

Field/Concentration: Psychology

Topic: Emotions

First, carefully read the highlighted sections of the following articles. One is from a scholarly journal and the other from a popular magazine.

Take a minute to consider an evaluation of both sources. If “scholarly” and “popular” are considered equal, which source seems to have the most credibility to you?

One thing to consider is the field. Psychology is one of the fields that place a primacy on experimentation and currency.

Which article is more current and therefore, possibly more relevant?

If you were asked to write a paper based on these two articles which do not directly address the same, exact questions, you might consider one as a framework or background for the other.

However, let's assume that you have created the following as your research outline:

Research Question: Do emotions involve a dual-system of biological and social/perceptual components, or are they strictly biological?

Proposed thesis: Although “primary emotions” such as fear, anger and happiness may be explained from a strictly biological standpoint, “secondary” or social emotions require an understanding of perception and language in order to explain or define.

- I. Introduction on background of emotion research
- II. Discussion of a uni-modal understanding of emotions- Damasio (neurological), etc.
- III. **Problems with the uni-modal system- Donellan article about producers and Gross article rhetoric**
- IV. A bi-modal, proposed system
- V. Conclusion

Assume that you are working on the third section in which you are using Donellan's article about producers and the necessity of perception (remember what his two conditions for an emotional producer are) and Gross' argument for the use of rhetoric in explaining secondary emotions. Remember your thesis.

Try to formulate this mini-argument using two citations (whether quotations or paraphrased sections) from the sources and sentences of your own connecting the two authors' arguments to your own.

Share this with the workshop leader, paying particular attention to internal citations and giving credit to ideas that are not your own.

Next, complete a mini-Works Cited page with the two sources. Have the workshop leader give you feedback.

Field/Concentration: Psychology

Topic: Emotions

A Possible Model:

However, in order to understand “secondary” emotions it is important to look at some drawbacks to the uni-modal (or biological) model of emotional theory. As Gross (May 2006) notes, that the uni-modal system has some advantages in looking at emotional production from a biological viewpoint “But when it comes to seriously analyzing a ‘secondary’ or social emotion such as embarrassment, jealousy, guilt, pride or the feeling of trust, evolutionary biology comes to the fore: they [social emotions] are reduced to the supposedly primary emotions. . .”(p. 51). In his article defining the difference between producers and objects of an emotion, Donnellan makes a similar point that biological roots to all emotional production may prove to be insufficient in studying socially nuanced emotions. In a scenario about Jones fearing what Smith will say about him, the next thing Smith says is the *object* of the emotion, whereas the social context (drinking, what Smith said last, etc,) comprises the *producer* of the emotion (Donnellan, 1970). Both researchers argue against the supposed primacy of biological causes in emotion production. In the case of Gross, he is arguing that fear, anger and love are not sufficient stand-ins for more nuanced emotions such as distrust, shame, or pride.

NOTE** The above example was written in APA format because of the topic, however, if the workshop attendee is practicing MLA, make sure to use the correct internal citation style for MLA.

Field/Concentration: Marketing/Business

Topic: Effective Slogans

First, carefully read the highlighted sections of the following articles. One is from a scholarly journal and the other from a popular magazine.

Take a minute to consider an evaluation of both sources. If “scholarly” and “popular” are considered equal, which source seems to have the most credibility to you?

Which article is more current and therefore, possibly more relevant?

If you were asked to write a paper based on these two articles which do not directly address the same, exact questions, you might consider one as a framework or background for the other.

However, let's assume that you have created the following as your research outline for a paper involving a case-study:

Research Question: Evaluate Staples marketing slogan in terms of current effectiveness and future effectiveness.

Proposed thesis: Although the Staples “easy button” marketing has been highly effective in the past and continues to be so presently, by incorporating a Gestalt component such as _____, Staples may gain an even greater advertising response in the future.

