

ΨB10: Social Psychology

Fall Semester 2010

Course Information*Lecture Times (L01):*

Wednesdays, 10 am - 11 am

Fridays, 10 am - 12 noon

WebOption Lectures (L60): WebOption lectures are available through the PSYB10 Blackboard page*Lecture Location:* Academic Centre (AC) 223*Textbook:* Aronson, E., Wilson, T. D., Akert, R. M., & Fehr, B. (2007). *Social Psychology, 4th Canadian Edition*. Toronto, Ontario: Pearson Canada. (*UTSC Library Call Number:* HM251 .A793 2010)*Exams:* 2 midterms and 1 final, all non-cumulative*Midterm 1:* TBA by UTSC Registrar, sometime the week of Friday, Oct. 15th - Friday, Oct. 22nd*Midterm 2:* TBA by UTSC Registrar, sometime the week of Friday, Nov. 12th - Friday, Nov. 19th*Final Exam:* TBA by UTSC Registrar, sometime between Thursday, Dec. 9th - Tuesday, Dec. 21st*Professor:* Dr. Elizabeth Page-Gould*Professor's Email:* elizabeth.page-gould@utsc.utoronto.ca*Professor's Office:* Science Research Building (SY) 169*Office Hours:* Wednesdays, 12:30 pm - 1:30 pm*Teaching Assistant:* Alexa Tullett*Teaching Assistant's Office:* SY162*Teaching Assistant's Email:* alexa.tullett@utoronto.ca*Weekly Q&A Review:* Thursdays, 1 - 2 pm in the Science Research Building (SY) 121, beginning Sept. 23**Course Description**

Social psychology is the study of social processes: How the presence of others affects the way we think, feel, and behave. This course will provide a high-level introduction to the fascinating field of social psychology. Social psychologists rely on scientific methods to discover how social animals (e.g., humans, non-human primates, dogs, birds, etc) are affected by groups, collectives, and affiliative bonds. We will begin with social cognition, which focuses on how information about the social world - including ourselves - is perceived, stored, accessed, and applied. Next, we will move to some of the oldest questions in social psychology: Attitudes, persuasion, conformity, dissent, and the power of group situations. We will then turn to interpersonal processes, with an emphasis on emotion, initial attraction, and close relationships. We will close with one of the most dynamic and widely researched areas: Prosocial behaviour, aggression, and prejudice/intergroup relations.

You will be presented with many research studies that have changed what we know about humans and other social animals. The methods of these studies will broadly include self-report, behavioural, cognitive, psychophysiological, and neuroscientific methods. You are strongly encouraged to evaluate the methods and implications of these studies critically so that you will come to think like a modern social psychologist.

Course Resources

Course Blackboard Website and Online Lectures. The course Blackboard website will be your one-stop resource for all course documents, lectures, announcements, and supplementary information. To view the WebOption Lectures, select "WebOption Lectures" from the course menu once you have logged into Blackboard. You will need to enter either your UTSCid or UTOrid to view the lectures. The WebOption lectures are typically uploaded by the IITS department within 48 hours of when the lecture was given. If you have *any* trouble with accessing or viewing the WebOption lectures, please contact them directly: webopt@utsc.utoronto.ca. You will get the fastest support by emailing them directly. Lectures will remain available until the Final Exam, so you can watch them at your own pace. You are highly advised to regularly check the "Announcements" and "FAQ" sections of the Blackboard site regularly, because **you are solely responsible for staying on top of all course announcements.**

Textbook. The 4th Canadian Edition of the Aronson et al. *Social Psychology* textbook is an up-to-date version of the most widely used textbook in social psychology. You can purchase the textbook directly from the UTSC

Bookstore, or you can purchase an electronic copy for 35% of the price of the hardcover textbook at <http://www.coursesmart.com/0136089739>. There should also be plenty of used copies for sale, because this textbook has been used in previous semesters of PSYB10. Four copies of the 4th Edition Aronson et al. text are on course reserves at the UTSC Library under call number HM251 .A793 2010. Therefore, if you cannot purchase the 4th Canadian Edition of the Aronson et al. text, then there are a number of other options available for you to complete the assigned reading. **You may not use an older version of the textbook. If you use any other version of the textbook, then you are solely responsible for any mistakes or poor marks that you incur.**

iClicker. iClicker will be used to take quick polls and illustrate a number of social psychological principles. The students who use The iClicker is available through the UTSC bookstore for \$35, and will be used by instructors over your entire student career at UTSC. iClicker will not factor into your grade, but students who use it will get a more interactive experience.

