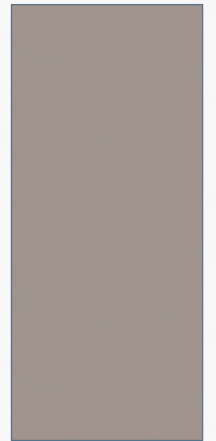


HUMANITIES 001: CREATIVE MINDS

WEEK 3



FINISH FILM

Let's pretend we have chosen Dewey Finn as our creative role model...

CREATIVE ROLE MODEL (REQUIREMENTS SUMMARY)

- Your group's rationale for selecting this topic. (10%)
- A description of the personal history of your creative role model. (10%)
- A description of the “ordinary world” that your creative role model transcended. (20%)
- Descriptions and examples of why your role model's work is deemed creative. (20%)
- Descriptions and examples of your role model's impact on their field. How were they influential? Who did they influence? (10%)
- A brief description of how you would “normally” present this information followed by a description of how you plan to deviate from the norm in order to “creatively” share this information in your actual presentation. (20%)
- Other requirements: Project title. Detailed member list and level of participation.

REVIEW: ORDINARY WORLDS

“Ordinary World” = paradigm, ingrained “world view”

World View



- The “story” you tell yourself of how the world works. The “sum-total” of your fundamental assumptions about something.
- A worldview is a **habituated way of seeing** and **doing**.
- How can this be helpful to our lives?
- How can it be a problem for creativity?

FILM SCREENING

Look at each of the other characters in the film.

Q: What are some obstacles they have to overcome to express their creativity? What does this obstacle say about their ordinary world—how would you describe it?

ORDINARY WORLD

How would you describe hers?



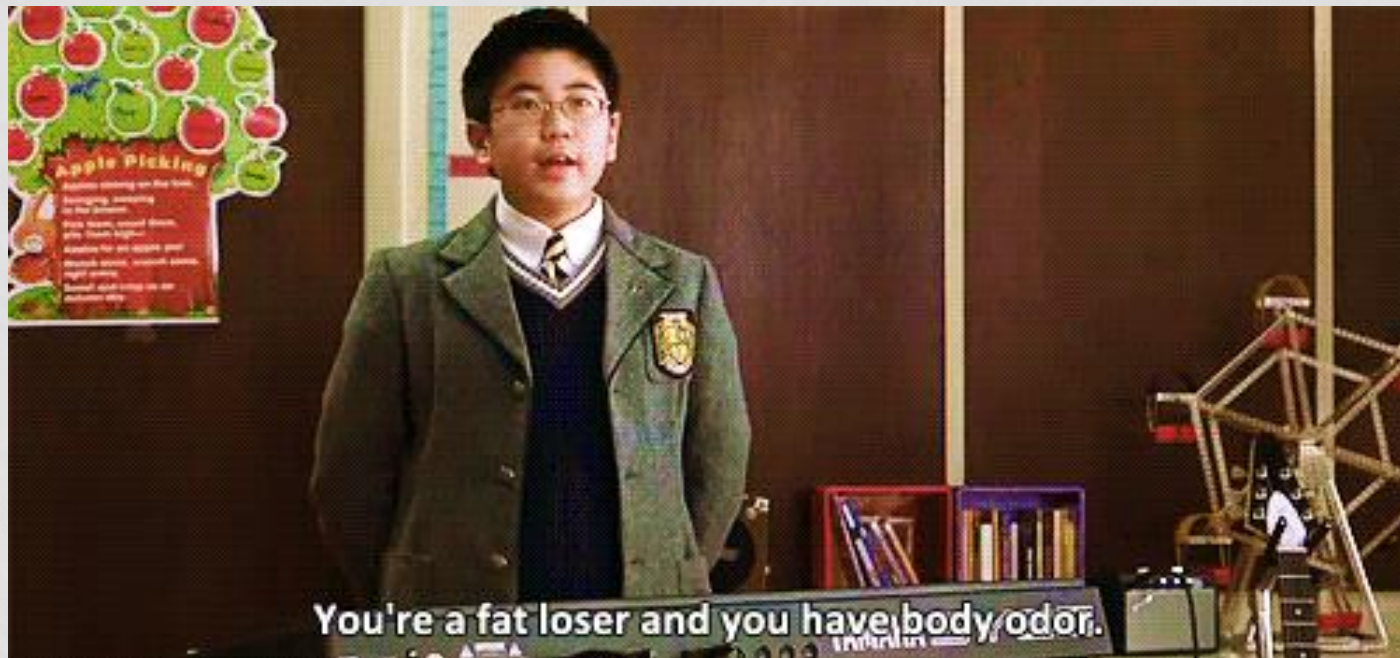
ORDINARY WORLD

How would you describe his?



ORDINARY WORLD

How would you describe his?



ORDINARY WORLD

How would you describe his?



ORDINARY WORLD

How would you describe hers?



ORDINARY WORLD

How would you describe his?



ORIGINS OF THE ORDINARY WORLD

Questions for the Week

- Where do these come from?
- Why do these stories have such a strong affect on
 - What we do?
 - How we see the world?
- *Trapped in the Ordinary World*: Why not just “choose” to see or do things differently?

ORIGINS OF THE ORDINARY WORLD

Way of Seeing & Doing

```
graph TD; A[Way of Seeing & Doing] --> B[Thoughts & Perceptions / Covert Behaviors (read for today)]; A --> C[Reactions / Overt Behaviors];
```

Thoughts &
Perceptions /
Covert Behaviors
(read for today)

Reactions /
Overt Behaviors

ORIGINS OF THE ORDINARY WORLD

Question:

- If you were not worried about health and weight, what foods would you love to eat?
- Do you know why you love them? Did you have a choice?

