

INTRODUCTION TO SOCIAL PSYCHOLOGY

PSYB105

Instructor:	David Day, Ph.D., C.Psych.
Office:	S559
Office Hours:	1:00 - 2:00 Friday
Telephone:	(905) 858-8485

Teaching Assistants

Rick Brown
Bruce Oddson

Objectives:

Like the field of psychology, in general, social psychology is concerned with understanding, explaining, and predicting human behaviour. The specific area of focus of social psychology concerns interactions among humans (the social interface) within the context of the society, culture, group, clique, etc. (the social environment). However, the content of social psychology can also be extended to its "application" and "practice," to address the question: "How can the knowledge of social psychology be applied to shape or change circumstances to improve the human condition?" The three "wheels" on which social psychology advances, then, are: *theory, research, and practice.*

This course will offer an introduction to some of the main areas of social psychology including attitudes and persuasion, conformity, group dynamics, and aggression, as well as consider some of the areas in which social psychology can be applied to address "real life" issues such as health and mental health promotion and conflict resolution and peacemaking.

Text:

Required: Brehm & Kassin. Social Psychology (3rd ed.).

Course Requirements:

The final mark for this course will be based on one midterm exam (40%) and a final exam (60%). Each exam will cover only the material discussed since the last exam. The exams will be comprised of multiple-choice and short answer and essay questions.

General Advice: Given the amount of material we have to cover in this course, it is important that you keep up with the readings. As well, because the content of social psychology seems like "so much common sense," students sometimes feel that their "keen sense of intuition" will carry them through the exams. Try to suspend all assumptions you may have about human interactions. Human behaviour can be complicated and influenced by many things. If you neglect to include one important variable in the equation, your judgment could be wrong.

SCHEDULE OF LECTURES

<u>Week of</u>		<u>Topic</u>	<u>Reading</u>
September 12	-	Overview and introduction to course material and grading Introduction to social psychology	Ch. 1
September 19	-	Attitudes and Persuasion	Ch. 10
September 26	-	Perceiving Groups	Ch. 4
October 3	-	Intimate Relations; Law	Ch. 6; Ch. 12
October 10	-	Conformity and Obedience	Ch. 9
October 17	-	Group Processes	Ch. 11
October 24	-	Midterm exam	
October 31	-	Aggression; Hurting Others	Ch. 8
November 7	-	Altruism: Helping Others	Ch. 7
November 14	-	Perceiving Others	Ch. 3
November 21	-	The Social Self	Ch. 2
November 28	-	Interpersonal Attraction; Business	Ch. 5; Ch. 13
December 5	-	Health	Ch. 14

The final exam will be scheduled during the final examination period.