



| Psychology 345 | Social Psychology | Winter 2014 |
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| Instructor: John Ellard | Lecture Location: MFH 164 | |
| Phone: 403-220-4960 | Lecture Days/Time: Tuesday & Thursday, 3:30 – 4:45 p.m. | |
| Email: psy345e@ucalgary.ca | Office: Administration 231B | |
| | Office Hours: Monday: 4:30 – 5:00, Friday: 2:00 – 5:00 or by appointment | |

Course Description and Goals

This course will familiarize you with social psychological approaches to understanding a variety of human experiences. To that end, we will review theoretical and empirical strategies social psychologists have developed to help us understand such things as attitude change, conformity, prejudice, aggression, altruism, and attraction.

Course Objectives

- Awareness and understanding of what scientific social psychology is and its domains of inquiry.
- Comprehension of the social psychological perspective and its significance for understanding human experience.
- Knowledge of important social psychological theories and facts and their application to understanding human experience.
- Awareness and understanding of the methods and research strategies employed in scientific social psychology including their strengths and limitations.
- Appreciation of the ethical issues involved in social psychological research.
- An enhanced ability to understand our day-to-day experiences with others.
- Awareness of the relevance of scientific social psychology for understanding and addressing important social problems.
- Awareness of some of the applications of social psychology

Prerequisite

Psychology 205 – Principles of Psychology or Psychology 200 & 201

Required Text

Aronson, Elliot (2012). *The Social Animal*. (11th ed.) New York, NY: Worth Publishers

Aronson, Joshua & Aronson, Elliot (Eds.) (2012). *Readings About The Social Animal*. (11th ed.) New York, NY: Worth Publishers

Both titles are available from the University of Calgary Bookstore.

Assignments, Tests, and Final Examination:

Thought Pieces: 15% of final grade

Three, two page reports summarizing your application of a social psychological theory to understanding a relevant experience in your own life will be due **January 31, March 7, and April 11**. These reports, worth 5% of the final grade each, are to be prepared using readings from the *Social Animal* and must not include references. The goal is for you to develop your ability at achieving insight into everyday experiences using ideas learned in the course. Format details are available at the course Blackboard site.

| Thought Piece Due: | Relevant Chapters from the <i>Social Animal</i> |
|---------------------------|--|
| Friday, January 31 | 1, 2, & 3 |
| Friday, March 7 | 4 & 5 |
| Friday, April 11 | 6, 7, & 8 |

Thought pieces must be submitted electronically at the course Blackboard site. Assignments are due no later than midnight of the due date.

One point will be deducted for each day the assignment is late, **including weekend days**.

Tests and Final Exam: 85% of final grade

There will be two in-class tests during the term as well as a final exam. The tests and final exam in this course are non-cumulative multiple-choice tests. Each will only cover material not covered on previous tests. Final grades will be based on performance on each of these as follows:

- Test 1.** To be held in class on **Thursday, February 6**. The test will be based on the material covered in Chapters 1, 2, 3, and 9 in *The Social Animal* and related readings in *Readings About the Social Animal* (see below) and relevant lecture material. (Worth **28%** of the final grade.)
- Test 2.** To be held in class on **Thursday, March 13**. The test will be based on the material covered in Chapters 4 and 5 in *The Social Animal* and related readings in *Readings About the Social Animal* (see below) and relevant lecture material. (Worth **28%** of the final grade.)
- Final Exam.** Date to be scheduled by the Registrar. Based on material covered in chapters 6, 7, and 8 in *The Social Animal* and related readings in *Readings About the Social Animal* (see below) and relevant lecture material. (Worth **29%** of the final grade.)

Department of Psychology Grade Distribution Policy

The distribution of grades in Psychology courses (the percentage of A grades, B grades, etc.) will be similar to the distribution of grades in other courses in the Faculty of Arts. The Department monitors the grade distributions of 200-, 300-, and 400-level courses in the Faculty to ensure that the grade distributions in Psychology courses are comparable. Based on these reviews, students can expect that 1) up to 30% of grades in 200- and 300-level psychology courses will be "A" grades (A+, A, and A-), and 2) up to 40% of grades 400-level psychology courses will be "A" grades.

Department of Psychology Criteria for Letter Grades

Psychology professors use the following criteria when assigning letter grades:

A+ grade: Exceptional Performance. An A+ grade indicates near perfect performance on multiple choice and short answer exams. For research papers/essays/course projects/presentations, an A+ grade is awarded for exceptional work deserving of special recognition and is therefore not a common grade.

A, A- Range: Excellent Performance. Superior understanding of course material. Written work is very strong in terms of critical and original thinking, content, organization, and the expression of ideas, and demonstrates student's thorough knowledge of subject matter.

B Range: Good Performance. Above average understanding of course material. Written work shows evidence of critical thinking and attention to organization and editing but could be improved in form and/or content.

