

# Social Psychology (revised 8-31-07)

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<b>Class:</b>	PSY 350 (Section: 01)	<b>Instructor:</b>	Heather Barnes Truelove, M.A.
<b>Semester:</b>	Fall 2007	<b>E-mail:</b>	htruelove@wsu.edu
<b>Location:</b>	CADD 21	<b>Office:</b>	JT 206
<b>Class Times:</b>	Tues & Thurs 12-1:15 pm	<b>Office Hours:</b>	Tues & Thurs 10-11 am; or by appointment

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## Teaching assistants

Adrian Spencer and Breanna Gastaldi

## Prerequisites

Psych 105 or Soc 101

## Text (Required)

Brecker, Olson, & Wiggins (2006). *Social Psychology Alive*. Thompson-Wadsworth.

## Website for Course

Course material such as the syllabus and class assignments can be found online at the following website: (<http://www.wsu.edu/psychology/classwebpages/fall2007/fall2007.htm>).

## Course Description

The course will provide a broad overview of the field of social psychology. This course will focus on the ways in which our thoughts, feelings and behaviors are influenced by the presence of other people. Major topics include the self, social perception, social attitudes, social influence, group behavior, interpersonal relations, and intergroup relations. The course will use a scientific perspective to evaluate the theories, research findings, and applications for each topic.

## Objectives and Goals for the Course

- ◆ Introduce students to terminology, principles, theories, and classic and current research in the field of social psychology.
- ◆ Familiarize students with research methods used in social psychology and how to interpret and apply findings from social psychological research.
- ◆ Encourage critical thinking about social psychological concepts and everyday human interactions.
- ◆ Provide students with an understanding of how social psychological principles can be applied to everyday life to address personal, interpersonal and societal problems.

## Class Expectations

All students are expected to attend every class on time. I expect that students will read the assigned readings before class so each student can participate in class discussions and ask questions to clarify the readings. Although the lecture will follow the same outline as the book, additional information that is not in the book will frequently be presented in class lectures. Additionally, some material that is in the book will not be presented in lecture. Thus, both class attendance and reading of assigned materials is necessary to do well in the course.

Additionally, I expect all students to be courteous of each other and to respect the fact that class time is for discussing class only. As such, all students are expected to silence cell phones and refrain from text-messaging, reading material not related to class, and talking to each other unless during class discussions.

If you miss class, it is your responsibility to get the notes from a classmate. (I do not give out my lecture notes so please do not ask.). You are also responsible for any missed announcements, including changes to the course schedule.

## Exams

**There will be three 50-point exams during the semester.** Each exam will be multiple-choice and will cover lecture material and assigned readings from the text, including those not discussed in lecture. The exams are not cumulative. Exam dates are printed out in the course calendar, however, it is important to note that these dates are tentative and subject to change. The date of the final exam, however, is determined by the University's Registrar and cannot be changed.

**Make up exams:** If you miss an exam, **make-up exams will only be given for documented, excused absences in accordance with the guidelines outlined by the Student Affairs Office.** Students who give the instructor notice ahead of time that they will miss the exam will receive no deduction. If a student notifies the instructor within 24 hours after the exam, he/she will receive a 10 point deduction on the exam grade. If a student notifies the instructor after more than 24 hours after the exam, no make up exam will be given. Make up exams will be administered by a Psychology department administrative assistant between 1 and 3:30 pm on Fridays. Students will be given 1 hour and 15 minutes to complete the exam during this time frame. Make up exams must be completed within 7 days of the student's return to class or else the student will receive a zero on the test.

## Article Summaries

Two article summaries, worth 25 points each, will be required for this class. Listed below are 2 groups of articles. You only need to write a summary of 1 article in each group but I have listed 2 articles so that you can choose which one you prefer for each section. It is a good idea to read the abstract of both articles first before choosing which one to read fully and to summarize.

All articles can be accessed on-line through the WSU library website. All you need to do is go to the following web site ([http://lib6.wsulibs.wsu.edu:8888/sfx\\_local/a-z/default](http://lib6.wsulibs.wsu.edu:8888/sfx_local/a-z/default)) and you will find a search box where you can enter the journal name. Once you have selected the journal, enter the date, volume, issue, and page number of the article you are searching for.