- I. Introduction on background of advertising/marketing in terms of a company's success
- II. **Case study components involving Staples—past and present**
- III. **A Background on methods for increasing memory in ad campaigns**
- IV. A proposed incorporation of the Gestalt principle/Closure principle in Staples new advertising (Something similar to seeing a person performing an incomplete action, like a person lifting a bottle of Coke to his/her mouth, but cutting the commercial before it is tasted.)
- V. Conclusion

Imagine you are working on sections 2 and 3. Try creating a summary of Staples new ad campaign using your own interpretations and at least two citations (whether quotations or paraphrasing). Remember when it is useful to use each, and create correct citations.

Next, start the 3rd paragraph in which you summarize and explain Heller's argument that the Closure principle increases memory. Create at least two correctly documented citations.

Share this with the workshop leader, paying particular attention to internal citations and giving credit to ideas that are not your own.

Next, complete a mini-Works Cited page with the two sources. Have the workshop leader give you feedback.

Field/Concentration: Marketing/Business

Topic: Effective Slogans

A Possible Model:

One case study example involving a successful advertising campaign is the case of business supply store, Staples. In 2001, Staples was receiving more complaints than compliments, and the company slogan “ ‘Yeah, we’ve got that’—had become laughable. Customers griped that items were often out of stock and said the sales staff was unhelpful to boot”(Myser 43). However, Staples was determined to turn their poor advertising and performance around. After re-designing the store in response to focus-group feedback, “The Easy Button” campaign was developed. Marketing VP Goodman hired an ad agency to “illustrate the concept of easy” and she said of the now infamous “Easy Button,” that “It took an amorphous concept and made it tangible”(44). The Easy Button not only makes a fun (and funny) campaign slogan, but it also helped Staples boost its sales and advertising performance. By May 2006, “Staples’s share price has risen 37 percent during the past year to \$26.60” and “customer recall of advertising has doubled to about 70 percent”(45). Etc.

A memorable campaign is more important than it may seem. Heller points out that most advertising agencies measure a campaign’s effectiveness based on how memorable the ad is and what percentage of customers can recall the slogan (Heller 248). Therefore, companies are always looking for new ways to increase customer memory in relation to their advertising. One such principle suggested by Heller to increase memory is the Closure Principle. The closure principle refers to a person’s innate desire for closure such that an image or series of images depicting an incomplete action will create a greater impression because of the psychological discomfort aroused by a desire for the images to complete the action (248-249). Etc.

NOTE** Again, please note that the above has been modeled using MLA format, but could also have been completed using APA style. Therefore, if the workshop attendee wants to practice the style not used, give him or her feedback on the correct internal citation formats.

Field/Concentration: Economics

Topic: Inequality of Wealth

First, carefully read the highlighted sections of the following articles. One is from a scholarly journal and the other from a popular magazine.

Take a minute to consider an evaluation of both sources. If “scholarly” and “popular” are considered equal, which source seems to have the most credibility to you?

Which article is more current? Which do you think is more relevant?

If you were asked to write a paper based on these two articles which do not directly address the same, exact questions, you might how to create a framework between the two sources.

However, let's assume that you have created the following as your research outline:

Research Question: What are trends in wealth inequality as well as possible impacts?

Proposed thesis: Not only does the growing gap of wealth inequality only affect a person's wealth, but due to health, ____, and other dimensions being affected, the government should begin to implement ____ plan.

- I. **Introduction to cyclic shifts in wealth inequality**
- II. **Economic impact on health for the poor**
- III. Economic impact on ____ for the poor
- IV. A proposed economic model for decreasing inequality
- V. Conclusion

Imagine you are working on sections 1 and 2. Try creating an introduction to the idea of shifting inequality of wealth, using and at least two citations (whether quotations or paraphrasing) from Wolff. Remember when it is useful to use each, and create correct citations.

Next, start the 2nd section giving Marmot's argument of a link between health and economic status. Give your own interpretations as well (possibly brainstorming a “better model”). Try using at least two citations.

Share this with the workshop leader, paying particular attention to internal citations and giving credit to ideas that are not your own.

Next, complete a mini-Works Cited page with the two sources. Have the workshop leader give you feedback.