The reason resides in your unconscious...

THE UNCONSCIOUS

Group Activity:

Make a list of specific examples of when you have done something “by accident” or “without thinking.”

Examples:

- Emotional reactions.
- Saying something you didn't mean.
- Saying the wrong name.
- Accidentally forgetting something, losing something, spilling something, and all other “accidental” behaviors.

Do not include things that accidentally **happen to you**. Only things **that you made happen** accidentally.

Now let's compare...

THE UNCONSCIOUS

Freud

Psychologist (1856-1939)

REVIEW: ORDINARY WORLDS

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World View



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- A worldview is a **habituated way of seeing** and **doing**.
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ORIGINS OF THE ORDINARY WORLD

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Thoughts &
Perceptions /
Covert Behaviors

Reactions /
Overt Behaviors

THE ORDINARY WORLD: FREUD'S VIEW OF THE UNCONSCIOUS

Freud vs. Mainstream Psychology

- Freud's "Biggest" Need....
- Modern psychology now acknowledges the influence of unconscious forces on our lives, but not sex as the largest factor.

THE ORDINARY WORLD: FREUD'S VIEW OF THE UNCONSCIOUS

Big Idea:

Most (if not all) behaviors are the result of unconscious forces.

Reflect back on foods...

- But why these foods?
- Why any “particular” behavior?
 - Why do we desire the car, the house, the degree, the shoes, the fancy new electronic device?

THE ORDINARY WORLD

A Possible Answer:

As a result of **past experience**, these are the behaviors we have been conditioned/programmed to have when certain drives(feelings) arise.

THE ORDINARY WORLD

Programming The Unconscious By Past Experience

1. Classical Conditioning
 - Learning new ways to trigger a reflex.
2. Operant Conditioning
 - Developing behaviors through reinforcers (punishment/reward)
3. Conditioning through Familiarity and Habit

CLASSICAL CONDITIONING

(LEARNING NEW WAYS TO TRIGGER A REFLEX)



CLASSICAL CONDITIONING

Conditioning of Emotional Responses

- Some examples....
 - Pavlov's Dog
 - Desire for products
 - Fear from past encounters or failures

Groups:

In groups (4-6), write down as many specific examples of how we are conditioned to have certain positive and negative emotional responses to the world.

OPERANT CONDITIONING (LEARNING THROUGH REINFORCERS OF BEHAVIOR)



OPERANT CONDITIONING

Conditioning of Behavioral Reactions

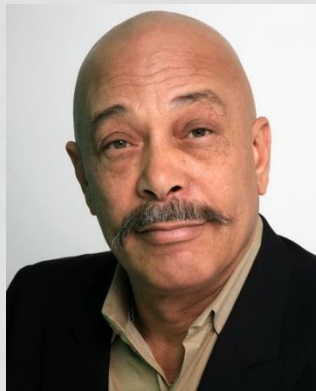
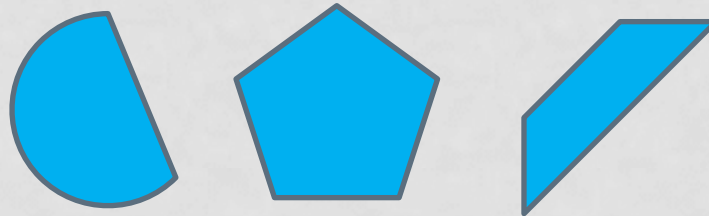
- Some examples....
 - Children behaviors
 - Law & Behavior
 - Social behaviors (what to wear, how to act, social status..)

Groups:

In groups (4-6), write down as many specific examples of how we are conditioned by friends, family, or society in general, to have certain overt behaviors.

THE POWER OF FAMILIARITY

- The more often we see something, the more likely it becomes a “preferred” stimulus.



We are often “programmed” unconsciously.

ORDINARY WORLD

The Big Idea About Behaviors

- Many of our emotional responses (classical conditioning) and overt behaviors (operant conditioning) have been trained into us.
- They've been “conditioned” into our unconscious.
- So no wonder...
 - They then seem natural or “given” as part of who we are.
 - They are hard to change.

HW

- Complete and submit Journal #3.
 - Reflect on an example of when you were faced with a choice to leave your ordinary world behind and confronted fear that made you hesitate (or not leave). Can you think of any people (real or fictional) that you could have used as inspiration to overcome that fear?
- Decide on a creative person for your group presentations through discussion with your group over the weekend. Submit your role model proposal online before our next class.

GROUPS

- Ash, Sukhinder, Hwanho (2pac)
- Andrew, Kaori, Jesse (Kanye West)
- Shaneel, Vanessa, Roma (Robin Williams)
- Maila, Avinash, Zil (Ghandhi)
- Anthony, Loc, Melihat, Sean (Elon Musk)
- Ahyeong, Zoey, Sanath, Vin, (Steve Jobs)
- Sam, Saul, Chiori (Leonardo da Vinci)
- Kenny, Jonathon, Nhu (?)
- Carlos, Giseok, Giang, Eric (Sally Mann)
- Jon, Kathrine, Elaine (?)