For each article you choose, you should carefully read the entire article and write a **one page, single spaced summary** of the article. All papers must be typed using 12 point font with 1 inch margins all around. At the top of each summary write the article citation to let me know which one you reviewed. Your summary must also have the following headings: (a) hypotheses; (b) method; (c) key findings; (d)

remaining or unanswered question; (e) proposal for a future follow up project. Papers are due at the beginning of class on each due date. Papers received after the beginning of class will be deducted by 5 points, and will lose 5 additional points with each additional day.

**Article Summary 1** (Due: 10/9) (select one of the following two articles)

Karremans, J. C., Stroebe, W., & Claus, J. (2006). Beyond Vicary's fantasies: The impact of subliminal priming and brand choice. *Journal of Experimental Social Psychology, 42*, 792-798.

Burger, J. M., Messian, N., Patel, S., del Prado, A., & Anderson, C. (2004). What a coincidence! The effects of incidental similarity on compliance. *Personality and Social Psychology Bulletin, 30*, 35-43.

**Article Summary 2** Due: 11/13 (select one of the two following articles)

Bohner, G., Siebler, F., & Schmelcher, J. (2006). Social norms and the likelihood of raping: Perceived rape myth acceptance of others affects men's rape proclivity. *Personality and Social Psychology Bulletin, 32*, 286-297.

Carnagey, N. L., Anderson, C. A., & Bushman, B. J. (2007). The effect of video game violence on physiological desensitization to real-life violence. *Journal of Experimental Social Psychology, 43*, 489-496.

**Application Papers**

You will complete 3 application papers (each worth 10 points) that correspond to the 3 sections of the course. For each paper, you will apply social psychological principles and concepts to events in everyday life. All application papers must be typed using 12 point font with 1 inch margins all around. Each paper should be 1 page single spaced and any additional attachments must be stapled to the typed page. Papers are due at the beginning of class on each due date. Papers received after the beginning of class will be deducted by 2 points, and will lose 2 additional points with each additional day.

**Application Paper 1** (Due: 9/13)

This paper will focus on your understanding of heuristics and attribution errors. You will need to find 2 magazine or newspaper articles that contain an example of a heuristic or bias from Chapter 3 or an attribution strategy from Chapter 4 (The strategies you can use are listed below). Good sources are letters to the editor or articles that have direct quotes from people who are explaining why something happened. For each article you must:

1. Cut out the article and staple/glue/tape it to a piece of 8 ½ x 11 paper.
2. Circle or highlight the areas of the article that are relevant to the bias or attribution strategy.
3. Identify the bias or attribution strategy being used and define it in your own terms (typed).
4. Explain why the example in the article is an example of the bias or attribution strategy (typed).

Possible biases or strategies are:

1. Availability heuristic
2. Representativeness heuristic
3. Illusory correlations
4. Hindsight bias
5. Perseverance effect

6. Counterfactual thinking
7. Self-serving judgments
8. False consensus effect
9. Discounting or augmentation
10. Correspondence bias (fundamental attribution bias)

**Application Paper 2** (Due: 10/23)

This paper will focus on your understanding of persuasion techniques. You will need to find 2 advertisements in an article or magazine that use persuasion techniques. For each advertisement you must:

1. Cut out the advertisement and staple/glue/tape it to a piece of 8 ½ x 11 paper.
2. Identify which route to persuasion (central or peripheral) the advertisement uses and define it in your own terms (typed).
3. Justify your answer to # 2 by explaining what aspects of the advertisement lead you to believe that it uses one of the routes (typed). Note that some ads may use a hybrid technique that incorporates both routes so be clear about which aspects of the article correspond to which persuasion technique.
4. Explain whether you think the advertisement is effective.

**Application Paper 3** (Due: 11/29)

This paper will focus on your understanding of social dilemmas (prisoner's dilemmas, commons dilemmas, and public goods dilemmas). For this essay, you must:

1. Describe a real world example of a social dilemma (other than those used in class or in text).
2. Explain why you think it qualifies as a social dilemma (according to the definitions given in class).
3. Suggest one way to encourage cooperation in the social dilemma.