Field/Concentration: Economics

Topic: Inequality of Wealth

A Possible Model:

The concept of wealth inequality has become increasingly important to consider. As time goes on, it seems that the old adage “the poor get poorer and the rich get richer” is becoming increasingly true. However, fluctuations in wealth inequality have existed as long ago as the 1920s. According to Edward Wolff, “The Great Depression saw a sizable drop in inequality, but by 1939, concentration reached its 1922 level”(Wolff 552). This wealth inequality continued to cycle throughout the century. “Between 1976 and 1981, inequality rose rather sharply, with the share of the richest 1 percent increasing from 19 percent to 24 percent”(552). Etc.

However, the inequality of wealth and the gap between rich and poor extends beyond mere money. This increased inequality can also affect people’s health. According to Michael Marmot, “There is a social gradient in health. It is not only that the poor have poor health: the lower someone’s social position, the worse their health is.”(22). As Marmot states, this is not because of the literal income of the poor or poorer segment, but rather their declining health stems from social factors. For instance, Marmot posits that the poorer a person is the lower down their job also happens to be in the social hierarchy and the less control it involves (22). Furthermore, it is the lack of control and not the lower income that can create health problems caused by increased stress, such as heart conditions, particularly in men (22). Etc.

****NOTE:** Above is written in MLA, but can be notated in APA. If using APA, make sure to format internal citations correctly for the different style.

Field/Concentration: Government/Public Policy

Topic: Climate Change

First, carefully read the highlighted sections of the following articles. One is from a scholarly journal and the other from a popular magazine.

Take a minute to consider an evaluation of both sources. If “scholarly” and “popular” are considered equal, which source seems to have the most credibility to you?

Which article is more current? Which do you think is more relevant to a discussion of the topic?

If you were asked to write a paper based on these two articles which do not directly address the same, exact questions, you might consider how to create a framework between the arguments in each article.

However, let's assume that you have created the following as your research outline for a paper involving a case-study:

Research Question: Should Congress be the sole decider in issues of combating global warming?

Proposed thesis: In the on-going debate over global warming, the issue has reached a position of either partisan criticism or support. . . . However, the “non-market” effects of global warming can be evaluated in an economic sense. . . . A more effective strategy to check popular misconceptions and achieve greater results would be by using the _____ plan to incorporate congressional and judicial control over the issue of global warming.

- I. Introduction on current standing for issue of global warming
- II. **Cause for concern: non-market valuations and a sophisticated model for evaluating grey areas of costs**
- III. Congressional (legislative) vs. Judicial debate
- IV. **Current debate: Supreme Court entering fray?**
- V. A proposed model for incorporating judicial *and* congressional control
- VI. Conclusion

Imagine you are working on sections 2 and 4. Take some time to try to formulate an argument using McConnell's article. How is global warming viewed by the public in comparison to McConnell's mathematical modeling giving a direct cost to decrease of passive and active use in a given climate? Use your own interpretations as well as incorporating at least 2 correctly documented citations.

Next, give your attention to the fourth section. Imagine that you have already given a discussion about past cases and legislature. Use Marshall's article to give a summary and interpretation about the impact of a Supreme Court decision on global warning. Use your own sentences/ideas and at least 2 correctly documented citations.

Share this with the workshop leader, paying particular attention to internal citations and giving credit to ideas that are not your own.

Next, complete a mini-Works Cited page with the two sources. Have the workshop leader give you feedback.

Field/Concentration: Government/Public Policy

Topic: Climate Change

A Possible Model:

Although global warming experts have spent a lot of time working on evaluating the costs of global warming to life and agriculture, not as much emphasis has been placed on assessing non-market costs. According to McConnell (1997), “non-market valuation pertains to the valuation of all commodities whose streams of services are affected by climate change but are not sold on the market.” In order to appreciate those non-market uses, it is important to delineate which services are not reflected specifically in markets such as agriculture or recreation. For instance, there is an amenity value applied to the “change in the temperature-precipitation pattern which makes people feel worse (or better) but not connected with specific commodities”(McConnell, 1997). Non-market valuation also involves indirect costs that cannot be measured in terms of individuals. The change in climate also creates a loss of biodiversity which is neither reflected in market goods/services or in an amenity value (McConnell, 1997).

