11th grade Honors American Literature

Outliers: Introduction to the Author

PSYCHOPHYSICS: Experiments in psychophysics explore the limits of our senses. Some of the earliest questions in psychology centered on the question of our relationship to the outside world. How real is reality? It often seems to depend on who and how you ask.

Are we influenced by things we don't know we see or hear? Do subliminal stimuli really influence behavior? Juggling the influence of the senses, transmission, processing, and recognition has created a wealth of research. Is an item subliminal if the reticular formation edits the information as irrelevant? What roles do attention and conscious process have on pure sensation?

Notes from Malcolm Gladwell's speech on Spaghetti Sauce?

Who is Howard Moscowitz and what does he do exactly? (Answer this carefully and thoughtfully)

What was Howard hired by Pepsi to do and why were his results perplexing?

Explain how Howard's findings with Pepsi later impacted pasta sauce, pickles and mustard?

What does Malcolm Gladwell mean when he references Horizontal Segmentation?

Based on the logic of Horizontal Segmentation, what can we assume is meant by Vertical Segmentation?

What conclusion do Howard and Malcolm come to when talking about how well people know themselves and what makes them happy?

Whether you are a company creating products, a person trying to get a job, or a person giving gifts, what is the surprising advice you should take from this presentation?

Provide two examples seen in the grocery store today that employ Horizontal Segmentation in product offerings?

Summarize overall message of the talk.

What are the three most interesting and/or relevant talking points from the talk for your understanding of happiness?