C Range: Satisfactory Performance. Adequate understanding of course material. Knowledge of basic concepts and terminology is demonstrated. Written work is satisfactory and meets essential requirements but could be improved significantly in form and content. Note: All prerequisites for courses offered by the Faculty of Arts must be met with a minimum grade of C-.

D range: Marginally meets standards. Minimal understanding of subject matter. Written work is marginally acceptable and meets basic requirements but requires substantial improvements in form and content. Student has not mastered course material at a level sufficient for advancement into more senior courses in the same or related subjects.

F grade: Course standards not met. Inadequate understanding of subject matter. Written work does not meet basic requirements. Student has not demonstrated knowledge of course material at a level sufficient for course credit.

Grading Scale

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|----|---------|----|--------|----|--------|----|--------|
| A+ | 96-100% | B+ | 80-84% | C+ | 67-71% | D+ | 54-58% |
| A | 90-95% | B | 76-79% | C | 63-66% | D | 50-53% |
| A- | 85-89% | B- | 72-75% | C- | 59-62% | F | 0-49% |

As stated in the University Calendar, it is at the instructor's discretion to round off either upward or downward to determine a final grade when the average of term work and final examinations is between two letter grades.

To determine final letter grades, final percentage grades will be rounded up or down to the nearest whole percentage (e.g., 89.5% will be rounded up to 90% = A but 89.4% will be rounded down to 89% = A-).

Readings:

| TOPIC | THE SOCIAL ANIMAL | READINGS ABOUT THE SOCIAL ANIMAL |
|--|-------------------|----------------------------------|
| What is Social Psychology? | Ch. 1 | Ch. 1 & 2 |
| Conformity and Social Influence | Ch. 2 | Ch. 5 & 6 |
| Mass Communication, Propaganda, & Persuasion | Ch. 3 | Ch. 8 & 9 |
| Social Cognition | Ch. 4 | Ch. 13, 14, & 15 |
| Self Justification | Ch. 5 | Ch. 16, 18, & 20 |
| Human Aggression | Ch. 6 | Ch. 23 & 25 |

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| Prejudice | Ch. 7 | Ch. 27, 32, & 33 |
| Liking, Loving, & Interpersonal Sensitivity | Ch. 8 | Ch. 35, 38, & 39 |
| Social Psychology as Science | Ch. 9 | - |

Course Schedule (Lecture topic schedule tentative)

| Date | Lecture Topics and Course Component Schedule |
|-----------|---|
| R Jan 9 | Course Overview |
| T Jan 14 | Introduction to social psychology |
| R Jan 16 | Introduction to social psychology |
| F Jan 17 | <i>Last day to drop Winter Term half-courses.</i> |
| M Jan 20 | <i>Last day to add or swap Winter Term half courses. Last day for change of registration from audit to credit or credit to audit.</i> |
| T Jan 21 | Conformity |
| R Jan 23 | Conformity |
| F Jan 24 | <i>Fee payment deadline for Winter Term fees.</i> |
| T Jan 28 | Mass communication and persuasion |
| R Jan 30 | Mass communication and persuasion |
| F Jan 31 | Thought Piece 1 due |
| T Feb 4 | Mass communication and persuasion |
| R Feb 6 | Test 1: <i>Social Animal</i>, Chapter 1 – 3, & 9. <i>Readings About the Social Animal</i>: 1, 2, 5, 6, 8, & 9 |
| T Feb 11 | Social cognition |
| R Feb 13 | Social cognition |
| Feb 16-23 | <i>Reading Week. No lectures. University open (except Family Day).</i> |
| M Feb 17 | <i>Alberta Family Day, University closed (except Taylor Family Digital Library, Law, Medical, Gallagher and Business Libraries). No lectures.</i> |
| T Feb 25 | Social cognition |
| R Feb 27 | Social cognition |
| T Mar 4 | Self-justification |
| R Mar 6 | Self-justification |
| F Mar 7 | Thought Piece 2 due |
| T Mar 11 | Self-justification |
| R Mar 13 | Test 2: <i>Social Animal</i>: Chapters 4 & 5. <i>Readings About the Social Animal</i>: Chapters: Chapters 13, 14, 15, 16, 18, & 20 |
| T Mar 18 | Human aggression |
| R Mar 20 | Human aggression |
| T Mar 25 | Human aggression |
| R Mar 27 | Prejudice |
| T Apr 1 | Prejudice |
| R Apr 3 | Prejudice |
| T Apr 8 | Liking, loving, & interpersonal sensitivity |
| R Apr 10 | Liking, loving, & interpersonal sensitivity |
| F Apr 11 | Thought Piece 3 due |
| M Apr 14 | Last day to participate in studies and to assign or reassign earned credits to courses |

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| M Apr 14 | <i>Last day to withdraw from full courses and Winter Term half courses.</i> |
| Apr 19-29 | <i>Winter Term Final Examinations.</i> Final Exam: <i>Social Animal</i>: Chapters 6, 7, & 8. <i>Readings About the Social Animal</i>: Chapters: Chapters 23, 25, 27, 32, 33, 35, 38, & 39 |

