How does the social sciences help us understand the thoughts, feelings, and behaviors we see and experience in everyday life? What are the basic principles that sustain human behavior? What are the main disciplines within social? What are the different questions each discipline seeks to answer?

This course will serve as an introduction to the study of human behavior and its many different areas and applications. You will learn about the central methods, findings, and unanswered questions of these areas, as well as how to interpret and critically evaluate research findings. The course, overall, will attempt to foster interest in behavior as well as scientific curiosity in an engaging, supportive, and intellectually stimulating environment.

The goal of this course is to provide broad coverage of the setting for contemporary issues and topics in the field of human behavior by providing an overview of past and current theory and research related to basic processes at different level of analysis (e.g., individual, social, cultural, etc.). You will gain expert knowledge about human behavior and experience in research methodology by reading about and by participating in a number of classic research studies.

By the end of this course:

- Students will be familiar with the considerable body of information about the principles of human behavior, its methodologies, contributors, and terminology.
- Students will be familiar with the different topics that social sciences covers regarding human behavior.
- Students will be able to understand how psychological processes are at play in many different domains of everyday life.
- Students will understand the basic concepts of the scientific method and how it is used to examine psychological processes.
- Students will learn data analysis techniques commonly used to study human behavior.

OBJECTIVES AND SKILLS

METHODOLOGY
At the close of the semester, you will be assigned a grade based on demonstration of your knowledge on weekly quizzes, exams, projects, and participation. Class content includes power point presentations, videos, textbook readings and assigned articles. Please see your class schedule for all due dates.

<table>
<thead>
<tr>
<th>Teaching methodology</th>
<th>Weighting</th>
<th>Estimated time a student should dedicate to prepare for and participate in</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures</td>
<td>20.0 %</td>
<td>30 hours</td>
</tr>
<tr>
<td>Discussions</td>
<td>10.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Exercises</td>
<td>10.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Group work</td>
<td>10.0 %</td>
<td>15 hours</td>
</tr>
<tr>
<td>Other individual studying</td>
<td>50.0 %</td>
<td>75 hours</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100.0 %</td>
<td>150 hours</td>
</tr>
</tbody>
</table>
PROGRAM

CONTENT
- Introduction
  What social sciences study human behavior?
  What are the main disciplines of psychology and other social sciences?
  What are the main topics of psychology and other social sciences?
  What are the main methods for studying human behavior?
- Brain and Behavior
  - Basics of cognitive psychology
    Memory
    Perception
    Thinking and their limits
  - Basics of emotions and affective psychology
    What are emotions?
    Thinking versus feeling (System 1 vs. System 2)
    Measuring emotions
    Emotional regulation
  - Basics of learning psychology
    How do we learn?
    Classical conditioning and Operant conditioning
    Habit hacking
  - Basics of personality
    What is a personality trait?
    How do we measure personality?
    Intelligence and individual differences
    Genes and behavior
    Nature vs. Nurture
  - Basics of social psychology
    How behavior is shaped by social norms?
    Conformity and obedience to authority
    Prejudice, Stereotypes and Aggression
    Attraction, Empathy and Helping behaviors
    The Self and Social Identities
  - Basics of group psychology
Group processes and dynamics (anonymity, deindividuation, etc.)
Groupthink and group decision-making
Conflict and Negotiation
Leadership

- Cool topics and new developments in the study of human behavior
Data analysis techniques for studying human behavior
Fake news and media credibility
Violent videogames and aggressiveness
New social identities (treckies, foodies, millennials…)
Irrationality in the digital era

SESSION 1
1. Introduction
What social sciences study human behavior?
What are the main disciplines of psychology and other social sciences?

SESSION 2
1. Introduction
What are the main topics of psychology and other social sciences?
What are the main methods for studying human behavior?

SESSION 3
1. Introduction
Brain and Behavior

SESSION 4
2. Basics of cognitive psychology
Memory
Perception

SESSION 5
2. Basics of cognitive psychology
Thinking and their limits

SESSION 6
3. Basics of emotions and affective psychology
What are emotions?
Thinking versus feeling (System 1 vs. System 2)
SESSION 7
3. Basics of emotions and affective psychology
Measuring emotions
Emotional regulation

SESSION 8
4. Basics of learning psychology
How do we learn?
Classical conditioning and Operant conditioning
Habit hacking

SESSION 9
5. Basics of personality
What is a personality trait?
How do we measure personality?

SESSION 10
5. Basics of personality
Intelligence and individual differences

SESSION 11
5. Basics of personality
Genes and behavior
Nature vs. Nurture

SESSION 12
ORAL PRESENTATION OF RESEARCH PROJECT 1

SESSION 13
ORAL PRESENTATION OF RESEARCH PROJECT 1

SESSION 14
REVIEW SESSION FOR THE MIDTERM

SESSION 15
MIDTERM EXAM

SESSION 16
FEEDBACK FOR THE MIDTERM EXAM

13th December 2018
SESSION 17
6. Basics of social psychology
How behavior is shaped by social norms?