Weekly Q&A Review Sessions. The Teaching Assistant will hold optional weekly review sessions on Thursdays from 1 - 2 pm in SY121 to provide you supplementary help with the course material. The format of these weekly review sessions will be question-and-answer about course material, such that you must come with questions about the material in order to get something out of the weekly Q&A review. Alexa will answer your questions for everyone to hear, so stick around to listen to the answers to *other* people's questions. If there are no questions, then Alexa will not provide any review. This weekly Q&A review session is **purely optional**. Individual attendance will not factor into your grade, but you will certainly learn the course material better if you attend.

Frequently Asked Questions ("FAQ"). Almost any question you ask has the potential to enlighten your fellow students, as well. The Frequently Asked Questions section of the Blackboard site is the best way for you to get help with the course material while helping out your fellow classmates at the same time! The fastest way to get an answer to a question is to post it to the FAQ site. **The best way to learn the material and study for the exams is to regularly visit the FAQ section and post answers to other students' questions.** Prof. Page-Gould and Alexa will regularly review the FAQ to answer questions and ensure the accuracy of the FAQ, and will keep an online honour roll of "Community Leaders" to recognize the students who post the most frequently with insightful questions and answers. If you email us with a question that will benefit every student, then we will politely remind you to post it to the FAQ, and we'll answer it there.

How to Get Help with the Course. The fastest two ways to get help is to (1) read this syllabus, and (2) read the "FAQ" section of the Blackboard site and post to it. If you are struggling with the course, then you should attend the Q&A Review Sessions. This is the best way to increase your comprehension of the material. If you need help developing study strategies, come see Dr. Page-Gould in her office hours, and she will help you develop a study plan. **If you need to get a particular mark in this course, then you must contact the Professor or TA as soon as you think you might be falling behind (i.e., after Midterm 1). We can help you earn the mark that you need, but we do not respect requests for mark changes at the end of the semester.**

Course Requirements/Marking

Exams. There will be 3 non-cumulative exams, two midterms and one final, over the course of the semester. Each midterm is worth 30% of your grade, and the final is worth 40%. The exams will be about 85% multiple choice and 15% matching. Exams will test material covered during the lectures and assigned readings since the previous exam. Midterm 1 will cover Lectures 1 - 8, Midterm 2 will cover Lectures 9 - 16, and the Final exam will cover Lectures 17 - 22. A topic-based review sheet and a few example test questions will be posted on the "Exams" section of the course Blackboard site no less than 1-week prior to each exam. **You must completely report your 9-digit Student ID Number and your individual Test Version Number on your scantron sheet or you will receive a 0 on your exam.** This procedure will be demonstrated repeatedly in lecture prior to the first exam.

If you want to contest your mark on a midterm exam, then you must do so within one week of receiving your mark. **Absolutely no changes to midterm marks will be made more than 1 week after an exam is returned.**

Due to the size of this class, the date and time of exams are determined by the UTSC Registrar. The dates, times, and locations for the midterm exams will be announced at least one week before Midterm 1 through the Blackboard emailing system and on the Announcements section of the Blackboard site. Refer to the Announcements page for exam information.

Missed Exams. If you must miss the final exam, then you will need to contact the UTSC Registrar's Office, as we are not authorized to handle changes to the final exam schedule. According to University policy, however, you may miss one of the midterms if you are unable to take the exam for a number of legitimate reasons. You will need to obtain verifiable documentation of the reason for missing the exam, and **contact us as soon as you know that you will have to miss a midterm.** There will be one make-up midterm per midterm that will be scheduled at the most mutually-convenient time within 2 weeks of the original exam. There will only be one make-up midterm scheduled, and, if you confirm with Prof. Page-Gould that you will take the make-up midterm, then you must show up or you will receive a 0%. If you absolutely cannot make the scheduled make-up midterm time, then your final exam mark will be expanded to cover your missed course mark.

Extra Credit. You will be able to earn up to 2% extra credit on your final course mark. The details of the extra credit assignment are described in the “Extra Credit” section of the Blackboard site and in the first lecture. You will analyze the affect, behaviour, and cognition of contestants on “Canada’s Worst Handyman 5,” which was a reality TV show produced by the Discovery Channel this summer. You can watch all of the episodes for free online at: <http://watch.discoverychannel.ca/canadas-worst-handyman/season-5/> Links to each episode and the corresponding weekly assignments will be provided in the “Extra Credit” section of the course Blackboard site. If you want to earn the extra credit, then there are two steps you must complete through Blackboard over a period of 8 weeks:

1. **You must submit a “Prediction Analysis” through Blackboard no later than October 3rd at 11:59 pm.** For the Prediction Analysis, watch “The Audition Tapes” for each of the 5 contestants and predict who you think will end up with the title of “Canada’s Worst Handyman” by the end of the show. **If you do not submit your Prediction Analysis through Blackboard by October 3, then you will not be eligible for the extra credit.**
2. **Once per week for the next 7 weeks, you must submit a Weekly Analysis for each episode of Canada’s Worst Handyman.** First, watch the episode to observe the contestants’ behaviour, social interactions, interpersonal relationships, and see who is named “Most Improved” or “Worst Handyman” for that week. The Weekly Analysis should be a short (1-2 paragraph) analysis that applies at least one concept you have learned in class to what you saw in the show. **A new Weekly Analysis will appear on Blackboard each Sunday at 11:59 pm from October 3rd to November 14th. When a new Weekly Analysis appears, the previous week’s analysis will disappear.**