ORDINARY WORLD

Way of Seeing & Doing

Thoughts &
Perceptions /
Covert Behaviors

Reactions /
Overt Behaviors

Questions for this week:

1. Why do you think and perceive the way you do?
2. Why do live and react to the world the way you do?

THE PROBLEM OF THE ORDINARY WORLD

We think we **know reality.**

TWO FACTORS IN OUR EXPERIENCE OF REALITY

- **Sensation:**
 - Process of detecting physical energies with sensory organs
- **Perception:**
 - Mental process of organizing sensations into meaningful patterns

The BIG IDEA:

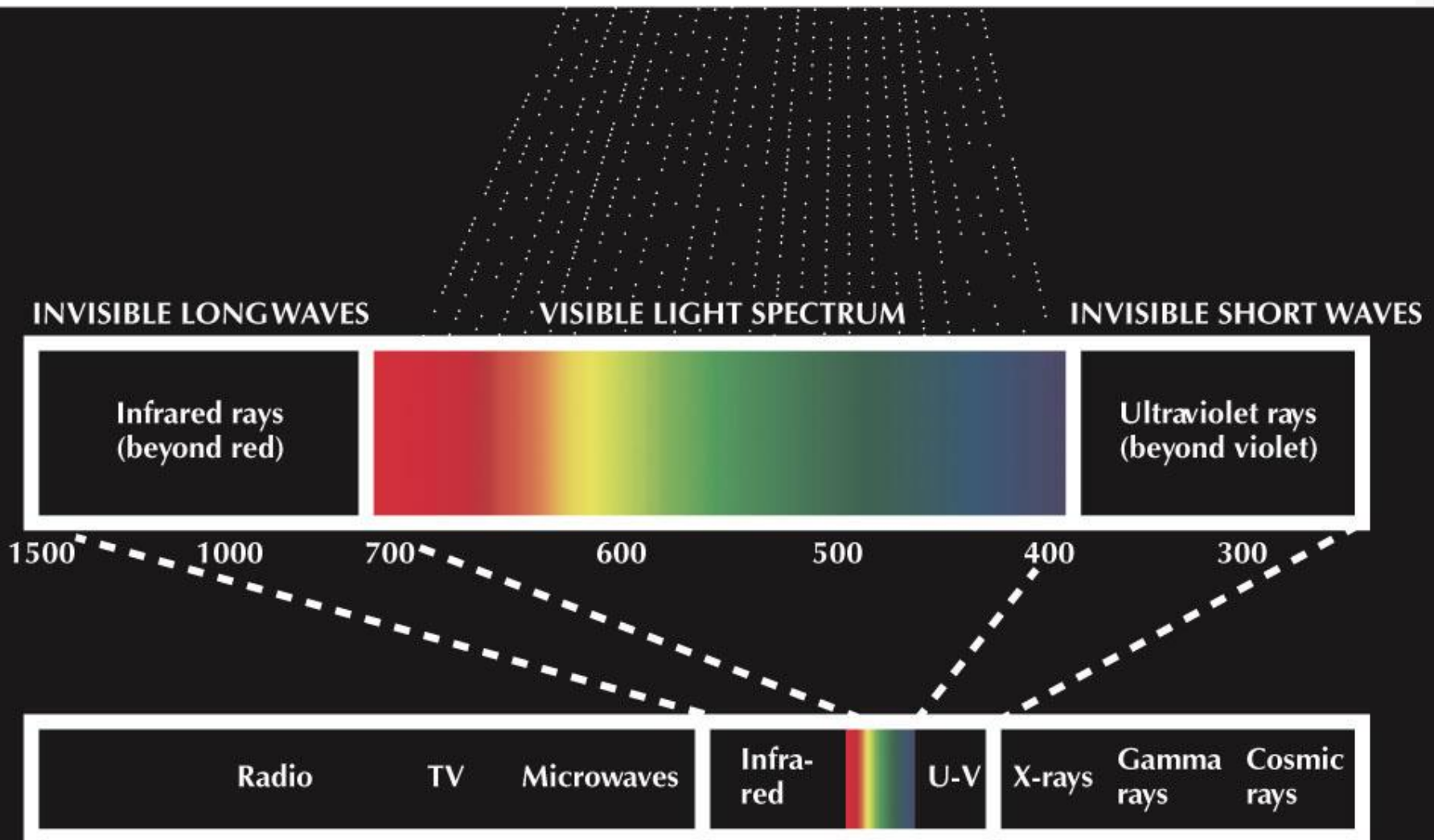
We don't experience reality as it is. We experience reality based on how we are unconsciously conditioned to experience reality.

FACTOR #1: OUR SENSATIONS

Limits to our Reality

Key Idea #1.

