

Duluth Campus

Department of Sociology -Anthropology
College of Liberal Arts

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4 February 2018

Anthropology Senior Seminar Week 5

Anthropology Day 2018 Progress Check

Review of Panel Discussion on Ch. 1

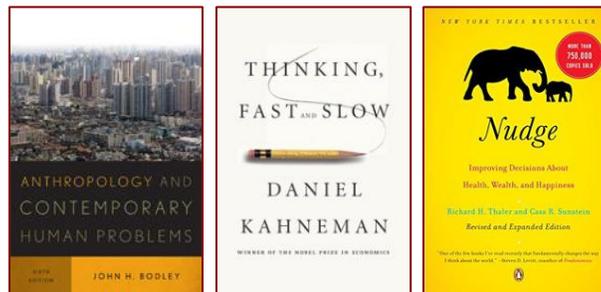
Semester Project and Project Groups Teams

(Term Project Statement/Proposal Due Saturday, 10 February 2018)

Perceptions of Perception . . . and Optical Illusions

(time permitting)

Review Materials from Weeks 1-2
Introduction to Ethics Discussion(s)
Major Characteristics of Anthropology
Units of Analysis
Introduction to Ethics Discussion(s)



ANTHRODAY

americananthro.org/anthroday

Thursday, 15 February 2018

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 the 2018 ads costing “at least” \$10,000,000 a minute. Thirty-second spots during Super Bowl LII in 2018 are being sold for “at least” \$5,000,000; in 2016 they cost about \$4,800,000 / 30-second **ad** (<http://www.businessinsider.com/super-bowl-commercials-cost-more-than-eagles-quarterback-earns-2018-1>), plus another million dollars or so *to market an ad*. [[SuperBowl-Ads.com](#) App is available on the App Store.]

And there are big winners and losers in the Super Bowl Ads contest. (I predict Avocados from Mexico will be a big loser this year.)

(It is reported that last year Budweiser spent \$9,803,567 on TV SuperBowl ads to try to convince beer drinkers that their product was drinkable beer <<https://www.ispot.tv/events/top-2017-super-bowl-commercials>>.)

State-of-the-art brain research in **neuromarketing** has been key to the development of Super Bowl ads over the last decade or more. ([In the Press|Consumer Neuroscience, 2017](#); [How to make the most memorable TV ad, according to neuroscience](#) -- Business Insider, 22 March 2016; [Neuromarketing - Where Brain Science and Marketing Meet](#).)

We'll explore the neuropsychology of Super Bowl ads as we talk about perception and cognition, and about ***Thinking, Fast and Slow***.

**This week we'll briefly do an Anthropology Day
2018 Progress Check,
review the Panel Discussion of last week,
discuss the Semester Project and Project Groups
and have a look at Old Business as time permits.**

Participant Observation

continues to be the main method of Cultural Anthropology, and observation of one sort or another is central to all of anthropology. This week we'll have a look at observation, participant and otherwise. If you have not finished **your Activity assignments** of last week dealing with **perception and optical illusions**, please do that *prontito*.

Selective Attention Tests

(For the last time): **If you have not yet taken the Selective Attention Tests in preparation for participant observation research, and our discussion of research methods, please do that ASAP.** (Be sure to take both tests, **even if you have taken them before.**) **Read and follow the directions carefully.**

Take the **Selective Attention Tests** in preparation for participant observation research, and our discussion of research methods. (Be sure to take both tests, **even if you have taken them**

before.) **Read and follow the directions carefully.**

Selective Attention Test

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



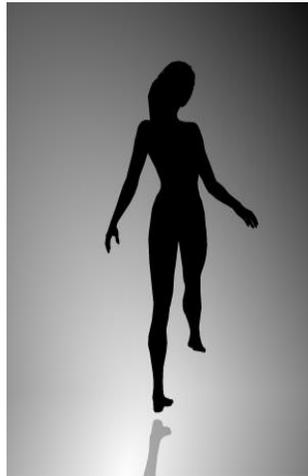
The Monkey Business Illusion

http://www.youtube.com/watch?v=IGQmdoK_ZfY



Be sure to also . . .

Go to the **Optical Illusions** page and have a look at some of the Illusions. Be sure to follow directions.



Go to the **"Magic Eye"** page and look at the Image of the Week until you see the 3D image appear. Click on "Need Help Viewing 3D?" if necessary.



