

Psychology B10, Fall 1998
Dr. John Bassili (Room S-550)
Office Hours Tuesday and Thursday 2-3 pm
Teaching Assistants: Rick Brown

Required Text: Social Psychology by Brehm & Kassin (3rd edition)

MARKING SCHEME: There will be two exams both counting for 50% of the total grade. The exams will consist of multiple choice (MC) and short answer (SA) questions: 40 MC and 2 SA in each exam. The exams cover as representatively as possible the contents of lectures and of assigned readings in the textbook (You should not assume that the material covered in lectures is more important than that covered in the textbook -- the textbook actually contains much more information, a fact that will be reflected in exams). The exams are not cumulative. The names of specific researchers are not of critical importance since questions will provide sufficient information for the identification of research. You must, however, familiarize yourself with the names of important theorists (e.g., Asch, Festinger, Milgram, etc.)

General Advice: Social psychology is deceptively simple. Because the phenomena covered in this course often seem familiar, it is all too easy to assume that intuition is a good guide to the material. This feeling has lulled many students into a false sense of security as they entered exams in this course. The "Just use your common sense" prescription doesn't work very well when it comes to knowing the contents of a complex scientific enterprise. Bear in mind that the course is not only about understanding human social behaviour, but also about learning how the science of social psychology yields such understanding. You would be asking your common sense too much if you expect it to tell you not only if people who are in love are happier, but also how this has been demonstrated scientifically.

Also beware of the false sense of security that comes from your understanding of the material covered in lectures. By necessity the scope of this material is quite limited, especially when compared to coverage in the textbook. The phenomena of social psychology often have substantial dramatic impact, and this can cause you to forget your role of budding scientific critic. Don't let the first exam act as your reminder. Pay attention to all details of the course, and read the textbook very carefully.

Lecture DatesReadings and Lectures

September 18	Chapter 1 : Lecture 1 :	Introduction to Social Psychology Introduction
September 25	Chapter 9 : Lecture 2 : Video :	Conformity Conformity and Obedience Obedience (Milgram's research)
October 2	Chapter 4 : Lecture 3 : Video :	Perceiving Groups Prejudice Prejudice: Causes and Consequences
October 9	Chapter 6 : Lecture 4 : Video :	Intimate Relationships Reducing Prejudice Eye of the Storm
October 16	Chapter 11: Lecture 5 : Video :	Group Processes Crowd Behaviour and Group Think Group Dynamics: Group Think
October 23	Chapter 10: Lecture 6 : Video :	Attitudes Attitudes and Persuasion Videotaped lecture
October 30	FIRST EXAM (50%)	
November 6	Chapter 8 : Lecture 7 : Video :	Aggression Aggression Zimbardo Prison Experiment
November 13	Chapter 7 : Lecture 8 : Video :	Helping Others Helping, Cooperating, Competing 1. Bystander Apathy 2. Social Animal
November 20	Chapter 3 : Lecture 9 : Video :	Perceiving Others Nonverbal Behavior & Communication Communication: Nonverbal Agenda
November 27	Chapter 2 : Lecture 10: Video :	The Social Self Person Perception Pitchman
December 4	Chapter 5 : Lecture 11:	Interpersonal Attraction Social Comparison
December 11	Chapter 14: Lecture 12:	Health Sexuality

Two interesting chapters in the book are not assigned in this list (12. Law and 13. Business). Read them for your edification!

FINAL EXAM WILL BE SCHEDULED DURING THE FINAL EXAMINATION PERIOD