

## Social Psychology

PSY 211

Spring 2014

This syllabus is based on the Social Psychology syllabus by Nazgul Sydykova, MA, Indiana

**Instructor:** Olga Yarova; MA  
**Office:** AUCA; Psychology Department  
**Pre-requisites:** Introduction to Psychology PSY 101 or PSY 102  
**Meeting times:** Tuesday, 14.10, Wednesday 12.45  
**Credit hours:** 6  
**E-mail:** [yarova\\_o@mail.auca.kg](mailto:yarova_o@mail.auca.kg), o.yarova@gmail.com  
**Phone:** 663309 (ext. 238)  
**Textbooks:**

Franzoi (1996). Social Psychology. Brown and Benchmark Publishers

### I. Recommended readings

Author	Year	Title
Hogg, Michael	1997	Social psychology
Wiggins, James	1996	Social psychology
Brehm, Sharon S.	1998	Social psychology
Smith, E.	1994	Social psychology
Michener, Andrew H.	1999	Social psychology
Aronson, Elliot	1995	Social psychology
Smith, Peter	1999	Social psychology across cultures
Schellenberg, James A.	1996	Social psychology: handbook of basic principles
Brehm, Sharon S.	1999	Social psychology: study guide
Hepburn, Alexa	2003	An introduction to critical social psychology
	2001	Classic and contemporary readings in social psychology
Fein, Steven	2006	Readings in social psychology: the art and science of research
Rean, A.A.	1998	Sotsial'naia pedagogicheskaia psikhologiya
Mokshantsev, R. I.	1996	Sotsial'naia psikhologiya
Maiers, David	1999	Sotsial'naia psikhologiya
Andreeva, G.M.	1999	Sotsial'naia psikhologiya
Rudenskii, E.V.	2001	Sotsial'naia psikhologiya
Kreikhi, Barbara		Sotsial'naia psikhologiya agressii
	2000	Sotsial'naia psikhologiya lichnosti v voprosakh i otvetakh
Bitianova, M.R.		Sotsial'naia psikhologiya nauka, praktika i obraz myslei
Chaldini, Robert B.	1980	Sotsial'naia psikhologiya Poimi drugikh, chtoby poniat' sebia
Krys'ko, V.G.	1998	Sotsial'naia psikhologiya slovar'-cpravochnik
		Sotsial'naia psikhologiya v trudakh otechestvennykh psikhologov
Aronson, E.	1999	Sotsial'naia psikhologiya. Psikhologicheskie zakony povedeniia cheloveka v sotsiume
Sikevich, Z.		Sotsiologiya i psikhologiya natsional'nykh otnoshenii
Il'in, G.L.		Sotsiologiya i psikhologiya upravleniia Uchebnoe posobie dlia stud. vyssh. ped. ucheb. zavedenii
Shikhirev, P.	2001	Sovremennaia sotsial'naia psikhologiya
Ross, L.	1999	Chelovek i situatsiia Uroki sotsial'noi psikhologii
Enikeev, M. I.	2000	Entsiklopediia. Obshchaia i sotsial'naia psikhologiya
Enikeev, M.I.	2002	Obshchaia, sotsial'naia i iuridicheskaia psikhologiya: kratkii entsiklopedicheskii slovar'
Aronson, E.	1997	Obshchestvennoe zhivotnoe Vvedenie v sotsial'nyiu psikhologiu
		Perspektivy sotsial'noi psikhologii
Pines, Ayala	1998	Praktikum po sotsial'noi psikhologii
Andreeva, G.M.	2000	Psikhologiya sotsial'nogo poznaniia

## II. Course Objectives

There are several goals that I want to pursue during this class. First, I hope that you will get excited about social psychology because it is a fascinating discipline! It is about how people's thoughts, feelings and behavior are influenced by other people. I like this area of psychology a lot, I do it a lot and I think about it a lot. Therefore, I anticipate that by the end of the course you will like it as much as I do. Second, I would like to refute a general misconception about psychology such as the belief that psychology is nothing but counseling. No, counseling is only one applied and small part of psychology. Nowadays, psychology is a multidimensional field with strong quantitative methods that are comparable to those used in physics and mathematics. Therefore, I hope that I will help you to understand and critically interpret psychological data. In order to achieve this goal, I will provide you with introduction to many research areas within a framework of social psychology. Third, I want to help you start writing. I know from experience that writing might be rather intimidating, especially if you did not do it before. Therefore, all writing assignments for the class are not meant to be very theoretical; rather, they will be a reflection of how you understood the material and how you can tie it to real-life situations and your personal experiences. I know that it will help you tremendously in the future if you know how to make cogent arguments and support them both orally and in written form. As a result, I hope that you will view writing as an exciting and stimulating endeavor.