Group Research Project

Your Class Research Project =

Group Presentation
([details](#))

&

Group Report (Term Paper)
([details](#))



Demosthenes Practising Oratory (1870)
Jean-Jules-Antoine Lecomte du Nouÿ (1842–1923)
[Wikipedia](#)



Charles Dickens (1842)
Francis Alexander (1800-1880)
[Wikipedia](#)

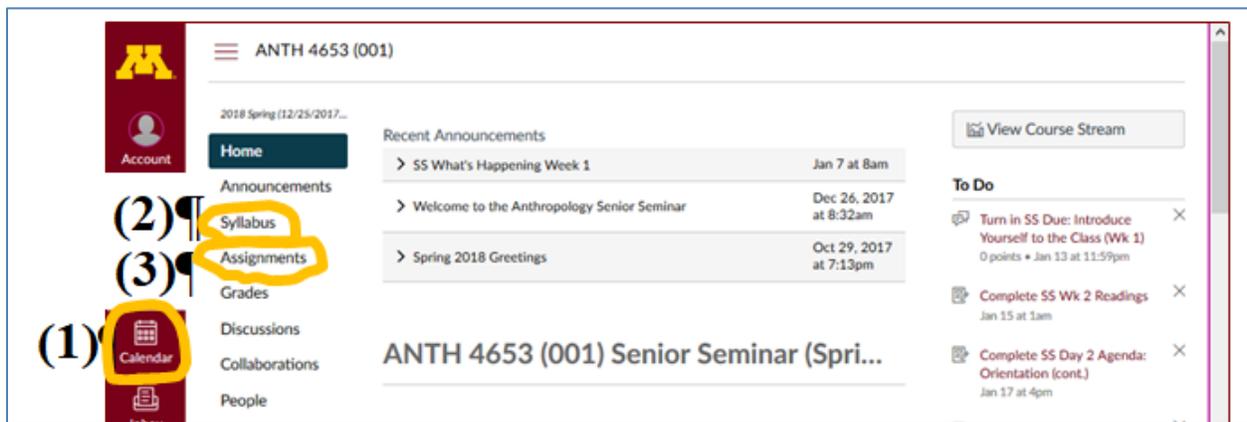
[Details on the Class Research Project](#) are on-line at:

<<http://www.d.umn.edu/cla/faculty/troufs/anth4653/ssproject.html#title>>

Be sure to check the details of the activities and assignments of the week in your  canvas folder.

Assignments and Events

... this week are listed on your **(1) "Calendar"**, your **(2) "Syllabus"**, and in the **(3) "Assignments"** section of your  canvas folder.



(1) This Week's "Calendar"

4	5	6	7	8	9	10
	<div style="border: 1px solid green; padding: 5px;">  1a SS Wk 5 Readings </div> <div style="border: 1px solid green; padding: 5px;">  4p SS Day 7 Agenda: Anthropology Day 2018 Project Work </div> <div style="border: 1px solid green; padding: 5px;">  4:30p SS Day 7 Agenda: Catch Up </div>		<div style="border: 1px solid green; padding: 5px;">  4p SS Day 8 Agenda: tba </div>		<div style="border: 1px solid green; padding: 5px;">  SS Your Favorite Anthropological Work (Wk. 05) </div>	<div style="border: 1px solid green; padding: 5px;">  SS Due: Part 1: Group Project Informal Proposal (Wk 5) </div>

(2) This Week's "Syllabus"

	 SS Wk 5 Readings	due by 1am
Mon Feb 5, 2018	 SS Day 7 Agenda: Anthropology Day 2018 Project Work	due by 4pm
	 SS Day 7 Agenda: Catch Up	due by 4:30pm
Wed Feb 7, 2018	 SS Day 8 Agenda: tba	due by 4pm
Fri Feb 9, 2018	 SS Your Favorite Anthropological Work (Wk. 05)	due by 11:59pm
Sat Feb 10, 2018	 SS Due: Part 1: Group Project Informal Proposal (Wk 5)	due by 11:55pm

(3) "Assignments"

▸ Explore Canvas ...
▸ Getting Started
▸ Reading Assignments
▸ Discussion (Forum)
▸ Kypseli Paper
▸ Project = Presentation + Term Paper
▸ Optional Extra Credit
▸ Daily Agenda

If you have any **questions** right now, about the class and/or the assignments, Panels, or Group Projects—or whatever—please do not hesitate to post them on the  canvas Course “Chat”, or e-mail troufs@d.umn.edu, or stop in before or after class across the hall in Cina 215.

Best Regards,

Tim Roufs

<http://www.d.umn.edu/~troufs/>