requirements and Assignments above for percentage weight of assignments, and for penalties associated with late or missed work.

ONLINE NETIQUETTE AND PROTOCOLS

When posting on the discussion boards and chat rooms, it is important to understand how to interact with one another online, netiquette. You can read more about the rules of netiquette at <http://www.albion.com/netiquette/index.html>. Because this class will meet via Zoom, it is **required to be on camera** unless you let the instructor know of any technical issues. Make sure that "Off Camera" does not become a habit.

Please "**Mute**" yourself when joining the sessions and after sharing your views. Also, **it is required that your full name is on display online, otherwise you will be not allowed in the sessions.**

Be respectful of your peers when providing constructive criticism. Our online sessions are to support and build each other up.

UNIVERSITY POLICIES

Per University Policy S16-9 (<http://www.sjsu.edu/senate/docs/S16-9.pdf>), relevant information to all courses, such as academic integrity, accommodations, dropping and adding, consent for recording of class, etc. is available on Office of Graduate and Undergraduate Programs' [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>. Make sure to review these university policies and resources with students.

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Spring 2021 Course Schedule

Schedule and activities are subject to change with fair notice.

**You will meet independently with your peers at the same online time/date. Work independently.*

Must watch films and complete readings prior to sessions. Extra readings will be sent out via email and Canvas.

WEEK	DATE	TOPICS, READINGS, ASSIGNMENTS, TESTS, GROUP PROJECTS, DEADLINES
PART I - SYNTHESIZING THE BEHAVIORAL SCIENCES		
1	01/27	Syllabus Review and Course Policies No required readings
2	02/01	BREAK UP ROOM DISCUSSION: New Digital Technologies <u>Read:</u> 1. N. Carr, " Is Google Making Us Stupid? " 2. T. Friedman, " Revolution Hits Universities "
	02/03	BREAK UP ROOM DISCUSSION: New Digital Technologies (continued) Film: " Generation Like " Book: Turkle, "Author's Note" and "Introduction"
3	02/08	BREAK UP ROOM DISCUSSION: Methods in Behavioral Science <u>Read:</u> 1. Report Part Title: Implementing Customer Service in Health and Human Services Through Technology 2. Book: Turkle, Chapters 1-2
	02/10	Planning for Case Study & Group Assignment <u>Read:</u> " Anthropology and Social Media "
4	02/15	Exploring Research Topics Workshop: Preliminary analysis of research topics; developing case study research projects Homework: Group Assignment on Social Science Methods (Anthropology, Sociology, Psychology) Read: Turkle, Chapters 3-4
	02/17	* Synthesis – Rapid Research (Anthropology, Sociology, Psychology)
5	02/22	Rapid Research Presentation (Anthropology, Sociology, Psychology) Group 1, 2, & 3 Homework: Research Project – Topics
	02/24	Exploring Research Methods Workshop: Preliminary analysis of research methods; selecting research methods for projects Read: Turkle, Chapters 5-7 Homework: Research Project – Methods
6	03/01	*Film: Robot and Frank Read: Turkle, Chapters 8-11
	03/03	BREAK UP ROOM DISCUSSION: More on the New Digital Technologies Workshop: Designing data collection strategies & Putting Research Methods to Work Homework: Research Project – Data DRAFT DUE: Case Study Topic & Methods
7	03/08	Visit by: Ketan Anjaria (CEO Hire Club) Read: Turkle, Chapters 12-14
	03/10	Making Sense of Research Results Read: Turkle, "Conclusion" and "Epilogue"

		Workshop: Analysis and interpretation of research data
8	03/15	* INDEPENDENT WORKSHOP – CASE STUDY
	03/17	* INDEPENDENT WORKSHOP – CASE STUDY
9	03/22	Presentations CASE STUDY PRESENTATIONS: GROUPS 1, 2, 3
	03/24	Presentations CASE STUDY PRESENTATIONS: GROUPS 4, 5, 6 Homework: Drafting Elevator Speech with a Peer
10	03/29 Thru 04/02	RECESS: SPRING BREAK & CESAR CHAVEZ DAY
PART II: PROFESSIONAL DEVELOPMENT		
11	04/05	Visit by: Dawn Dinh (Tips from HR) DUE – Elevator Speech
	04/07	Visit by: Namita Paul (LinkedIn) Read: Why Aren't We Talking About LinkedIn? Young People Are Going to Save Us All From Office Life Video: Everything You Need To Know About Generation Y How Generation Z Will Change the World According to Experts
12	04/12	Resume Building – Highlighting Research Projects and Behavioral Social Science Skills BREAK UP ROOM: Team Workshop – Reviewing Resumes
	04/14	Visit by: Christine Bautista (SJSU Career Center) - Resume
13	04/19	Graduate school or Just Undergrad Visit by: Gilly Doso, Laura Combs, Che Angkham, Kimberly Benazir Higuera
	04/21	Cover Letter Tips Visit by: Gustavo Flores, Christopher Avery
14	04/26	Visit by: Tiffany Poeppelman (LinkedIn – Director, Business Leadership Program) & Paula Le (UX)
	04/28	Visit by: Christine Bautista (SJSU Career Center) – Cover Letter DUE: RESUME / COVER LETTER/ ADD LINKEDIN LINK ON RESUME
15	05/03	Find Work that Fits Visit by: Marcia Davis-Cannon
	05/05	Communication Strategies Film: The Impostor Syndrome
16	05/10	DUE - MOCK INTERVIEW SESSIONS (Group 1 & 2)
	05/12	DUE - MOCK INTERVIEW SESSIONS (Group 3 & 4) Conducted by: Behavioral Science Graduates and Employment Coaches
17	05/17	*INDEPENDENT WORK – FINAL FINAL DUE ON 05/20/2021 VIA CANVAS BY 11:59 PM