

Social Psychology

Textbook/material required: Taylor, S.E., Peplau, A.L. & Sears, D.O. (2006). Social Psychology, 12th Edition. Upper Saddle River, NJ: Prentice Hall.

or

Baumeister, R. F., & Bushman, B. (2011, 2008, 2007). Social psychology and human nature. NY: Thompson.

1 Course Description

The course will provide students with an introduction to social psychology. Social psychology is the scientific study of how our thoughts, feelings, perceptions, and behaviors are influenced by the presence of, or interactions with, others. Social psychologists are interested in understanding a wide range of phenomena. Some topics of interest that we will explore in this course include: person perception, the self, attitudes, emotions, socialization, groups, influence, attitudes, beliefs, attraction, altruism, cooperation, competition, aggression, prejudice and discrimination.

Being a part of society, we create different relationships and interactions with others, attempting to influence other persons, as well as accept or avoid their influence on us. Our attempts to influence others begin with how we perceive others, what attitudes we create toward others, and finally, our behavior directed toward others. Understanding how you come to understand and interpret our social world should be very beneficial in explaining why we (and others) act the way we (and they) do. Course consists of two interrelated parts: theoretical and practical.

Course Objectives

This course has a main goal: to familiarize students with the science of social psychology. This goal will be accomplished by establishing a thorough the following sub goals:

- (1) To explain how social psychologists think about and study human behavior.
- (2) To introduce you to the body of knowledge and underlying principles that currently exist in the field.
- (3) To encourage reflection about the implications of social psychological research for the situations we encounter in everyday life.

Learning Outcomes

By the end of this course,

- 2 Demonstrate an understanding of social psychology through knowledge of different concepts and phenomena.
- 3 Demonstrate critical thinking skills necessary to critically assess actual situations explaining social experiences.
- 4 Evaluate scientific studies with an understanding of what constitutes a valid research method in social psychology.
- 5 Demonstrate effective communication skills by reading primary and secondary source material, discussing course content, and writing papers.
- 6 Demonstrate understanding of the diverse assumptions that explain human behavior in terms of interaction with social groups, authorities, etc.

7 Course Weekly Calendar

DATE	CLASS TOPIC & DESCRIPTION	REFERENCE IN THE TEXTBOOK	LEARNING OUTCOMES	ASSESSMENT (ADJUSTED TO THE CURRICULUM expectations)
WEEK ONE	<ul style="list-style-type: none"> • Introduction to Course and Syllabus • Classroom setup • Group setup Introduction to Social Psychology	Chapter 1	1,3	
WEEK TWO	<ul style="list-style-type: none"> • Theories and Methods in Social Psychology: <ul style="list-style-type: none"> ✓ What Do Social Psychologists Do? ✓ Social Psychology's Place in the World ✓ Why People Study Social Psychology ✓ How Do Social Psychologists Answer Their Own Questions? ✓ How Much of Social Psychology Is True? 	Chapter 1	1,2,3	
WEEK THREE	<ul style="list-style-type: none"> • The Self: <ul style="list-style-type: none"> ✓ What Is the Self? ✓ Where Self-Knowledge Comes From ✓ Self and Information Processing ✓ Self-Esteem, Self-Deception, and Positive Illusions ✓ Self-Presentation 	Chapter 3	1,3,6	
WEEK FOUR	<ul style="list-style-type: none"> • Behavior Control: The Self in Action: <ul style="list-style-type: none"> ✓ What You Do, and What It Means ✓ Freedom and Choice ✓ Self-Regulation ✓ Application in business field • Social Cognition: <ul style="list-style-type: none"> ✓ What Is Social Cognition? ✓ Attributions: Why Did That Happen? ✓ Heuristics: Mental Shortcuts ✓ Errors and Biases ✓ Using it at workplace 	Chapter 4, 5	1,2,3,6	Project Deliverable 1 (10%)
WEEK FIVE	<ul style="list-style-type: none"> • Emotion and Affect: <ul style="list-style-type: none"> ✓ What Is Emotion? ✓ Emotional Arousal ✓ Why Do We Have Emotions? ✓ Individual Differences in Emotion ✓ Arousal, Attention, and Performance ✓ Emotional Intelligence (EQ) ✓ Affect Regulation 	Chapter 6	1,2,3,6	In-class Assignment 1 (10%)
WEEK SIX	<ul style="list-style-type: none"> • Attitudes, Beliefs, and Consistency: <ul style="list-style-type: none"> ✓ What Are Attitudes and Why Do People Have Them? ✓ How Attitudes Are Formed ✓ Consistency ✓ Do Attitudes Really Predict Behaviors? ✓ Beliefs and Believing 	Chapter 7	1,2,6	

WEEK SEVEN	<ul style="list-style-type: none"> • Prosocial Behavior: <ul style="list-style-type: none"> ✓ Why Do People Help Others? ✓ Who Helps Whom? ✓ Cooperation, Forgiveness, Obedience, and Conformity ✓ Bystander Helping in Emergencies ✓ How Can We Increase Helping? ✓ Helping other at work 	Chapter 8	1,2,3,4	
WEEK EIGHT	Midterm Exam		1,2,3,5	Mid-term exam 1 (20%)
WEEK NINE	<ul style="list-style-type: none"> • Aggression and Antisocial Behavior: <ul style="list-style-type: none"> ✓ Is Aggression Innate or Learned? ✓ Causes of Aggression Self and Culture ✓ Antisocial Behavior • Attraction and Exclusion: <ul style="list-style-type: none"> ✓ The Need to Belong ✓ Who Likes Whom? 	Chapter 9, 10	1,2,3,4	
WEEK TEN	<ul style="list-style-type: none"> • Prejudice and Intergroup Relations: <ul style="list-style-type: none"> ✓ Common Prejudices and Targets ✓ Why Prejudice Exists? ✓ Content of Prejudice and Stereotypes ✓ Overcoming Stereotypes, ✓ Reducing Prejudice • Social Influence and Persuasion: <ul style="list-style-type: none"> ✓ Types of Social Influence ✓ Techniques of Social Influence ✓ Persuasion ✓ Resisting Persuasion <p>Groups:</p> <ul style="list-style-type: none"> ✓ Groups, Roles, and Selves. ✓ Group Action ✓ How Groups Think ✓ Power and Leadership <p>How it works in business field</p>	Chapter 12 and 13, 14	1,2,3,6	In class Assignment 2 (10%)
WEEK ELEVEN	<p>Application of Social Psychology:</p> <ul style="list-style-type: none"> ✓ Applying Social Psychology to Consumer Behavior ✓ Applying Social Psychology to health 	Module A, B	1,2,3,4,5,6	
WEEK TWELVE	<p>Application of Social Psychology:</p> <ul style="list-style-type: none"> ✓ Applying Social Psychology to Law ✓ Applying Social Psychology to the Environment ✓ Applying Social Psychology to Business 	Module C, D	1,3,4,5,6	Homework (10%)
WEEK THIRTEEN	In-class Workshops			Project Deliverable 2 (15%)