

Psychology Handbook: www.scar.utoronto.ca/acad/life-sciences/psych-handbook

Psychology C12, Spring 2000

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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.

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| January 6 | Oskamp Chpt. 3 | Measurement of Attitudes. |
| January 13 | Oskamp Chpt. 5 Zimbardo Chpt. 1 | Public Opinion Polling. A World of Influence. |
| January 20 | Oskamp Chpt. 7 | Formation of Attitudes and Opinions |
| January 27 | Zimbardo Chpt. 2 | Influencing Behaviour: Direct Approaches |
| February 3 | Oskamp Chpt. 8 Zimbardo p. 127-148 | Communication of Attitudes and Opinions. Changing Attitudes Through Persuasion. |
| February 10 | Midterm Exam | |
| February 17 | Reading Week | |
| February 24 | Oskamp Chpt. 9 Zimbardo Chpt. 5 | Attitude Change Theories and Research. Making Persuasion Last |
| March 2 | Oskamp Chpt. 4 | Structure and Functions of Attitudes. |
| March 9 | Zimbardo Chpt. 7 Zimbardo Chpt. 8 | Influence, Awareness, and the Unconscious. Influence and the Legal System. |
| March 16 | Oskamp Chpt. 11 Zimbardo Chpt. 3 | Attitude-Behavior Consistency. Influencing Attitudes Through Behavior. |

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| March 23 | Zimbardo Chpt. 6 | Resisting and Embracing Influence. |
| | Zimbardo Chpt. 9 | Social influence for Health and Happiness. |
| April 30 | Oskamp Chpt. 15 | Racism and Prejudice. |