## III. Course requirements

### A. Attendance (20 points)

The attendance is mandatory, and will be marked. Please try not to be late more than 15 minutes as it would automatically be counted as an absence. 6 unjustified absences (without supporting documents) negatively affect your final grade or lead to the withdrawal from the course after the midterm or F grade after the final exam.

### B. Participation (20 points)

An important requirement is your active participation in class discussions. Strong participation can be built only on the bases of devoted preparation for the class. Please, be prepared for each class having read the required reading assignments as your 'to the point' participation would significantly increase your final grade. Basically, for each reading you should be able to:

- Discuss the methodology and main findings of scientific articles
- Understand the main concepts and key terms of the chapter
- Relate the main points to your own experience
- Come up with own examples of the concepts discussed in chapter

**C. Presentation (20 points).** The main requirement for the presentation is its delivery in own words without reading from slides or notes. As soon as the speaker starts to read the text from power point presentation all visual aids will be turned off and removed.

Grading criteria for material presentation are the following

- Clearly stated and narrow topic (2 points)
- Content, depth and accuracy (6 points)
- Ability to provoke active critical discussion by addressing min 2 questions to the audience (4 points)
- Ability to answer relevant questions (4 points)
- Visual aids appropriate for the presentation (2 points)
- Delivery within an assigned time (15 minutes) (2 points)

### D. Paper 1. Persuasion and Advertising (30 points)

**Due date February 25**

For this assignment, you must select and analyze an advertisement for any product or service that you find advertised in a magazine or newspaper. **You must attach the advertisement to this assignment in order to receive credit.** (Also, write your name on the advertisement). **Late papers will lose 10% for each overdue day.**

Then, answer each of the following questions in the space below:

1. Where did you find this advertisement? That is, please specify the magazine in which this ad appeared (and the date of the issue in which you found it).
2. Who is the advertiser trying to appeal to? That is, who is the ad aimed at? What is the advertiser trying to accomplish with this advertisement?
3. Discuss how the advertisement is attempting to persuade consumers to purchase the product/service. Are peripheral cues being used? If so, provide as many specific example from the advertisement as possible.  
Is the central route being used? If so, provide several examples from the advertisement.  
Which route to persuasion leads to more enduring attitude change? Why?
4. How effective do you think this advertisement is? How do you think the advertisement could be improved to be more effective? **Be specific!**
5. Are you persuaded by the advertisement? That is, would you purchase/use the product/service? Why or why not?

**References** in the text: the name of the author and the year of publication are inserted in the text in the following way:

-one work by one author. For instance:

1. Walker (2003, p. 233) mentioned about self-presentation....
2. in the recent study about self-presentation (Walker, 2003, p. 233)....

-one work by multiple authors. For instance:

1. Wassertein, Zappula, Rosen, Gerstman and Rock (1994, p. 41) found...
2. Wassertein et al. (1994, p. 41) found...

#### Paper requirements

Criterion	Description	Number of points
Analysis	Ability to summarize findings, to see general patterns, gender differences and similarities, cultural context	10 points
Reflection of the theoretical background	Understanding the mechanisms of human behavior in the society	10 points
References and bibliography		5 points
Grammar and writing style		5 points

#### E. Presentation “Social psychology in films”<sup>1</sup> (20 points)

**First group presentations – March 18**

**Second group presentations – April 30**

1. Choose one of the films from the list n the e-course and watch it.
2. Identify 2 different social psychological concepts that are relevant to your film (e.g., cognitive dissonance, schemas, self-fulfilling prophecies, groupthink, deindividuation, conformity, realistic conflict theory, modern racism, gender stereotypes, prejudice, discrimination etc.).
3. Include into your presentation:

a) a clip to show in class that demonstrates each of your two concepts (3-5 min).

b) briefly describe the relevant scene;

c) describe in your own words **in detail** the social-psychological concept you believe is relevant. It’s best if you are specific about the principles you discuss. For example, don’t just indicate that your scene illustrates helping,