**Extra Credit**

There will be several opportunities to receive extra credit (up to 5 points total) throughout the semester.

One opportunity to earn extra credit is to participate in a research experiment. The website (<http://www.wsu.edu/psychology/onlineexperimentsecondweek.htm>) has instructions for how to sign up to participate in experiments. Opportunities for research participation will not be available during the week before final exams so students need to plan ahead to complete this requirement. Each hour of research participation is worth 1 point (30 minutes is worth 0.5 point). You can participate in a maximum of 3 hours of research for extra credit for this class. If you miss a research appointment you will lose 1 point.

Further opportunities for extra credit will be announced periodically during the semester.

**Academic Dishonesty**

**Any student who is caught cheating on an exam will automatically receive a zero (0) for the test and cannot receive a grade higher than a "C" in the course. In addition to the penalties detailed above, the instructor reserves the right to pursue any additional penalties sanctioned by university policy and to refer the issue to Academic Affairs.**

## Students with Disabilities

Reasonable accommodations are available for students with a documented disability. If you have a disability and may need accommodations to fully participate in this class, please visit the Disability Resource Center (DRC). All accommodations MUST be approved through the DRC (Admin Annex Bldg, Room 205). Please stop by or call 509-335-3417 to make an appointment with a disability specialist. If you require special accommodations, it is your responsibility to meet with the instructor during the first two weeks of class or as soon as the disability arises to make appropriate arrangements.

## Grading

### Possible Points

Exams	3 x 50 = 150
Article Summaries	2 x 25 = 50
<u>Application Papers</u>	<u>3 x 10 = 30</u>
Total Possible Points	230

Grades for this course will be tallied using a point system where letter grades are assigned as follows:

A	213 – 230 pts	C	167 – 175 pts
A-	206 – 212 pts	C-	160 – 166 pts
B+	199 – 205 pts	D+	153 – 159 pts
B	190 – 198 pts	D	144 – 152 pts
B-	183 – 189 pts	F	less than 144 pts
C+	176 – 182 pts		

**This syllabus is subject to change if deemed necessary by the instructor.**

**Tentative Class Schedule\***  
**Social Psychology (PSY 350)**  
**Fall 2007**

<b>Date</b>	<b>Topic</b>	<b>Reading**</b>	<b>Deadlines</b>
8/21	Introduction to Social Psychology	1	
8/23	Research Methods	2	
8/28	Research Methods	2	
8/30	Social Cognition	3	
9/4	Social Cognition	3	
9/6	Social Perception	4	
9/11	Attitudes	6	
9/13	<b>Exam I</b>		<b>Exam I</b>
9/18	Attitudes	6	Application paper 1
9/20	Persuasion	7	
9/25	Persuasion	7	
9/27	Social Influence	8	
10/2	Social Influence	8	
10/4	Social Influence	8	
10/9	Stereotypes, Prejudice and Discrimination	9	Article Summary 1
10/11	Stereotypes, Prejudice and Discrimination	9	
10/16	Stereotypes, Prejudice and Discrimination	9	
10/18	<b>Exam II</b>		<b>Exam II</b>
10/23	Behavior in Groups	10	Application paper 2
10/25	Behavior in Groups	10	
10/30	Aggression	11	
11/1	Aggression	11	
11/6	Prosocial Behavior	12	
11/8	TBD	TBD	
11/13	Prosocial Behavior	12	Article Summary 2
11/15	Prosocial Behavior	12	
11/20	THANKSGIVING BREAK- NO CLASS		
11/22	THANKSGIVING BREAK- NO CLASS		
11/27	Liking, Loving and Close Relationships	13	
11/29	Liking, Loving and Close Relationships	13	Application paper 3
12/4	Movie		
12/6	Movie		
<b>12/11</b>	<b>Final Exam (7:00 pm-9:00 pm)</b>		<b>Final Exam</b>
<p>* This schedule is subject to change.</p> <p>** Numbers under "readings" refer to the chapter in Breckler, Olson, and Wiggins' text.</p>			