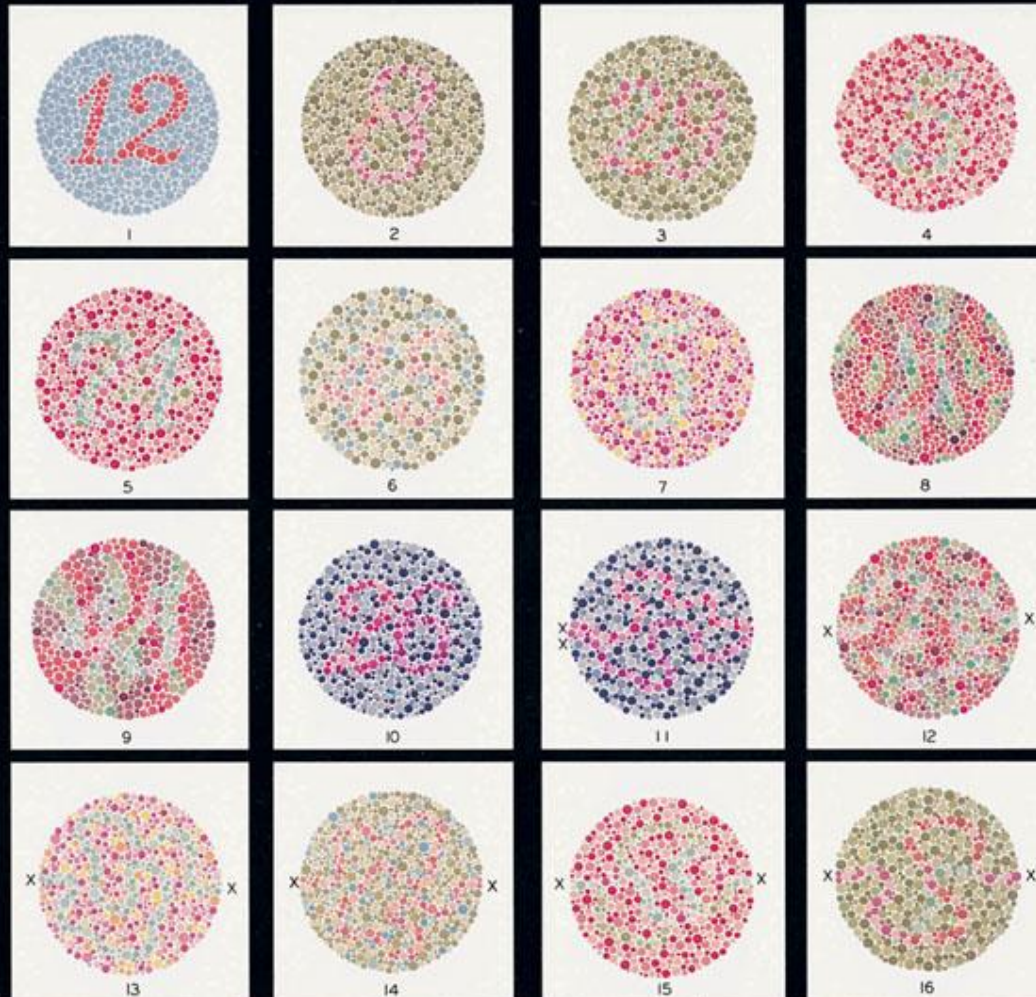
Our biology only able to experience certain aspects of reality.



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Wavelength in nanometers
Electromagnetic Spectrum

ARE YOU COLOR BLIND?



NO.	NORMAL EYE	COLOR BLIND EYE
1	12	12
2	8	3
3	29	70
4	5	2
5	74	21
6	45	NOTHING
7	5	NOTHING
8	NOTHING	5

NO.	NORMAL EYE	COLOR BLIND EYE
9	NOTHING	45
10	26	2 or 6
11	2 LINES X TO X	LINE X TO X
12	NOTHING	LINE X TO X
13	LINE X TO X	NOTHING
14	LINE X TO X	NOTHING
15	LINE X TO X	NOTHING
16	LINE X TO X	LINE X TO X

