

國立中正大學課程大綱

__109__ 學年 __2__ 學期

課程名稱(中文)	演化心理學
先修科目或先備能力	無
課程概述	從六個面向來探討演化心理學的基本與應用等各種議題。
學習目標	本課程的目標，在於從六個主要面向：商業、家庭、社區、健康、市場與傳播、以及科技，來探討演化心理學的基本與應用等各種議題。 The goal of this course is to discuss the basic and applied topics on the evolutionary psychology from six different perspectives: Business, Family, Society, Health, Marketing and communication, and Technology.
教科書	<i>Applied Evolutionary Psychology</i> , S. Craig Roberts, 2011, Oxford Scholarship Online: January 2012, DOI: 10.1093/acprof:oso/9780199586073.001.0001. (請尊重智慧財產權，不得非法影印教師指定之教科書籍)

教學要點概述

教材編選	<input type="checkbox"/> 自編教材 <input checked="" type="checkbox"/> 教科書作者提供
教學方法	<input checked="" type="checkbox"/> 投影片講述 <input type="checkbox"/> 板書講述
評量方法	<input type="checkbox"/> 上課點名 0% <input type="checkbox"/> 小考 0% <input type="checkbox"/> 作業 0% <input type="checkbox"/> 程式實作 0% <input checked="" type="checkbox"/> 課堂報告 40% <input type="checkbox"/> 專案 0% <input type="checkbox"/> 期中考 0% <input type="checkbox"/> 期末考 0% <input checked="" type="checkbox"/> 期末報告 20% <input checked="" type="checkbox"/> 課堂討論 40%
教學資源	<input checked="" type="checkbox"/> 課程網站 <input checked="" type="checkbox"/> 教材電子檔供下載 <input type="checkbox"/> 實習網站
教學相關配合事項	請同學自行進入學校圖書館網站下載文章 每兩節課中間休息時間不中斷，需要上廁所時，請自行安排。

課程進度

第一週	Arrangement / Chapter 1 Applying evolutionary psychology
第二週	228 補假
第三週	Section 1 Business Chapter 2 The evolutionary psychology of economics
第四週	Chapter 4 The social animal within organizations/ Section 2 Family Chapter 5 The evolved child: adapted to family life
第五週	Chapter 6 Application of evolutionary psychology to academic learning / Chapter 7 Serial monogamy and clandestine adultery: evolution and consequences of the dual human reproductive strategy

第六週：Section 3 Society Chapter 8 The evolutionary psychology of mass politics/ Chapter 9 Gender equity issues in evolutionary perspective

第七週：清明節補假

第八週：Chapter 10 The evolution of charitable behaviour and the power of reputation / Chapter 11 Altruism as showing off: a signalling perspective on promoting green behaviour and acts of kindness

第九週：Chapter 12 Evolutionary perspectives on intergroup prejudice: implications for promoting tolerance / Chapter 13 The evolutionary psychology of criminal behaviour

第十週：Chapter 14 War, martyrdom, and terror: evolutionary underpinnings of the moral imperative to extreme group violence

Chapter 15 Evolutionary theory and behavioural biology research: implications for law

第十一週：Section 4 Health Chapter 16 Motivational mismatch: evolved motives as the source of—and solution to—global public health problems/ Chapter 17 Mental health and well-being: clinical applications of Darwinian psychiatry

第十二週：Chapter 18 Evolutionary perspectives on sport and competition

第十三週：Section 5 Marketing and communication Chapter 19 Why we buy: evolution, marketing, and consumer behaviour / Chapter 20 Evolutionary psychology and perfume design

第十四週：Chapter 21 Television programming and the audience / Chapter 22 News as reality-inducing, survival-relevant, and gender-specific stimuli (Dead line for the term paper)

第十五週：Section 6 Technology Chapter 23 Media naturalness theory: human evolution and behaviour towards electronic communication technologies

第十六週：Chapter 24 Evolutionary psychology, demography, and driver safety research: a theoretical synthesis Chapter 25 Evolutionary robotics

第十七週：端午節

第十八週：No Final Exam

核心能力

建立各心理學領域的基礎專業知識，增進學生對思考與創新、道德思辨與實踐、生命探索與生涯規劃、公民素養與社會參與、人文關懷與環境保育、美感與藝術欣賞、溝通表達、問題分析與解決、與思考判斷等能力。