

Psychology C12, Spring 2001
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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.

January 11	Oskamp	Chpt. 3	Measurement of Attitudes.
January 18	Oskamp Zimbardo	Chpt. 5 Chpt. 1	Public Opinion Polling. A World of Influence.
January 25	Oskamp	Chpt. 7	Formation of Attitudes and Opinions
February 1	Zimbardo	Chpt. 2	Influencing Behaviour: Direct Approaches
February 8	Oskamp Zimbardo	Chpt. 8	Communication of Attitudes and Opinions. p. 127-148. Changing Attitudes Through Persuasion.
February 15		Midterm Exam	
February 22		Reading Week	
March 1	Oskamp Zimbardo	Chpt. 9 Chpt. 5	Attitude Change Theories and Research. Making Persuasion Last
March 8	Oskamp	Chpt. 4	Structure and Functions of Attitudes.
March 15	Zimbardo Zimbardo	Chpt. 7 Chpt. 8	Influence, Awareness, and the Unconscious. Influence and the Legal System.
March 22	Oskamp Zimbardo	Chpt. 11 Chpt. 3	Attitude-Behavior Consistency. Influencing Attitudes Through Behavior.
March 29	Zimbardo Zimbardo	Chpt. 6 Chpt. 9	Resisting and Embracing Influence. Social influence for Health and Happiness.
April 5	Oskamp	Chpt. 15	Racism and Prejudice.