OUR SENSATIONS

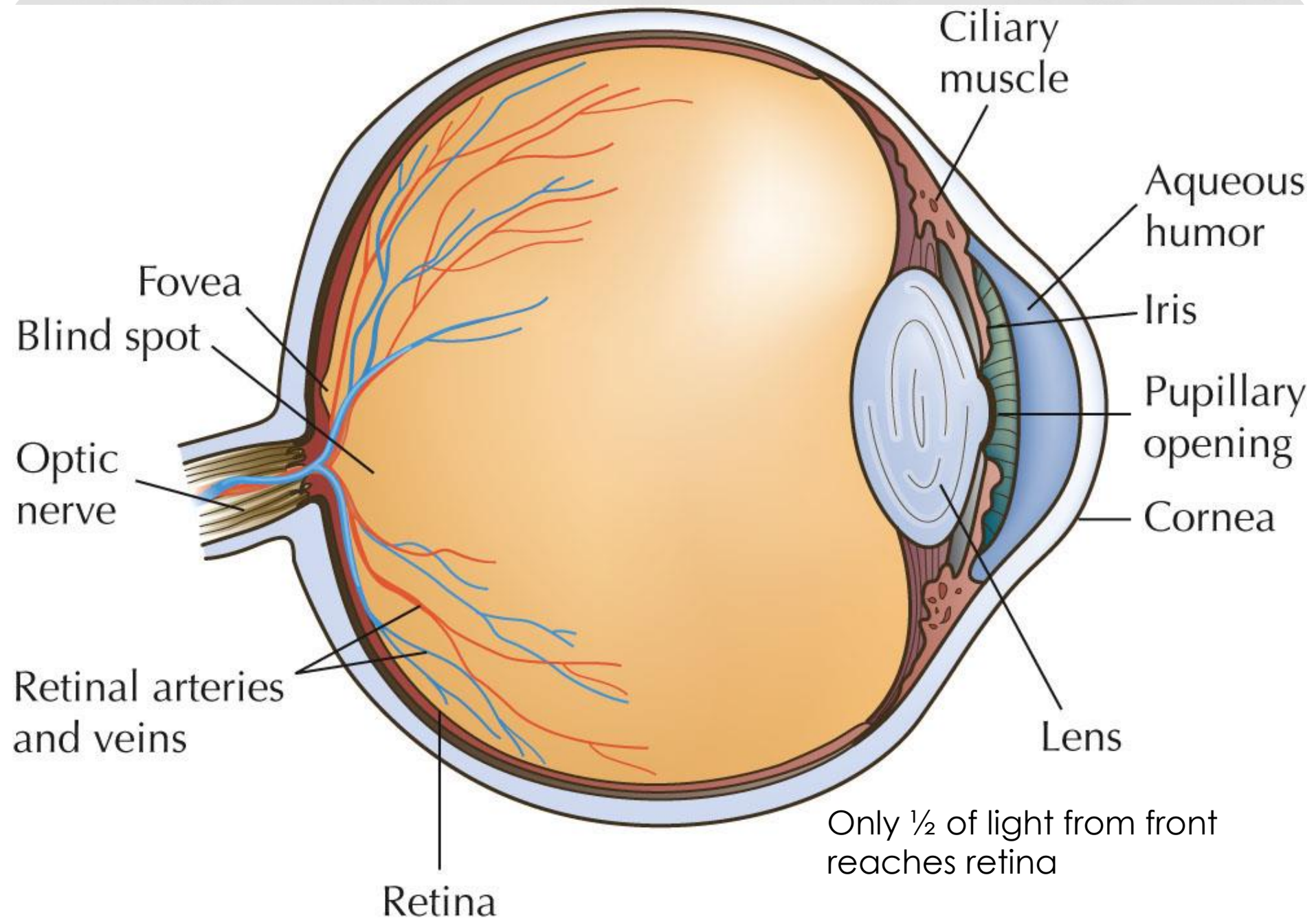
Limits to our Reality

Sensory Coding:

Converting important features of the world into neural (electrical) messages understood by the brain.

Key Idea #2.

The world is filtered, reduced – not a direct experience!!!



OUR SENSATIONS

Limits to our Reality

We cannot be aware of all that is around us in a given moment. We have selective attention.

Key Idea #3.

Our sense of the world is based off what we are
“conditioned” to experience.

OUR SENSATIONS

Selective Attention

- Voluntarily focusing on a specific sensory input
- Can direct our attention and be “blind” to certain stimuli
- Name in crowded room.
- **How might this be related to creativity?**
- **Let's take a look at the “Stroop Test”**

Yellow

Green

Green

Blue

Red

Yellow



Blue

Red

Green

Yellow

Blue

Red

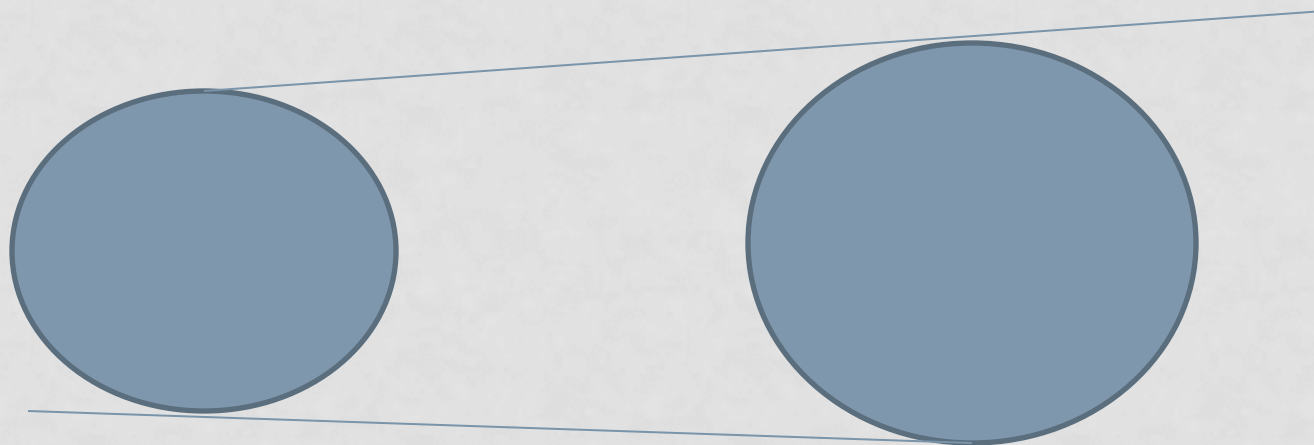
SENSATION

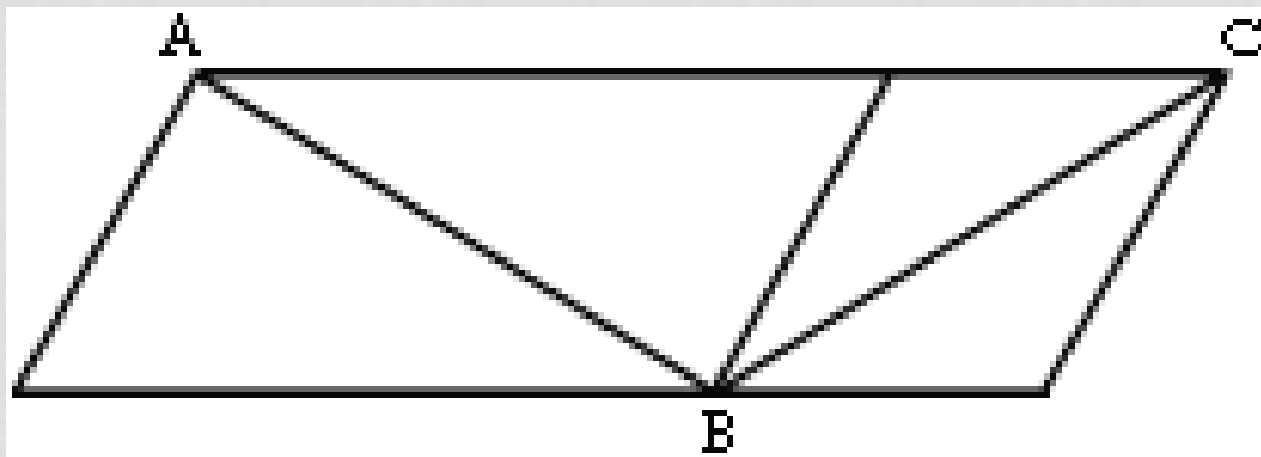
- So much of our experience of the world is dependent on our sensations.
- Which sense would you least want to live without?

