

Psychology C12, Spring 1999  
 Dr. John Bassili, Office: S-550, Office Hours: T & Th 2-3 pm  
 TA: Rick Brown

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. Note that the final exam will be scheduled during the final examination period.

January 8	Oskamp	Chpt. 3	Measurement of Attitudes.
January 15	Oskamp Zimbardo	Chpt. 5 Chpt. 1	Public Opinion Polling. A World of Influence.
January 22	Oskamp	Chpt. 7	Formation of Attitudes and Opinions
January 29	Zimbardo	Chpt. 2	Influencing Behaviour: Direct Approaches
February 5	Oskamp Zimbardo	Chpt. 8 p. 127-148	Communication of Attitudes and Opinions. Changing Attitudes Through Persuasion.
February 12		MIDTERM EXAM	
February 26	Oskamp Zimbardo	Chpt. 9 Chpt. 5	Attitude Change Theories and Research. Making Persuasion Last
March 5	Zimbardo	Chpt. 3	Influencing Attitudes Through Behavior.
March 12	Oskamp	Chpt. 4	Structure and Functions of Attitudes.
March 19	Zimbardo Zimbardo	Chpt. 7 Chpt. 8	Influence, Awareness, and the Unconscious. Influence and the Legal System.
March 26	Oskamp	Chpt. 11	Attitude-Behavior Consistency.
April 2	Zimbardo Zimbardo	Chpt. 6 Chpt. 9	Resisting and Embracing Influence. Social influence for Health and Happiness.
April 9	Oskamp	Chpt. 15	Racism and Prejudice.