

**UNIVERSITY OF TORONTO AT SCARBOROUGH
DEPARTMENT OF PSYCHOLOGY**

**PSY C12 – Advanced Social Psychology
Winter, 2004
Thursdays, 3-5 p.m.**

www.ryerson.ca/~tburke/psyc12.htm

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Course Description:

This course will focus on the nature of attitudes, their structure and function, their impact on behaviour, and how they may be measured. Theories of attitude formation and change will also be discussed in detail. Specific topics will include social and cultural influences, persuasion and prejudice.

Required Texts:

Oskamp, S. (1991). *Attitudes and Opinions, 2nd Ed.* Prentice Hall

Zimbardo, P. G. & Leippe, M. R. (1991). *The Psychology of Attitude Change and Social Influence.* McGraw-Hill.

Course Requirements:

There will be a mid-term (45%) and a final exam (55%) - not cumulative - covering material from both the lectures and the text).

Evaluation:

Exams will consist of multiple choice, short answer, and short essay questions. Not everything in the text will be reviewed in class - and there will be material we discuss in the lecture that does not appear in the text. You are responsible for all this material. Generally, missed exams will be assigned a grade of zero, unless prior notification is given and/or there are legitimate medical or compassionate circumstances involved. Please notify me or the teaching assistant for the course within 24 hours if you are unable to write an exam. I have 24hr voice-mail where you can leave a message. If the absence has been documented and approved, the remaining exams will be re-weighted to include the missing amount.

Class Schedule, Winter 2004

<u>Date:</u>	<u>Lecture Topic:</u>	<u>Readings:</u>
Jan. 8 th	Introduction to Attitudes	Zimbardo Ch. 1
Jan. 15 th	Measurement of Attitudes	Oskamp Ch. 3
Jan. 22 nd	Public Opinion Polling	Oskamp Ch. 5
Jan. 29 th	Formation of Attitudes	Oskamp Ch. 7
Feb. 5 th	Communication of Attitudes	Oskamp Ch. 8 Zimbardo Ch. 4 (127-148 only)
Feb. 12 th	Exam 1 (45%)	Oskamp Ch. 3, 5, 7 & 8 Zimbardo Ch. 1 & 4 (127-148)
Feb. 19 th	Reading Week	
Feb. 26 th	Attitude Change I: Persuasion Theories	Oskamp Ch. 9 Zimbardo Ch. 5
March 4 th	Exam Review (no regular class)	
March 11 th	Attitude Change II: Attitudes and Behaviour	Oskamp Ch. 11 Zimbardo Ch. 3
March 18 th	Resisting and Embracing Influence	Zimbardo Ch. 6 (202-233)
March 25 th	Applications I: Racism and Automatic Processes	Oskamp Ch. 15 Zimbardo Ch. 6 (233-241)
April 1 st	Applications II: Legal and Health Issues	Zimbardo Ch. 8 & 9
T. B. A.	Final Exam	Oskamp Ch. 9, 11 & 15 Zimbardo Ch. 3, 5, 6, 8 & 9