



# Brain Love

UCSD Psi Chi/Psychology Club  
Monthly Newsletter

December 2014

Seasonal Key Word:

## Holiday Gift Giving

With *James Randi Educational Foundation* and *Sheldon Helms*

One of the most consistent messages about gift giving is that there is a strong gender difference in both the giving and receiving of gifts. For most men, the selection of a gift is a practical decision. Men tend to ask themselves what recipients might need, as opposed to what they might want. Research like that by Murray, Holmes, Bellavia, Griffin, and Dolderman (2002), for instance, shows that men not only use this strategy in purchasing gifts, but also in their evaluation of any gifts given to them. Women, on the other hand, tend to experience gifts as signs of closeness and compatibility. And when men give women gifts that do not represent knowledge of their likes and/or style, women tend to interpret it as a sign incompatibility.

One of the best messages to come out of recent research on gift giving is that money is not the most important factor in successful gift giving. As it turns out, engaging in environmentally friendly practices during the holidays is correlated with reports of greater satisfaction than the amount spent. Kasser and Sheldon (2012) reported satisfaction rates during the holidays correlated most strongly with environmentally friendly gift giving; things such as buying a live tree to replant, giving charitable donations as presents, giving environmentally friendly presents, giving presents that one created, giving presents of one's time, and using alternatives to wrapping paper strongly correlated with high levels of holiday season happiness.

## Sub-disciplines in Psychology

Featuring **Traffic Psychology**

Traffic psychology is a discipline of psychology that studies the relationship between psychological processes and the behavior of road users. In general, traffic psychology aims to apply theoretical aspects of psychology in order to improve traffic mobility by helping to develop and apply accident countermeasures, as well as by guiding desired behaviors through education and the motivation of road users.

## Save the Date!

Every Thursday

Psi Chi GBM/Event

6:30PM @ McGill 1350/TBA

Don't forget! Psi Chi/Psychology Club has something every Thursday! Whether or not it is a GBM featuring guest speakers or a social event, we hop to see you there!

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December 1

**Social Brown Bag**

10:30PM @ Mandler 3545

December 2

**Monika Jadi CNS Seminar**

12:00PM @ Mandler 3545

December 4

**Kang Lee Colloquium & Reception**

4:00PM @ Mandler 3545

December 9

**Neil Cohn CNS Seminar**

12:00PM @ Mandler 3545

December 15

**Social Brown Bag**

10:30PM @ Mandler 3545

December 16

**CNS Seminar**

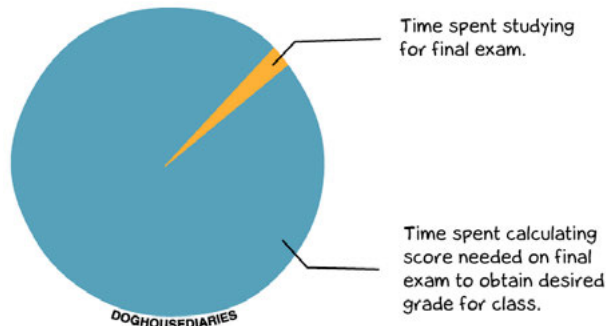
12:00PM @ Mandler 3545

# Advice from the Experienced

***It's time to study for that final exam!***

Below are a set of study tips compiled by a Cornell psychology graduate student based on tips provided by the psychologist David Myers. Remember finals are always here earlier than you anticipate them to be, so start early and happy studying!

Study actively, not passively. Think critically and deeply about the material. Ask yourself how the concepts connect to other material we have covered or other things you know.



(No, this is NOT the thing we suggest you to do)

Read beginning of the chapters and summary. The beginning section helps to organize material in your mind, and research has shown that we often remember organized, structured ideas and often forget disorganized facts. Reading the summary will help to organize information at the time of encoding and make retrieval of that information considerably easier when it comes time to spit it out on a test.

Remember the hindsight bias. Seeing the answer to a question makes you think you knew the answer all along, but when it comes time to spit these ideas out on a test, it's often not such an obvious response. The solution is to cover up the textbook and test yourself rather than simply reading everything in the chapter.

Remember the overconfidence effect. Be sure to give yourself the opportunity to overlearn. You should spend time reviewing material even if you think you already know it. It's really only on the second and third consideration of the material that it begins to sink in and real learning takes place.

Sleep. Researchers have uncovered considerable evidence that much of the consolidation of memories from learning that takes place during waking hours occurs when we sleep. You can be confident that time spent sleeping after a grueling study session in which considerable learning has taken place will be time well spent. For this reason, avoid pushing your studying into the day of the exam. Also for this reason, consider attempting to review everything you have learned for the day for just 5 minutes

Use the self-reference effect. Things that have personal relevance are easier to remember and are learned more deeply. Take advantage of this fact by attempting to relate psychological concepts to your own personal experience.

Take up to a ten-minute break. consumes over 25% of the glucose in your body. In other words, a surprising amount of the energy that you consume goes directly to your brain. Two tips related to this fact: First, take breaks during every hour that you study. You'll be thinking about the material anyway, and your brain needs a rest. We also learn things better when studying is distributed over time. Second, feed yourself, and feed yourself properly. Don't try to engage in a long study session with only candy bars and French fries in your stomach.

## A Message from Us

Fall quarter of this year is almost over! As we mentioned before, we've implemented several new features to our club, and our very first raffle is right around the corner! On Thursday, December 11 6:30PM, we will be having our End-of-Quarter Kick-Back in the Game room right next to Shogun (Price Center 2F). Please come out for some fun time and relaxation before the final, celebrating the coming of winter break, and most importantly, be prepared to win some awesome raffle prize! Please stay tuned for more information regarding the social mixer, and we look forward to see you there! :)