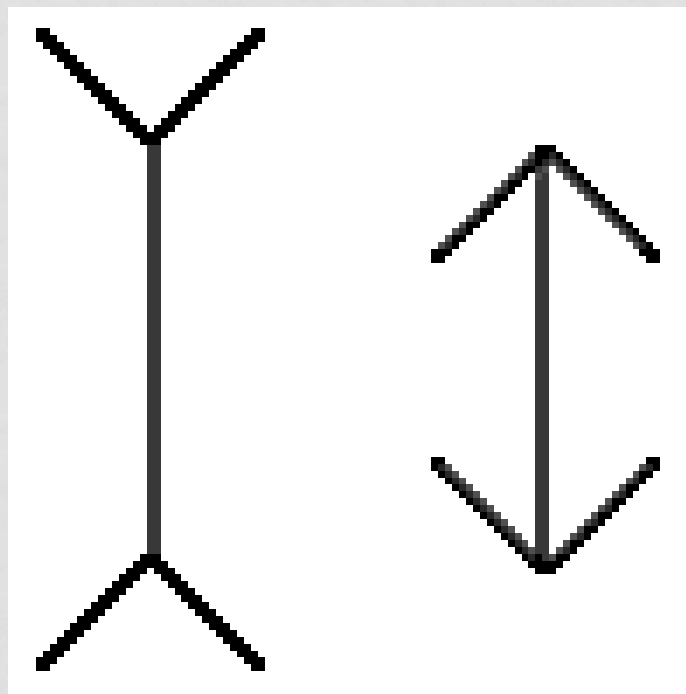


FACTOR #2: PERCEPTION

- Not just sensation, but brain has to make sense out of the signals – just like kid with no eyes
- So how do we perceive?





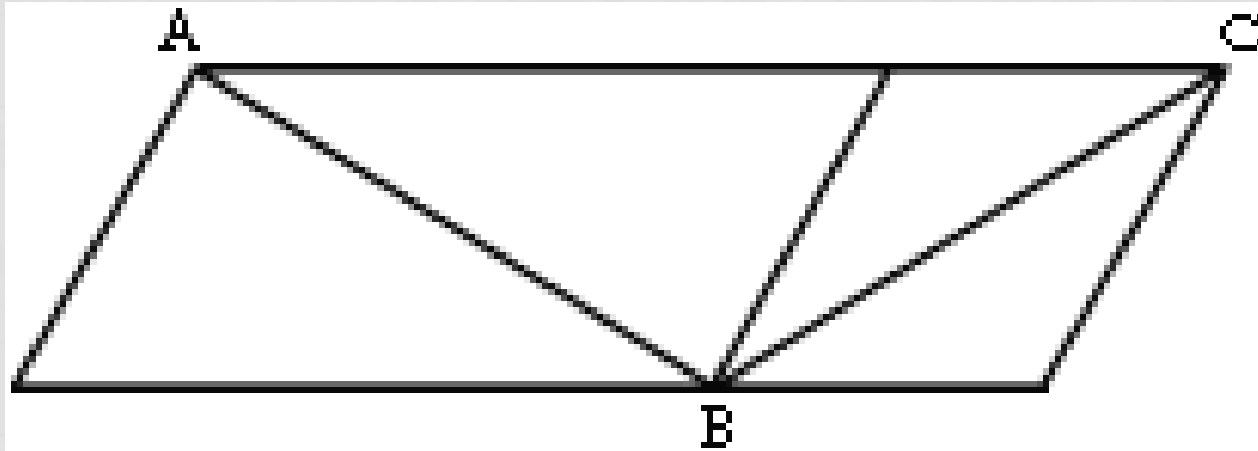


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HOW DO WE PERCEIVE?

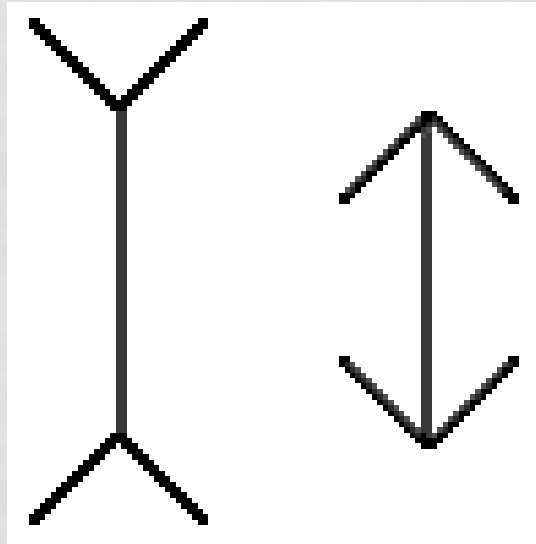
Snap Judgments
Based on Context
(visual clues → quick
decisions)