This assignment is designed to reward: (1) critical thinking; (2) application of course material to the “real world”; (3) consistent effort. You will earn 0 to 2 points on your final mark based on the quality and quantity of the Weekly Analyses you submit. Any Weekly Analysis that does not apply a concept from class to that week’s show will not be counted as a submission. **Submitting less than 3 Weekly Analyses will receive no (0%) extra credit, submitting between 3 - 5 Weekly Analyses will receive 1% extra credit, and submitting 6 - 7 Weekly Analyses will receive the full 2% extra credit.** Your final mark will be calculated from the exams as described above in the “Exams” subsection, and then you will have 0%, 1%, or 2% added based on your extra credit assignment.

Accessibility

Everyone with a love of learning is a welcome member of this class, and we strive to provide an equal playing field for students with diverse learning styles and needs. Please contact the AccessAbility office as soon as possible if you need any form of accommodation. The AccessAbility office is located in SW302 and can be emailed at: ability@utsc.utoronto.ca

Academic Integrity

This classroom is built on mutual respect, so I assume that you take great pride in your integrity. However, in the rare cases of substantial evidence that the University of Toronto’s Code of Behaviour on Academic Matters (Section B) has been compromised, then I will enact the procedures outlines in Section C of the Code of Behaviour on Academic Matters. First, I will invite you to discuss the possible offence through an email invitation. If our discussion leads me to believe that you have not compromised the code, then the matter will be dropped. If either you fail to respond to two requests for this discussion or new evidence comes to light, then a formal investigation will be initiated. **Under absolutely no circumstances will I change a mark without merit. If you ask me to fraudulently change your mark, you are placing yourself at risk for being cited for academic dishonesty.**

Lecture Schedule

Lecture slides will be posted on Blackboard at least 24 hours prior to the lecture. Come to class with printouts of the slides so that you won't need to copy down what's written on them; make notes on extra information directly on the slides. The supplemental readings (e.g., Magee & Galinsky, 2008) will be available on the Blackboard website under the "Course Documents" section.

Lecture	Lecture Topic	Reading
1: Sept. 15	<i>Course Introduction</i>	Course Syllabus, Ch. 1
2: Sept. 17	<i>Methods of Social Psychology and Social Cognition</i>	Ch. 2 & Ch. 3
3: Sept. 22	<i>The Self I</i>	pp. 124 - 140
4: Sept. 24	<i>The Self II</i>	pp. 141 - 151
5: Sept. 29	<i>Stress and Health</i>	pp. 435 - 464
6: Oct. 1	Great Films of Social Ψ: Obedience & Stanford Prison Experiment	none
7: Oct. 6	<i>Social Interaction</i>	Chartrand & Bargh (1999)
8: Oct. 8	<i>Perceiving and Predicting Others</i>	pp. 96 - 122
9: Oct. 13	<i>Conformity, and Dissent</i>	pp. 191 - 216, 220 - 229
10: Oct. 15	<i>Attitudes and Persuasion</i>	pp. 153 - 189, 216 - 220
11: Oct. 20	<i>Group Processes</i>	pp. 231 - 263
12: Oct. 22	<i>Emotions</i>	pp. 91 - 96
13: Oct. 27	<i>Morality</i>	none
14: Oct. 29	<i>Initial Attraction</i>	pp. 267 - 279
15: Nov. 3	<i>Close relationships I</i>	pp. 285 - 287
16: Nov. 5	<i>Close relationships II</i>	pp. 287 - 303
17: Nov. 10	<i>Culture</i>	Benet-Martínez <i>et al.</i> (2002)
18: Nov. 12	<i>Social Power and Hierarchy</i>	Magee & Galinsky (2008)
19: Nov. 17	<i>Intergroup Processes</i>	Gutsell & Inzlicht (2010)
20: Nov. 19	<i>Stereotyping and Prejudice</i>	pp. 371 - 415
21: Nov. 24	<i>Aggression</i>	pp. 335 - 369
Nov. 26	CANCELLED - NO LECTURE ON FRIDAY, NOVEMBER 26	none
22: Dec. 1	<i>Prosocial Behaviour</i>	pp. 305 - 333
23: Dec. 3	Optional Lecture: Dr. Page-Gould's and Alexa's Research	Inzlicht & Tullett (2010); Page-Gould <i>et al.</i> (2010)