Introductory Psychology (PSY 1010) with Dr. Leigh Shaw
Big Question and Signature Assignment

❖ What are the Big Question (BQ) and Signature Assignment (SA) in PSY 1010?
  o WSU General Education courses are organized around a Big Question (BQ).
    ▪ The BQ for this course is: How can I sort out psychology myth from reality?
  o WSU General Education courses have a Signature Assignment (SA) that relates to the BQ. The SA requires students to integrate and apply course content to address a significant personal, social, or professional issue in some way(s) (e.g., with critical or creative thinking, problem solving) for a specified audience.
    ▪ The SA for this course gives you the opportunity to practice at being a scientific psychologist. You will collaborate in a small group to integrate and apply course content and use persuasive communication skills to create a ~5 minute video (URL uploaded to Canvas) that shows non-psychology students that the evidence for the myth (e.g., 'psychiatric labels cause harm by stigmatizing people') is less accurate and less compelling than the scientific evidence.
    ▪ While your professor will grade it and your classmates will watch it, design the video to try to purge the myth from the thinking of your friends and family.

❖ Where can I find and how do I choose my myth?
  o Myths can be found in “50 Great Myths of Popular Psychology” (see https://emilkirkegaard.dk/en/wp-content/uploads/50-Great-Myths-of-Popular-Psychology.pdf; link in the Signature Assignment Module in Canvas).
  o You will complete a Myth Ranking Survey (see Quizzes in Canvas, due end of Week 2) on which you will note your partners (2, for a team of 3) and your top 5 myths to bust.
    ▪ Dr. Shaw will compile the results and assign your team’s myth by the end of Week 3.
  o Teams who select a myth on Biopsychology/Sensation & Perception (due Week 6) will earn a 5% bonus. Teams who select a myth on Learning/Memory (due Week 9) will earn a 2.5% bonus.
  o No more than 2 teams may bust the same myth.

❖ What tool do I use to make my video?
  o Get creative! Videos can easily be produced with free online tools like Adobe Spark Video (https://spark.adobe.com/about/video), Powtoon (https://www.powtoon.com/home/?), or Prezi (https://prezi.com/?qclid=EAlajQobhChMIhtCByZvC2wIVEcPkJ3-dgFFEAYAiaAEgLsID_BwE). You can make an animated PowerPoint or upload a video shot on your phone to YouTube. Search YouTube for tutorials (e.g., https://www.youtube.com/watch?v=Q2oyYMTjDQg)
  o Whatever program or website you use to produce your video, make sure that your video has a unique URL that can be shared in Canvas for your audience to view.

❖ How long should my video be?
  o Videos should be ~4-6 minutes long.
    ▪ Shorter videos may work as long as they address the required elements outlined below.
    ▪ Longer videos (up to ~7 min) are fine, but they may fail to be concise and show problems with weak arguments, poor editing, and filler material that should have been deleted.
  o Videos will entail audio and visual components. Words and images should be deliberately chosen and fulfill an educational goal.
  o At least one group member must provide the audio narration, but all group members may do so.
    Visuals may be images, cartoons, illustrations, text, the narrator – be creative but have your persuasive communication goal in mind.
  o The evaluation of your video weighs the educational value more than the production value.

❖ What are the critical ingredients for a successful and educational myth busting video?
  o Clearly state the myth so the audience understands the myth itself and that it is NOT accurate. Then flesh out and fully elaborate the myth itself.
- For example, discuss the prevalence of the myth in the general population, give illustrations of the myth from the world of pop psychology, discuss the potential origins of the myth, and/or discuss why people may be prone to believe the myth.
  - Bust the myth! You need to fully and clearly debunk the myth based on research.
    - What do we know to be true about the topic based on psychological research? What do the scientific findings actually say about the topic (and be specific)?
    - Give at least one concrete, research-based example to debunk the myth (your chapter will have plenty from which to choose).
  - Conclude with a statement about the ‘bottom line’ or ‘take home message’ on your topic. What genuine and scientifically based knowledge can we take with us and apply to our everyday lives about the psychological truth and not the myth?

❖ What are the important deadlines for the SA?
  - 9/7 (by NOON): Myth Ranking Survey due (Quiz in Canvas).
    - Failure to submit on-time will result in Dr. Shaw assigning your team’s myth and due date.
  - 10/3 (by 9 am): Myths about Biopsychology and Sensation & Perception are due.
  - 10/24 (by 9 am): Myths about Learning and Memory are due.
  - 11/9 (by 9 am): Myths about Emotion, Stress, and Personality are due.
  - 12/7 (by 9 am): Myths about Development, Social, and Clinical are due.
  - Partner Evaluation (Quiz in Canvas) due when you submit your myth. This is required before Dr. Shaw will grade your myth busting video.

❖ How will my SA be graded?
  - The SA is worth 50 points (7% of course grade) based on the video’s educational and production value.
    - EDUCATIONAL VALUE (30 points, 60%)
      - Knowledge of Myth=12.5 points (25%)
        o Points allocated based on the video’s success at clearly stating the myth and fully and clearly outlining the myth (e.g., notes prevalence in the general population, illustrates the myth from the world of pop psychology, discusses potential origins of the myth, discusses why people may be prone to believe the myth).
      - Myth Busting=15 points (30%)
        o Points allocated based on the video’s success at fully and clearly debunking the myth. Strong videos will specifically state what we know to be true about the topic based on psychological research, and provide at least one concrete, research-based example to debunk the myth.
      - Bottom Line=2.5 points (5%)
        o Points allocated based on the clarity and strength of the bottom line or take home message: What genuine and scientifically based knowledge can we take with us and apply to our everyday lives about the psychological truth and not the myth?
    - PRODUCTION VALUE (20 points, 40%)
      - Points (15) allocated based on the strength of organization, use of transitions, and pacing of content in the video, use of appropriate and helpful language and visuals, and ability to capture audience interest.
      - Points also include your evaluation of your partners (worth 5 points) in terms of their preparation, responsibility, collaboration, and contribution (Quiz in Canvas)