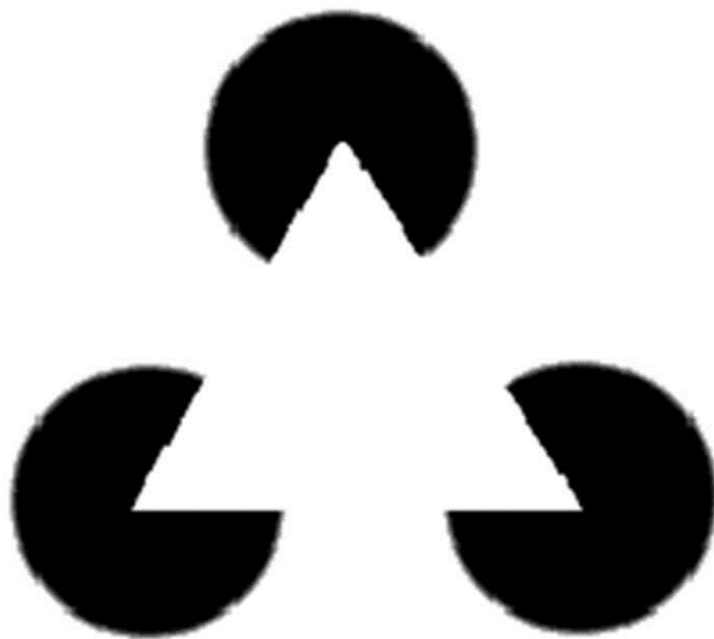


How do we perceive?

Snap Judgments Based on Context

(visual clues → quick decisions)



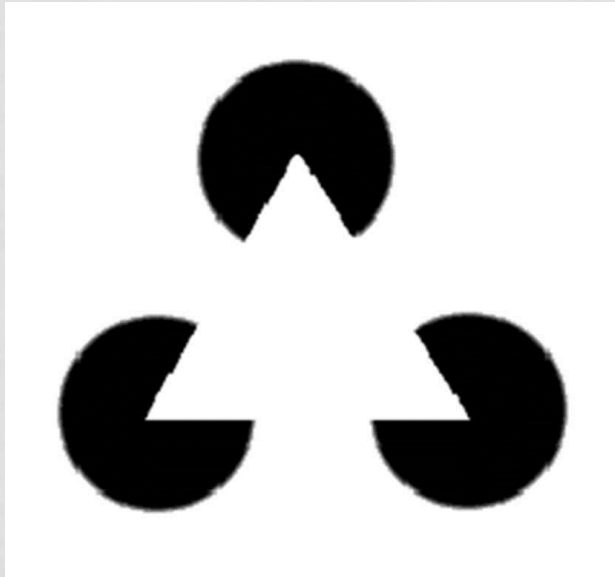






How do we perceive?

Habitual Pattern Recognition (Short-cut / Rules of Thumb)



How do we perceive?

- Mental Shortcuts (heuristics)
- Pattern Recognition:
 - We Impose Meaning
 - Based on Assumed Context
- Habitually / Automatic
 - Unconsciously

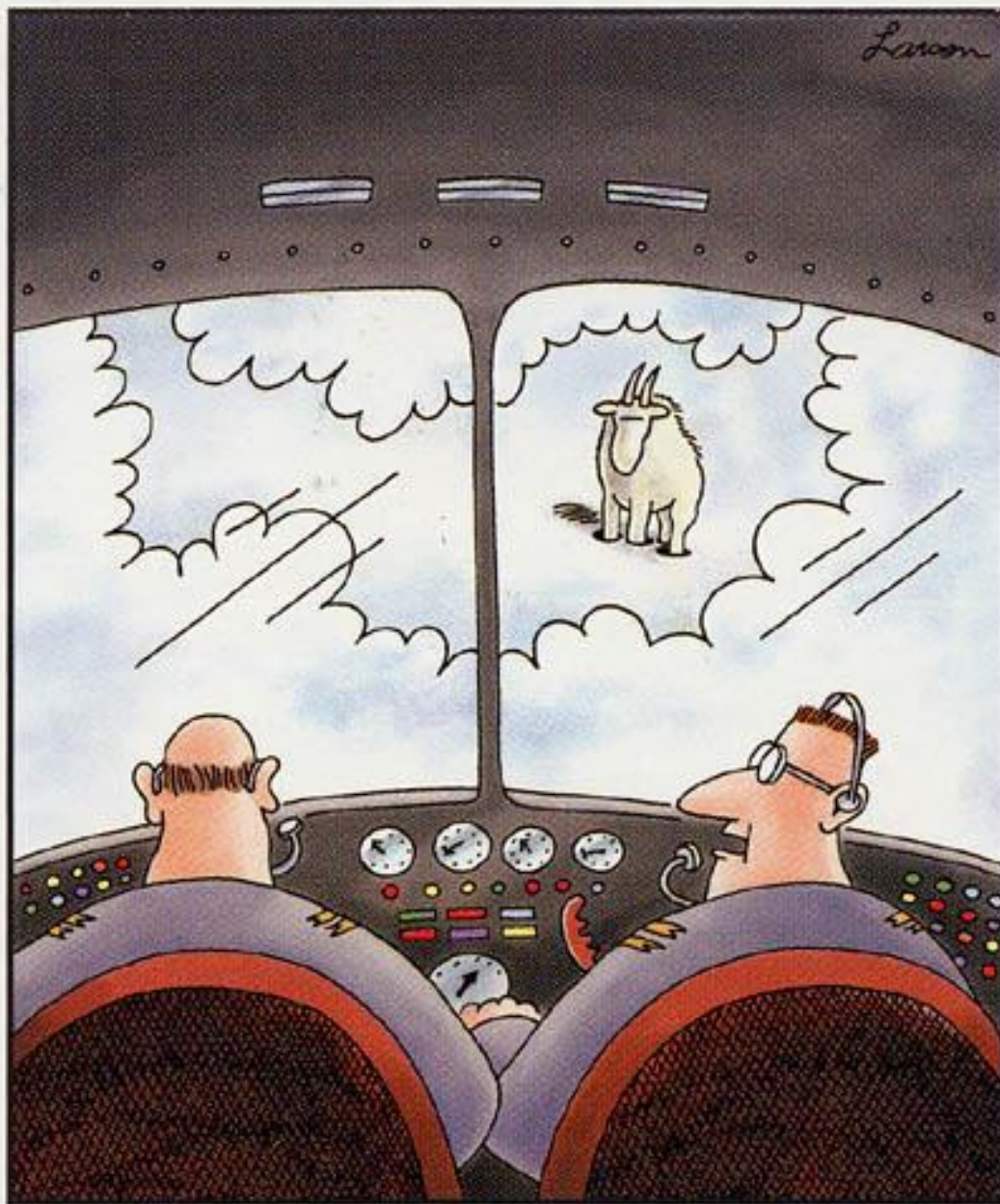
(Problems?)

