

ADVANCED SOCIAL PSYCHOLOGY  
PSYC12S

Winter 1998

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**Course Objectives:**

Social psychology is concerned with identifying and understanding the *conditions* under which behaviour occurs, that is, the social influences that affect our behaviour. Applied social psychology is concerned with the *application* of this information to understanding and solving social problems and issues that affect us, locally, nationally, and globally.

This course will examine the topic of applied social psychology from the perspective of *theory*, *methodology*, and *area of application or practice*. According to Fisher (1982) "theory, research, and practice" are "the three wheels of the scientific tricycle, each of which is required for proper balance and direction" (p. 28). A number of social issues or problems will be considered from this perspective and their potential solutions will be examined in terms of social psychological theories, principles, process, models, etc. Topics that will be discussed include education, health behaviour, the mass media, consumer psychology, the environment, organizations, and the law. The course will consist of lectures, films, and group exercises.

**Required Text:**

Stuart Oskamp and P. Wesley Schultz. (1998). Applied Social Psychology (2<sup>nd</sup> Ed.). Prentice-Hall.

**Course Requirements:**

Students will be required to work in groups of 3-4 to design a viable program to address a specific issue or problem related to the course content. Each group will submit a 10-15 page paper on their topic and each student will write a one-page paper on their experience in their work group. Students are required to: (a) base their programs on a review of the literature and (b) design an evaluation to assess the impact of their program. APA (1994) format for publishing should be followed for the major paper. The paper is due on April 1. The midterm exam will be on February 4 and the final exam will be scheduled during the final examination period. The grades will be based on a midterm exam (25%) the major paper (30%), the minor paper (5%) and a final exam (40%).

## SCHEDULE OF LECTURES

<u>Week of</u>	<u>Topic</u>	<u>Reading</u>
January 7	- Overview and introduction to course material and grading Introduction to Applied Social Psychology	Ch. 1
January 14	- Theories and Research in Applied Social Psychology	Ch. 2, 6
January 21	- Survey and Correlational Research	Ch. 3, 5
January 28	- Experimental and Evaluation Research	Ch. 4, 7
February 4	- Midterm exam; Social Psychology in the Schools	Ch. 8
February 11	- Gender and Ethnicity: Bases for Diversity	Ch. 9
February 25	- Organizational Psychology	Ch. 10
March 4	- The Environment	Ch. 11
March 11	- Health Behaviour	Ch. 12
March 18	- Mass Communication	Ch. 13
March 25	- Consumer Psychology	Ch. 14
April 1	- Psychology and the Law	Ch. 15
April 8	- Social Activism and Social Change	Ch. 16, 17

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### Related Sources For Reading

#### Journals

Administration in Mental Health  
American Journal of Community Psychology  
American Journal of Public Health  
Canadian Journal of Community Mental Health  
Journal of Applied Social Psychology  
Journal of Consumer Research  
Journal of Social Issues  
Law and Human Behavior  
Psychology & Marketing  
Psychology of Women Quarterly  
Public Opinion Quarterly

#### Books

Applied Social Psychology Annual  
Advances in Applied Social Psychology  
Evaluation Studies Review Annual  
Handbook of Industrial and  
Organizational Psychology  
Methodological Issues in Applied Social  
Psychology  
The Ethics of Social Intervention  
The Social Psychology of Work