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Culture and Personality Week 4

## ***Chimp Talk / History of Culture and Personality Studies / Interesting Seasonal Tidbits . . .***

and

**Super Bowl Brains . . .** (a preview)

and

**Phil's Intuition . . .**

**"Everything is Relatives: Wm. Rivers"**

Tuesday is **Groundhog Day**. It's a big day in PUNXSUTAWNEY, Pennsylvania, and we'll find out about how long our winter weather will last. About 7:30 Tuesday morning Punxsutawney Phil will emerge with his prediction, and we'll know if we can comfortably settle in for our six more weeks of winter. For the latest up-to-date coverage and reports see . . .

**[Groundhog Day 2016 Guide:](#)**  
**[Punxsutawney Phil facts, tips for heading to Gobbler's Knob and more](#)**

“The Groundhog Day celebration is rooted in a German superstition that says if a hibernating animal casts a shadow on February 2, the Christian holiday of Candlemas, winter will last another six weeks. If no shadow is seen, legend says, spring will come early.” Thousands show up for the event each year in Punxsutawney, Pennsylvania (and other places around the country). You can eat groundhog. ([Groundhog recipes for Groundhog revenge](#); [Groundhog Recipes - Tastes Like Chicken!](#)) People of German heritage in Western Pennsylvania (“Pennsylvania Dutch”—who are actually German—celebrate with *Fersommling*, festive gatherings at which only German is spoken (people speaking English at the events must pay a modest fine).

**While we're waiting to see what Punxsutawney Phil has to say about winter, we'll go ape** and have a look at **a little monkey business**—well, actually ape business—having a look at a short video on **[Chimp Talk](#)**. **Understanding Culture and Personality**

**requires an understanding of linguistics**, and knowing a bit about chimpanzee communication sets the groundwork for that analysis later on.

**Some people will have their brains wired up while they watch the Super Bowl next Sunday . . . more precisely, the Super Bowl ads.** We'll have a look at the Super Bowl brain wiring on Monday.

We saw in the video *Personality, It's All About Me* **how central the brain is in personality research.**

*The Star-Tribune* featured an article, reprinted from the *New York Times*, on “**Mapping the Brain**” (26 January 2014, science+health p. 4; “**The Brain, in Exquisite Detail**,” *New York Times*, 06 January 2014). Two years ago President Obama announced a major initiative to push brain research forward. The University of Minnesota is part of one of two consortiums **mapping out the “normal” human brain**, with the goal of providing “a baseline database for structure and activity in a healthy brain **that can be cross-referenced with personality traits, cognitive skills and genetics.**” It will eventually be available online through a web-based database program called Workbench. Throughout the world 40,000 scientists are trying to figure the structure out. Europe is spending as much for computer modeling of the human brain as is being spent on the third new Viking stadium . . . \$1 billion.

**Trivia Question: Who won last year’s Super Bowl?**

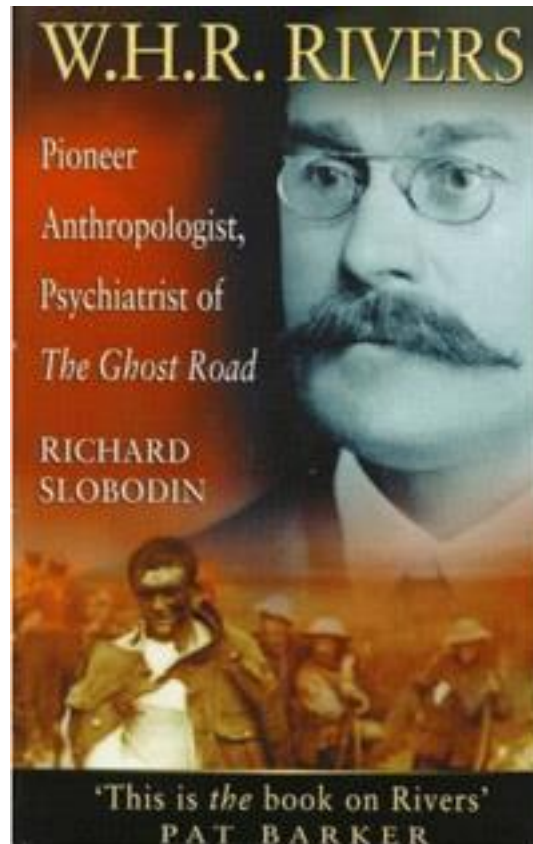
**Generally speaking—last year being an exception—the best parts of Super Bowl Sunday, now a major American *de facto* holiday, are not the game itself but the Super Bowl Ads and Buffalo Wings.** The Super Bowl IS the Super Bowl for ads, with ads costing about \$10,000,000 a minute. Thirty-second spots during Super Bowl 50 are being sold for *as much as* of \$5,000,000 million, (<http://fortune.com/2015/08/06/super-bowl-ad-cost/>). [[SuperBowl-Ads.com App is available on the App Store.](#)]