Dark, thin, long, curved



2.
||





"Say ... what's a mountain goat doing way up here in a cloud bank?"

PIGMY AND THE MAGIC FLIES



- Unconsciously conditioned by past experience to see the world a certain way.
- And we are very well conditioned...

PERCEPTION

Word Patterns

According to research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be at the right place. The rest can be a total mess and you can still read it without problem. This is because the human mind doesn't read every letter by itself, but the word as a whole.

STAGE 1: ORDINARY WORLD

DEVELOPING HABITS & SKILLS

Purpose/Benefits:

- We gain expertise, develop skills.
- Allows us to be efficient/proficient
- Provides grounding and stability, ease of living.

Issues:

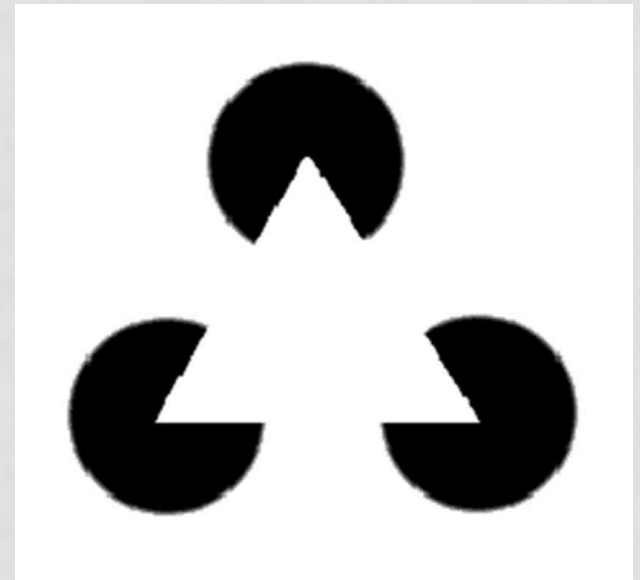
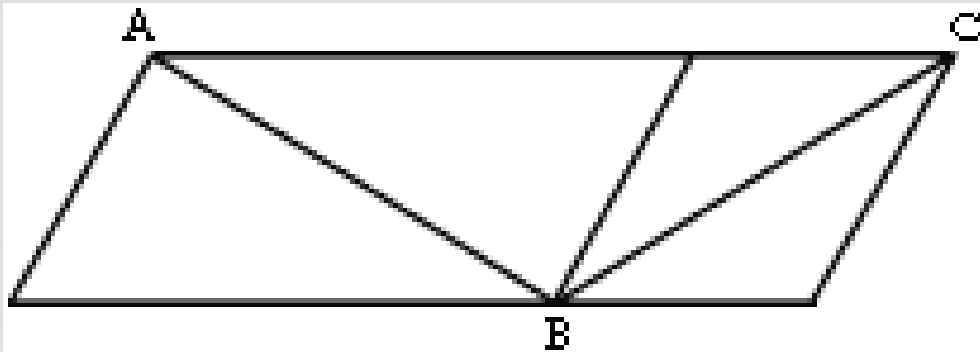
- Complacency & Lack of Awareness
- Boiled Frog Syndrome

Solutions?

- Acknowledge that alternatives are possible.

HOW WE THINK

- Quick judgments and habitual pattern recognition isn't just how we perceive.
- It's also how we think!





A man is born in 1990 and dies in 2010.

According to his death certificate, the man
died when he was 25 years old.

Is this possible?

IS PATTERN RECOGNITION BAD?

- $X * Y/2 = 24$;
 - If $Y=2$, what does X equal?
- What's the next number in the sequence?
 - 1, 2, 4, 8, 16, ?
- Mary and Joe are both leaving at the same time to go from San Francisco to go to San Jose. Joe is riding his bicycle and Mary is taking her new sports car. Who is more likely to get to San Jose first?

Expertise!

Why is this good?

PROBLEM WITH BEING AN EXPERT

- The sun revolves around the earth!
- The earth is flat!
- Harry Warner once said...
 - “Nobody wants to hear actors talk!”

STAGE 1: ORDINARY WORLD

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Issues:

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- Boiled Frog Syndrome

Solutions?

- Acknowledge that alternatives are possible.

HW

- Complete and submit Journal #3.
- Decide on a creative person for your group presentations and submit the name online.
 - Your presentations will include a discussion of the person's personal history, a discussion of the person's creativity, and a description of the ordinary world in that the person is transcending.