

Psychology C12, Winter 2002**Dr. John Bassili, Office: S-550****Office Hours: Wednesday 3-4 pm and by e-mail arrangement
bassili@scar.utoronto.ca****TA: Rick Brown and Derryn Jewell****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.

Click lecture date to go to lecture outline. Lecture date will appear as a link when the outline is available.

January 10	Oskamp Chpt. 3	Measurement of Attitudes.
January 17	Oskamp Chpt. 5 Zimbardo Chpt. 1	Public Opinion Polling. A World of Influence.
January 24	Oskamp Chpt. 7	Formation of Attitudes and Opinions
January 31	Zimbardo Chpt. 2	Influencing Behaviour: Direct Approaches.
February 7	Oskamp Chpt. 8 Zimbardo p. 127-148	Communication of Attitudes and Opinions. Changing Attitudes Through Persuasion.
February 14	Midterm Exam	
February 21	Reading Week	
February 28	Oskamp Chpt. 9 Zimbardo Chpt. 5	Attitude Change Theories and Research. Making Persuasion Last

March 7	Oskamp Chpt. 4	Structure and Functions of Attitudes.
March 14	Zimbardo Chpt. 7	Influence, Awareness, and the Unconscious.
	Zimbardo Chpt. 8	Influence and the Legal System.
March 21	Oskamp Chpt. 11	Attitude-Behavior Consistency.
	Zimbardo Chpt. 3	Influencing Attitudes Through Behavior.
March 28	Zimbardo Chpt. 6	Resisting and Embracing Influence.
	Zimbardo Chpt. 9	Social influence for Health and Happiness.
April 4	Oskamp Chpt. 15	Racism and Prejudice.