

Psychology C12, Spring 1995  
Dr. John Bassili, Office: S-550, Office Hours: T & Th 2-3 pm

Required texts: Attitudes and Opinions (2nd Edition) by Stuart Oskamp  
The Psychology of Attitude Change and Social Influence  
by Philip Zimbardo and Michael Leippe

Marking Scheme: There will be two exams, the first counting for 40% and the second for 60% of the total grade. The exams will contain multiple choice questions as well as short answer questions. They will not be cumulative and in each instance will cover material from the textbook and from lectures.

January 6	Oskamp Oskamp	Chpt. 1 Chpt. 3	History and Concepts. Measurement of Attitudes.
January 13	Oskamp Zimbardo	Chpt. 5 Chpt. 1	Public Opinion Polling. A World of Influence.
January 20	Oskamp	Chpt. 6	The Structure of Public Opinion.
January 27	Oskamp Zimbardo	Chpt. 7 Chpt. 2	Formation of Attitudes and Opinions. Influencing Behaviour: Direct Approaches
February 3	Oskamp Zimbardo	Chpt. 8 p. 127-148	Communication of Attitudes and Opinions. Changing Attitudes Through Persuasion.
February 10			MIDTERM EXAM
February 24	Oskamp Zimbardo	Chpt. 9 Chpt. 5	Attitude Change Theories and Research. Making Persuasion Last
March 3	Oskamp Zimbardo	Chpt. 10 Chpt. 3	Attitude Change: Cognitive Theories. Influencing Attitudes Through Behavior.
March 10	Oskamp	Chpt. 4	Structure and Functions of Attitudes.
March 17	Zimbardo Zimbardo	Chpt. 7 Chpt. 8	Influence, Awareness, and the Unconscious. Influence and the Legal System.
March 24	Oskamp	Chpt. 11	Attitude-Behavior Consistency.
March 31	Zimbardo Zimbardo	Chpt. 6 Chpt. 9	Resisting and Embracing Influence. Social influence for Health and Happiness.
April 7	Oskamp	Chpt. 15	Racism and Prejudice.