In addition to the judicial versus legislative fight for control, the Supreme Court might also be entering the fray. “Prominent climate change scientists are urging the Supreme Court to hear a case regarding whether the US federal Clean Air Act compels the Environmental Protection Agency (EPA) to regulate greenhouse gas emissions from motor vehicles”(Marshall, May 2006). Although the EPA is currently in control of enforcing and regulating environmental protections, the petition for the Supreme Court to hear a case against the EPA might change the balance of power. The issue in question is whether there was a misrepresentation of the science behind the dangers of global warming, and therefore, the support of renowned scientists places even more credence on Massachusetts’ case (Marshall, May 2006). Additionally, the involvement of the Supreme Court, while not assigning blame, may place even more emphasis on the global warming issue. Etc.

****NOTE:** the above is formatted with internal citations in APA. If practicing MLA make sure to use correct internal citation style.

Field/Concentration: Biology

Topic: Viruses and Infections

First, carefully read the highlighted sections of the following articles. One is from a scholarly journal and the other from a popular magazine.

Take a minute to consider an evaluation of both sources. If “scholarly” and “popular” are considered equal, which source seems to have the most credibility to you?

Which article is more current? Which do you think is more relevant to a discussion of the topic?

If you were asked to write a paper based on these two articles which do not directly address the same, exact questions, you might consider how to create a framework between the arguments in each article.

However, let's assume that you have created the following as your research outline for a paper involving a case-study:

Research Question: How do we approach the prevention of viruses and epidemics?

Proposed thesis: Although the classical approach to the prevention of the spread of disease has had an individual basis, it is time to consider the spread of viruses from a community mathematical model.

- I. Introduction ancient civilizations approaches to the prevention of disease (fire signs fight __, water symbols fight __, etc.)
- II. **Modern day examples of individual prevention, (Men's Health article)**
- III. **The need for non-linear, statistical models that take into account community rather than individual**
- IV. A proposed model
- V. Conclusion

Imagine you are working on sections 2 and 3. Give an introduction to how modern-day, popular sources still place emphasis on individual prevention. Use your own arguments and create at least 2 correctly documented citations from the Men's Health article.

Next, start the 3rd section. Give a summary and interpretation on the information in the Hastings article on spread of disease via communities and the need for better mathematical modeling. Be sure to give credit to Hastings' ideas while trying to incorporate your own sentences, as well. Create at least two correctly documented citations.

Share this with the workshop leader, paying particular attention to internal citations and giving credit to ideas that are not your own.

Next, complete a mini-Works Cited page with the two sources. Have the workshop leader give you feedback.

Field/Concentration: Biology

Topic: Viruses and Infections

A Possible Model:

During the beginning of winter, people place a lot of emphasis on preventing the common cold by carrying their own hand sanitizer or not shaking other people's hands. However, there are also additional locations for viruses and bacteria that people forget to be wary of. For instance, stay away from flight attendants. According to a *Men's Health* article called "Infection Protection," people should be routinely careful of places such as golf courses and hospitals (Everett, 2006). Although these places seem harmless they are actually a breeding ground for two dangerous types of infection. Everett (2006) notes that *Norovirus* can easily be caught by being in contact with infected flight attendants and that West Nile virus may be lurking at your local golf course. Etc.

Rather than just being aware of sources of infections, though, scientists need to start developing more sophisticated means of prevention. One such means suggested by Hastings et al. (2005), is to develop new mathematical models to understand "multispecies epidemics, possibly by extending existing models that include host subtypes to handle multiple species." However, it is not just the use of mathematical modeling that is necessary, but also a change in the approach to virology. For instance, until recently, epidemiologists believed that the dynamic of virulence was constantly diminishing towards harmless symbiosis; however, that is not the case anymore (Hastings et al., 2005). Etc.

****NOTE:** the above is formatted with internal citations in APA. If practicing MLA make sure to use correct internal citation style.