<sup>1</sup> Adapted Pr. Biernat “Social psychology syllabus”, 2005

or conformity, or persuasion, or aggression. Instead, indicate what specific theory, or principle or aspect of helping/conformity/persuasion/aggression, etc. that your scene illustrates.

d) elaborate on how the selected scene illustrates the concept you have identified. It's also ok to write about how a scene contradicts the social-psychological principle or theory. Where possible, make reference to how your scene maps onto specific research findings (for example, describe how the scene is similar to or different from relevant experiments you've read or heard about.) It's very important that you do more than simply say something like "this scene illustrates conformity." You must be specific on precisely how and in what form the scene illustrates conformity, or how it fails to support what you learned about conformity in the class.

**Grading criteria:**

- Video clip – 6
- Concept 1 description – 3
- Concept 2 description - 3
- Analysis of the concept 1 in the clip - 4
- Analysis of the concept 2 in the clip - 4

**F. Final and Midterm Exams (50 points+50 points)**

There will be two exams in this course: midterm and final. I will give you a set of questions few weeks before the exam. During the exam you will receive multiple-choice questions and essay questions based on the home readings. The final exam is not going to be cumulative: it will cover only the second part of the course.

**IV. Grading (total 210 points)**

- Attendance (20 points)
- Participation in discussions (20 points)
- Class presentation (20 points)
- Project on advertisement analysis (30 points)
- Project presentation "Social psychology in films" (20 points)
- Mid-term in-class exam (50 points)
- Final in-class exam (50 points)

A	96-100%	B-	76-80 %	D+	56-60 %
A-	91-95 %	C+	71-75 %	D	51-55 %
B+	86-90 %	C	66-70 %	D-	46-50 %
B	81-85 %	C-	61-65 %	F	0-45 %

**V. Academic Integrity and Ethic Issues**

- **Cheating policy.** If a student noticed at submitting someone else's work and presented it as his/her own, copied answers from other exam papers or plagiarized from a published article, it would automatically imply "F" and notification of University Administration regardless of previous accomplishments and general standing in the class.
- **Privacy and confidentiality.** During our discussions we will share our personal experience with each other. To make yourself comfortable in sharing this personal information be respectful and avoid divulging information that is "too personal".
- **Rule of a raised hand.** When several people speak at the same time it becomes impossible for the other students to have equal access to the discussion.
- **Respect your colleagues' opinion.**
- **No talking.** Speaking to your neighbors and commenting while instructor or your colleagues are speaking is disrespectful. If you missed something, let us know and the speaker will repeat.
- **Your cell phones should be turned off or stay in silence mode during the class.**

### Class Schedule

Date	Topic	Reading	Presentation
Jan. 14	Course introduction		
Jan 15 (lecture), 21 (seminar)	Introduction to Social Psychology	Chapter 1	
Jan 22 (lecture), 28 (seminar)	The Self	Chapter 2	
Jan 29 (lecture), Feb. 4 (seminar)	Social Perception	Chapter 3	
Feb. 5 (lecture), 11 (seminar)	Gender	Chapter 4	
Feb. 12 (lecture), 18 (seminar)	Attitude	Chapter 5	
Feb. 19 (lecture), 25 (seminar)	Persuasion and Attitude Change <b>Project on advertisement Feb. 25</b>	Chapter 6	
Feb 26 (lecture), Mar 4 (seminar)	Social Influence	Chapter 7	
March 5	<b>Midterm exam</b>		
March 10-14	<b>Days off</b>		
March 18	<b>Group 1 presentations “Social psychology in films”</b>		
Mar 19 (lecture) 25 (seminar),	Interpersonal Attraction	Chapter 8	
Mar 26 (lecture), Apr 1 (seminar)	Intimate Relationship	Chapter 9	
Apr 2 (lecture), 8 (seminar)	Prejudice and Discrimination	Chapter 10	
Apr. 9 (lecture), 15 (seminar)	Aggression	Chapter 11	
Apr. 16 (lecture), 22 (seminar),	Group Behavior	Chapter 13	
Apr. 23 (lecture), 29 (seminar)	Prosocial Behavior: Helping Others	Chapter 12	
Apr. 30	<b>Group 2 presentations “Social psychology in films”</b>		
May 6	<b>Final Exam</b>		