And **there are big winners and losers in the Super Bowl Ads contest.**

**State-of-the-art brain research in neuromarketing has been key to the development of Super Bowl ads** over the last decade. We'll explore that a bit this week, and again next week.

**We'll explore that, and the Mardi Gras next week.**

On **Thursday** we'll have a look at "**Everything is Relatives: Wm. Rivers**" from the **Strangers Abroad** Series. (52 min., 1990, UM Duluth Martin Library Multimedia GN21.R54 E88 2004 DVD)



**Your *informal* Project Proposal is due next week, end of Week 5, Saturday, 13 February 2016.** Details are in the Week 5 **Moodle** Activities block. Note that this is a simple *informal* proposal. A more formal statement isn't due until the end of Week 7, 27 February 2016. . Project information is on-line at <http://www.d.umn.edu/cla/faculty/troufs/anth4616/cpproject.html>.

In addition to the *Forum* posts, share your other ideas, including your project ideas and study-questions with your classmates. Discuss them on-line with the others in class . . .

s2016 **Student Collaboration Space**  
for your own personal use

 [Wiki for Project Collaboration](#)

The above item will be found at the top of your **Moodle** folder under "Student Collaboration Space".

And if you haven't yet taken the Selective Attention Tests in Preparation for Watching Video Series,

and Our Later Discussion of Perception please do that. (And be sure to take both tests.)

**Read and follow the directions carefully.**

**Selective Attention Test**

<<http://www.youtube.com/watch?v=vJG698U2Mvo>>

**The Monkey Business Illusion**

<[http://www.youtube.com/watch?v=IGQmdoK\\_ZfY](http://www.youtube.com/watch?v=IGQmdoK_ZfY)>



Be sure to check the details of the other activities and assignments of the week on your **Moodle** HomePage and Respond to the films . . .

-  **Response to the film *Chimp Talk*** (Due by the end of Week 4—Saturday, 6 February 2016; Your Name Will Be Logged)
-  **Response to the film “Everything is Relatives: William Rivers”** (Due by the end of Week 3—Saturday, 6 February 2016; Your Name Will Be Logged)

As usual, if you have **any questions**, please let me know. And that goes also for questions about getting started on **your project**. Project information is on-line at

<<http://www.d.umn.edu/cla/faculty/troufs/anth4616/cpproject.html>>.

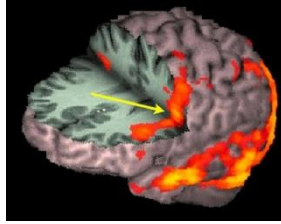
Remember to check the results of the class Video Responses from earlier weeks when they close. You can find the results in the **Moodle** Blocks where they first appeared. This week have a look at . . .

-  Results--*Personality All About Me* s2016
-  Results—“Psychological Anthropology” from the *Faces of Culture* Series s2016

This week’s **(1) Topics, (2) Reading Assignments Listings, and (3) Activities** are detailed in the Week 4 Block of your **Moodle** folder.

If you have any questions, please do not hesitate to stop in after class, or post them on **Moodle**, or e-mail [troufs@d.umn.edu](mailto:troufs@d.umn.edu).

Next Sunday, don’t forget to pay special attention to the **Super Bowl ads**, the ads that change your brains.



Best Regards,

Tim Roufs