



READY 準備 感 覺 14 교실 좌석표

- classroom seating table



- ① One of the first things I did in each classroom in South Milwaukee was to draw a diagram of the students' desks, labelled with their names, as an aid to recognizing them.
- ② At lunch in the first grade classroom the first day I was present, a group of students came over, saw the diagram, and began finding their names on my picture.
- ③ One said, "Where's your name?" and was not satisfied until I included a sketch of the chair by the bookcase where I was sitting, labelled with my name.
- ④ It had not occurred to me that I needed to be included: after all, I knew where I was sitting, and knew my name.
- ⑤ But to her, my presence in the classroom was the newest, most noteworthy thing that had occurred that day, and it was logical to include me.
- ⑥ Her point of view was different from mine, and resulted in a different diagram of the classroom.



GET SET 두뇌 感 잡기 심리학 연구에서 과학적 방법의 어려움과 이점



- The Difficulty and Benefits of Scientific Methods
in Psychological Research

- ① Researchers in psychology follow the scientific method to perform studies that help explain and may predict human behavior.
- ② This is a much more challenging task than studying snails or sound waves.
- ③ It often requires compromises, such as testing behavior within laboratories rather than natural settings, and asking those readily available (such as introduction to psychology students) to participate rather than collecting data from a true cross-section of the population.
- ④ It often requires great cleverness to conceive of measures that tap into what people are thinking without altering their thinking, called reactivity.
- ⑤ Simply knowing they are being observed may cause people to behave differently (such as more politely!).
- ⑥ People may give answers that they feel are more socially desirable than their true feelings.
- ⑦ But for all of these difficulties for psychology, the payoff of the scientific method is that the findings are replicable; that is, if you run the same study again following the same procedures, you will be very likely to get the same results.



GO 수능 태민 들 多 잡기 01 영국인들의 사생활 규칙



- the rules of privacy for the English

〈1〉 Some of the rules of Englishness do not require years of participant observation research to discover.

〈2〉 The privacy rules, for example, are so obvious that you could spot them from a helicopter, without even setting foot in the country.

〈3〉 Hover above any English town for a few minutes, and you will see that the residential areas consist almost entirely of rows and rows of small boxes, each with its tiny patch of green.

〈4〉 In some parts of the country, the boxes will be a greyish colour; in others, a sort of reddish-brown.

〈5〉 In more affluent areas, the boxes will be spaced further apart, and the patches of green attached to them will be larger.

〈6〉 But the principle will be clear: the English all want to live in their own private little box with their own private little green bit.



00 수능 때면 들 多 잡기 02 적극적으로 듣고 적극적으로 말해야 할 필요성

- The need to listen and speak actively



① For a conversation to be stimulating and sustained, the participants must be active talkers as well as active listeners.

② Be sure to do both in conversation.

③ Make a point of throwing the conversational ball to the other person after you have presented your ideas in an abridged form.

④ Some people feel they have to give long-winded explanations of their views.

⑤ This is usually unnecessary, confusing, and even boring to your partner.

⑥ It's better to paint the big picture first, and if your partner wants to know more, you can always fill in with details.

⑦ Keep your comments and questions focused on big ideas rather than extraneous details, and you'll keep to the point.

⑧ This way you won't confuse or bore your listener.



GO 수능 내빈 들 多 잡기 OB 익숙함과 호감도의 관계



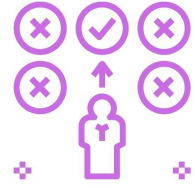
- The Relationship between Familiarity and Favoriteness

- ① Most people don't realize it, but one of the strongest predictors of how much you like something – or someone – is simply familiarity.
- ② People just naturally like things that they have seen before.
- ③ This kind of process is largely unconscious, so you don't have to be aware of the fact that you've seen something before in order to like it more.
- ④ For instance, in one study researchers varied the number of times a particular student attended different lecture courses as a visitor.
- ⑤ At the end of the semester, the students in the different classes were shown a picture of the visitor and were asked how likable the person seemed.
- ⑥ The students rated her as significantly more likable when she had attended their class ten to fifteen times than when she had attended their class only five or fewer times – even though none of the students consciously recalled ever having seen her in class.



90 수능 내빈 들 多 답기 04 소비자가 브랜드를 선택하는 기준

- The criteria for consumers to select a brand



① Brands can be associated with positive emotions

such as love, joy, pride, and elation as well as with negative emotions such as guilt, hate, fear, anxiety, anger, sadness, shame and greed.

② These emotions can be recalled to play a central role in the decision process, particularly when consumers perceive them as relevant to the offering.

③ This affective processing is frequently experience-based.

④ In other words, consumers select an option based on their recall of past experiences and the associated feelings.

⑤ When consumers choose among brands in memory, they must work harder to process information, so their feelings carry considerable weight.

⑥ In contrast, when they choose among brands based on information in ads or other external stimuli, they can focus more on the offering's attributes and less on their feelings.