SESSION 18
6. Basics of social psychology
Conformity and obedience to authority
6. Basics of social psychology
Prejudice, Stereotypes and Aggression
Attraction, Empathy and Helping behaviors

SESSION 19
6. Basics of social psychology
Prejudice, Stereotypes and Aggression
Attraction, Empathy and Helping behaviors

SESSION 20
6. Basics of social psychology
The Self and Social Identities

SESSION 21
7. Basics of group psychology
Group processes and dynamics (anonymity, deindividuation, etc.)
Groupthink and group decision-making

SESSION 22
7. Basics of group psychology
Conflict and Negotiation
Leadership

SESSION 23
8. Cool topics and new developments
Data analysis techniques for studying human behavior
Fake news and media credibility

SESSION 24
8. Cool topics and new developments
Violent videogames and aggressiveness

SESSION 25

13th December 2018
8. Cool topics and new developments
New social identities (treckies, foodies, millennials…)
Irrationality in the digital era

SESSION 26
ORAL PRESENTATION OF RESEARCH PROJECT 2

SESSION 27
ORAL PRESENTATION OF RESEARCH PROJECT 2

SESSION 28
REVIEW SESSION FOR THE MIDTERM

SESSION 29
FINAL EXAM

SESSION 30
FEEDBACK FOR THE FINAL EXAM & TAKEAWAYS FROM HUMAN BEHAVIOR
BIBLIOGRAPHY

EVALUATION CRITERIA

At the end of the semester you will be assigned a grade based on demonstration of your knowledge in:
(a) projects
(b) two exams (midterm and final)
(c) participation.

As can be seen in the next section is not so important the final exam but the different assignments, projects and class participation. Therefore, it is important that the student complete all the exercises and show an active participation.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Percentage</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Exam</td>
<td>25 %</td>
<td></td>
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<tr>
<td>Final Exam</td>
<td>25 %</td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>20 %</td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>20 %</td>
<td></td>
</tr>
<tr>
<td>Final Exam</td>
<td>10 %</td>
<td></td>
</tr>
</tbody>
</table>

Midterm and final exams: The exams include 30 multiple-choice questions. Policy regarding guesses will be applied (subtracting points for wrong answers). Exams are based on class lectures, videos, class exercises, textbook contents and assigned readings.

Projects: the student will have to complete two projects. The projects will be completed in small groups and will be exposed in class with a power point presentation. A further description of the projects will be provided the first day of class. The first research project will involve designing a correlational research for studying one aspect of personality and behavior. The second project will involve designing an experimental research for studying one aspect of social behavior. Both research projects will follow APA guidelines (i.e., title, abstract, introduction, methods, sample and design, procedure, materials, results, discussion, references, and appendix).

NOTE: Late assignments will be penalized 10% off per day beginning with the day they are due (immediately after the class time).

Participation: active participation is important to acquire knowledge. The participation will be graded based on the thoughtful completion of weekly exercises and active participation in class (asking questions, talking in group discussions, etc.). Laptops are allowed in class.

In order to pass the course you need a grade of 5 (out of 10) taking into account all the evaluation criteria. In extraordinary cases, the specific percentages assigned to each criteria can be modified to adapt to course and students needs and necessities.

PROFESSOR BIO

Professor: DAVID SANTOS VELASCO
E-mail: dsantosv@faculty.ie.edu

13th December 2018
E-mail: dsantosv@faculty.ie.edu

David Santos holds a Ph.D. in Psychology and a Master's Degree in Statistics from the Universidad Autónoma de Madrid (Spain). He has performed research stays at Ohio State University, working under the supervision of Richard Petty, and in the Graduate School of Business at Stanford University. His research interests focus on cognitive and metacognitive processes of attitude change. He has published in prestigious journals such as Personality and Social Psychology Bulletin, Aggressive Behavior, Journal of the Association for Consumer Research, Social Influence, Evaluation Review, and Quality of Life Research, among others. Besides his academic career, he is an external consultant for the international NGO Intermedia Social Innovation, providing his expertise in data analysis and social behavior.

BIBLIOGRAPHY

CODE OF CONDUCT IN CLASS

1. **Be on time**: Students arriving more than 5 minutes late will be marked as “Absent”.
   Only students that notify in advance in writing that they will be late for a specific session may be granted an exception (at the discretion of the professor).

2. **If applicable, bring your name card and strictly follow the seating chart.** It helps faculty members and fellow students learn your names.

3. **Do not leave the room during the lecture**: Students are not allowed to leave the room during lectures. If a student leaves the room during lectures, he/she will not be allowed to re-enter and, therefore, will be marked as "Absent".
   Only students that notify that they have a special reason to leave the session early will be granted an exception (at the discretion of the professor).

4. **Do not engage in side conversation.** As a sign of respect toward the person presenting the lecture (the teacher as well as fellow students), side conversations are not allowed. If you have a question, raise your hand and ask it. If you do not want to ask it during the lecture, feel free to approach your teacher after class.
   If a student is disrupting the flow of the lecture, he/she will be asked to leave the classroom and, consequently, will be marked as “Absent”.

5. **Use your laptop for course-related purposes only.** The use of laptops during lectures must be authorized by the professor. The use of Social Media or accessing any type of content not related to the lecture is penalized. The student will be asked to leave the room and, consequently, will be marked as “Absent”.

6. **No cellular phones**: IE University implements a “Phone-free Classroom” policy and, therefore, the use of phones, tablets, etc. is forbidden inside the classroom. Failing to abide by this rule entails expulsion from the room and will be counted as one absence.

7. **Escalation policy: 1/3/5.** Items 4, 5, and 6 above entail expulsion from the classroom and the consequent marking of the student as “Absent.” IE University implements an “escalation policy”: The first time a student is asked to leave the room for disciplinary reasons (as per items 4, 5, and 6 above), the student will incur one absence, the second time it will count as three absences, and from the third time onward, any expulsion from the classroom due to disciplinary issues will entail 5 absences.

13th December 2018