

# ACTIVITY 1.3

## Psychology Goes to Madison Avenue

Developed by

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This activity aligns with the *National Standards for High School Psychology Curricula* Scientific Inquiry Domain, Content Standard 2: Major sub-fields within psychology, Performance Standard 1.2: Describe the emergence of psychology as a scientific discipline.

Give students the following instructions:

Imagine you are a famous figure in the field of psychological science and that, in addition to teaching and conducting your research, you have decided to open a business based on your work. Your job is to choose one of the following psychologists, do research to learn more about his/her contributions to psychology, and then create a business that illustrates the psychologist's perspective.



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For example, if you were to choose B. F. Skinner, you might create a business emphasizing his work with animals in creating his form of behaviorism, based on operant conditioning. You might define the business like this:

### **Skinner's Pet Peeves**

**We offer training for animals using positive reinforcement.**

**Specializing in rats and pigeons**



Psychologists you could choose from:

Ivan Pavlov	John B. Watson	Sigmund Freud
Carl Rogers	Abraham Maslow	Jean Piaget
Carl Jung	Erik Erikson	Albert Bandura
Stanley Milgram	Solomon Asch	Philip Zimbardo

In addition to the business name, you will need to create:

- a business logo
- an advertisement (TV, online, radio, or print)
- a pamphlet that touts what your business offers (please include any specific psychological terminology as relevant)