

## PSYC11H3: Social Psychology Laboratory

**PROFESSOR:** Dr. Oren Amitay, Ph.D., C. Psych. (Registered Psychologist)  
**CLASS TIMES:** L01—Monday from 12:00 to 2:00 in BV471  
L02—Tuesdays from 1:00 to 3:00 in BV471  
**OFFICE HOURS:** Mondays: 2-3 or 5-6; Tuesdays: 5-6; please book ahead for an appointment  
**TELEPHONE:** (416) 666-7763  
**EMAIL:** [oamitay@utsc.utoronto.ca](mailto:oamitay@utsc.utoronto.ca) [oamitay@ryerson.ca](mailto:oamitay@ryerson.ca) [ask\\_my\\_prof@hotmail.com](mailto:ask_my_prof@hotmail.com) [askmyprof@gmail.com](mailto:askmyprof@gmail.com)

**IF YOU DO NOT HEAR BACK FROM ME w/in 24 HOURS, PLEASE CONTACT ME AGAIN**

**MSN "LIVE" CHAT:** [ask\\_my\\_prof@hotmail.com](mailto:ask_my_prof@hotmail.com)

**INTRANET** **\*\*\*YOU are responsible for checking BLACKBOARD frequently for any critical class news/updates/information\*\*\***

**TAs:** Michelle Hilscher [michellehilscher@web.ca](mailto:michellehilscher@web.ca)  
Sherief Hammad [s.hammad@utoronto.ca](mailto:s.hammad@utoronto.ca)

**I WOULD PREFER THAT YOU CONTACT ME VIA EMAIL, AS YOUR TA WILL BE MORE INVOLVED IN GRADING WORK. IF YOU DO EMAIL YOUR TA, PLEASE MAKE SURE TO CC ME AS WELL.**

### **COURSE DESCRIPTION:**

This course covers research methodology in social psychology, including learning about specific techniques, such as attitude measurement, and also, more general principles of design and methodology. There will be several class assignments & projects intended to give you first-hand experience with methodological approaches used in social psychological research. Some class time will be held in the computer lab to give you first-hand experience using a key research tool: the statistical software program, SPSS; the lab times and days will be announced on Intranet beforehand, once the lab bookings are confirmed.

### **TEXTBOOK:**

*Research Methods for Social Psychology*. (2009). Dana S. Dunn. Wiley-Blackwell

### **METHOD OF EVALUATION:**

Assignment 1	15%	<b>Due June 6 (11:59 pm) via Email to BOTH TAs and me</b>
Assignment 2	15%	<b>Due July 11 (11:59 pm) via Email to BOTH TAs and me</b>
Assignment 3 / Term Project	25%	<b>Due July 18 (11:59 pm) via Email to BOTH TAs and me</b>
Final Exam ( <b>During Exam Period</b> )	35%	Covering entire term
Class Participation/Leadership	10%	Assessed over the entire term

The **Final Exam** will be comprised of a variety of question types, from short answer to essay to objective measures, and will test your understanding of material covered **in class and the text**. If you miss the Final Exam, you will have to provide proper medical documentation and petition to be allowed to write a deferred Final Exam during the next exam period -- up to four months away.

**\*\*ALL components of this course must be completed in order to receive a passing grade.\*\***

### **ASSIGNMENTS & TERM PROJECT:**

**Intranet** contains detailed documents and information explaining **Assignments 1 and 2**, and the **Term Project**. In short, the first assignment is intended to get you to think about important issues related to designing a research project, while for the Term Project you will be required to write up a research proposal that demonstrates your understanding of some of the major issues covered in this course. The first assignment is a **five- to six-page paper** (approximately **1500 words**) and the Term Project is an **eight- to ten-page paper** (approximately **2500 words**) requiring you to provide at least **ten acceptable references**. **Intranet** contains a step-by-step guide on how to present your work in the "gold standard" of psychology, **APA style**. Make sure to read and follow these documents so that you do not unnecessarily lose points. For **Assignment 2**, you will complete and critique a survey that your colleagues created; you will also create such a survey.

If you are not comfortable with your writing abilities, or would like a quick refresher on specific topics, then be sure to make use of the following two excellent resources:

**UTSC Writing Centre:** AC 210, <http://www.utsc.utoronto.ca/~tlsweb/TWC/index.htm> (offers 20 min. drop in sessions, or 50 min. 1-1 sessions)

**U of T Advice on Academic Writing:** <http://www.utoronto.ca/writing/advice.html> (great source of materials on writing)

### **COURSE OUTLINE and READINGS:**

- Week 1** Introduction to course/overview; NO READINGS; Establish Groups for Assignments/Project
- Week 2** Studying Social Psychology and Developing Research Topics in Social Psychology (Chapters 1 & 2); Establish Groups for Assignments/Project
- Week 3** Basic Experimental Design (Chapter 4)  
**\*\*\*MAY 18, IS A HOLIDAY FOR L01, THUS WEEK 3 FOR L02 IS MAY 25\*\*\***
- Week 4** Alternatives to Experimental Research in Social Psychology (Chapter 5)
- Week 5** Developing Questionnaires and Surveys (Chapter 6)  
**\*\*\*Assignment 1 Due This Saturday (June 7)\*\*\***
- Week 6** Independent and Dependent Variables (Chapters 7 & 8)
- Week 7** Data Analysis & Presenting Social Psychology Research (Chapters 11 & 12)  
**\*\*\*JUNE 30 IS READING WEEK FOR L02; L01 STILL HAS CLASS\*\*\***
- Week 8** Conducting Social Psychology Experiments: Practical Matters (Chapter 10)  
**\*\*\*Assignment 2 Due This Saturday (July 11)\*\*\***
- Week 9** Validity and Realism in Research (Chapter 9)  
**\*\*\*Assignment 3 Due This Saturday (July 18)\*\*\***
- Week 10** Ethical Issues in Social Psychology Research (Chapter 3)
- Week 11** End of term wrap-up, completion of any outstanding material

**\*\*\*For June 23 & July 7 there will be no lab for L02; we'll be in HW214.\*\*\***

### **Policies on academic integrity:**

Please review the UTSC Code on Academic Behaviour:

[http://www.utsc.utoronto.ca/courses/calendar/University\\_of\\_Toronto\\_Policies.html#Code\\_of\\_Behaviour\\_on\\_Academic\\_Matters](http://www.utsc.utoronto.ca/courses/calendar/University_of_Toronto_Policies.html#Code_of_Behaviour_on_Academic_Matters)

### **AccessAbility:**

Students with diverse learning styles and needs are welcome in this course. In particular, if you have a disability/health consideration that may require accommodations, please feel free to approach me and/or the AccessAbility Services Office as soon as possible. The UTSC AccessAbility Services staff (located in S302) are available by appointment to assess specific needs, provide referrals and arrange appropriate accommodations (416) 287-7560 or [ability@utsc.utoronto.ca](mailto:ability@utsc.utoronto.ca). The sooner you let us know your needs the quicker we can assist you in achieving your learning goals in this course.

*The preceding schedule, policies, procedures, and assignments in this course are subject to change. Any changes will be discussed in class and agreed upon by students beforehand.*