Reappraisal of Grades

A student who feels that a piece of graded term work (e.g., term paper, essay, test) has been unfairly graded, may have the work re-graded as follows. The student shall discuss the work with the instructor within 15 days of being notified about the mark or of the item's return to the class; no reappraisal of term work is permitted after the 15 days. If not satisfied, the student shall immediately take the matter to the Head of the department offering the course, who will arrange for a reassessment of the work within the next 15 days. The reappraisal of term work may cause the grade to be raised, lowered, or to remain the same. If the student is not satisfied with the decision and wishes to appeal, the student shall address a letter of appeal to the Dean of the faculty offering the course within 15 days of the unfavourable decision. In the letter, the student must clearly and fully state the decision being appealed, the grounds for appeal, and the remedies being sought, along with any special circumstances that warrant an appeal of the reappraisal. The student should include as much written documentation as possible.

Plagiarism and Other Academic Misconduct

Intellectual honesty is the cornerstone of the development and acquisition of knowledge and requires that the contribution of others be acknowledged. Consequently, plagiarism or cheating on any assignment is regarded as an extremely serious academic offense. Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Students should examine sections of the University Calendar that present a Statement of Intellectual honesty and definitions and penalties associated with Plagiarism/Cheating/Other Academic Misconduct.

Academic Accommodation

It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with the Disability Resource Centre, please contact their office at 403-220-8237. Students who have not registered with the Disability Resource Centre are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than 14 days after the start of this course.

Absence From A Test/Exam

Makeup tests/exams are NOT an option without an official University medical excuse (see the University Calendar). A completed Physician/Counselor Statement will be required to confirm absence from a test/exam for health reasons; the student will be required to pay any cost associated with this Statement. Students who miss a test/exam have 48 hours to contact the instructor and to schedule a makeup test/exam. Students who do not schedule a makeup test/exam with the instructor within this 48-hour period forfeit the right to a makeup test/exam. At the instructor's discretion, a makeup test/exam may differ significantly (in form and/or content) from a regularly scheduled test/exam. Except in extenuating circumstances (documented by an official University medical excuse), a makeup test/exam must be written within 2 weeks of the missed test/exam.

Travel During Exams

Consistent with University regulations, students are expected to be available to write scheduled exams at any time during the official December and April examination periods. Requests to write a make-up exam because of conflicting travel plans (e.g., flight bookings) will NOT be considered except under exceptional circumstances. Students are advised to wait until the final examination schedule is posted before making any travel arrangements.

Freedom of Information and Protection of Privacy (FOIP) Act

The FOIP legislation disallows the practice of having student's retrieve tests and assignments from a public place. Therefore, tests and assignments may be returned to students during class/lab, or during office hours, or via the Department Office (Admin 255), or will be made available only for viewing during exam review sessions scheduled by the Department. Tests and assignments will be shredded after one year. Instructors should take care to not link students' names with their grades, UCIDs, or other FOIP-sensitive information.

Course Credits for Research Participation (Max 2% of final grade)

Students in most psychology courses are eligible to participate in Departmentally approved research and earn credits toward their final grades. **A maximum of two credits (2%) per course, including this course, may be applied to the student's final grade. Students earn 0.5% (0.5 credits) for each full 30 minutes of participation.** The demand for timeslots may exceed the supply in a given term. Thus, students are not guaranteed that there will be enough studies available to them to meet their credit requirements. Students should seek studies early in the term and should frequently check for open timeslots. Students can create an account and participate in Departmentally approved research studies at <http://ucalgary.sona-systems.com>. The last day to participate in studies and to assign or reassign earned credits to courses is **April 14, 2014**.

Evacuation Assembly Point

In case of an emergency evacuation during class, students must gather at the designated assembly point nearest to the classroom. The list of assembly points is found at <http://www.ucalgary.ca/emergencyplan/assemblypoints>. Please check this website and note the nearest assembly point for this course.

Student Organizations

Psychology students may wish to join the Psychology Undergraduate Students' Association (PSYCHS). They are located in Administration 170 and may be contacted at 403-220-5567.

Student Union VP Academic: Phone: 403-220-3911 suypaca@ucalgary.ca
Student Union Faculty Rep.: Phone: 403-220-3913 socialscirep@su.ucalgary.ca

Student Ombudsman's Office

The Office of the Student Ombudsmen provides independent, impartial and confidential support for students who require assistance and advice in addressing issues and concerns related to their academic careers. The office can be reached at 403-220-6420 or ombuds@ucalgary.ca (<http://www.su.ucalgary.ca/services/student-services/student-rights.html>).

Safewalk

The safewalk program provides volunteers to walk students safely to their destination anywhere on campus. This service is free and available 24 hrs/day, 365 days a year.

Call 403-220-5333.

Important Dates

The last day to drop this course with no “W” notation and **still receive a tuition fee refund** is **January 17th, 2014**. Last day for registration/change of registration is **January 20th, 2014**. The last day to withdraw from this course is **April 14th, 2014**.