PSYC11: Social Psychology Research Methods
Winter 2011

Course
PSYC11H3: Social Psychology Laboratory
Class Time and Location: Friday 1-3pm, BV355
Website: https://portal.utoronto.ca/webapps/portal/frameset.jsp

Instructor
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Course Description, Goals, and Objectives
The course provides an introduction to conceptual and practical issues concerning research in social psychology. It provides hands-on experience with several different types of research methods including (1) survey and questionnaire development, (2) behavioral observation and coding methods, (3) experimental methods, (4) experience sampling methods, (5) social cognitive priming methods, and (6) reaction time methods. The course will cover research design, data collection, analysis, validity, written reports, and formal presentation of findings.

The ***general goals and objectives*** of the course are
   - Learn how to frame a research question and design studies to test predictions
   - Explore various methods of conducting social psychological research
   - Practice and develop critical thinking skills and scientific analysis.
   - Learn written and oral communication skills that emphasize scientific precision.
   - Find ways to apply science to social issues in everyday life.

Course objectives may be obtained through reading and studying the course packet, through satisfactory completion of assignments, and by attention to and active participation in class lectures, discussions, and activities.

Required Readings
Crano, W. D., & Brewer, M. D. (2002). *Principles and methods of social research (2nd ed.). Mahwah, NJ:* Lawrence Erlbaum Assoc.

Class Participation
As a C-level laboratory course, this class is structured primarily around class discussion, activities, projects, and general engagement. With an emphasis on research design, data collection, and critical analysis, it is imperative that students actively participate in class discussions and exercises. This will greatly enhance the classroom experience. It will make learning more interactive, more fun, more personally relevant, and more enduring.

Research Papers
Throughout the course, the class will conduct six mini-research projects using the social psychological methods listed above. Students will write two research papers about these projects – one paper will summarize one of the three research projects from the first unit of the course, and the other paper will summarize one of the three research projects from the second

unit of the course. Detailed instructions for the research papers will be provided on a separate handout in class. Each paper is worth 50 points or 1/3 of the total points. Research Paper 1 is due on Sunday, February 20th and Research Paper 2 is due on Sunday, March 20th. Each paper must be submitted by noon on the due date in order to receive full credit. Late papers will be accepted up to one week late; however, 5 points will be deducted from the score for every day that it is late.

Final Proposal Presentation

The final proposal will involve pairing up with another student in the class to research a topic of your own interest in social psychology. You and your partner will present your research proposal to the class. The presentation should include (a) an overview of the model, theory, hypothesis, or phenomenon that the research proposal is designed to examine, (b) details of the sample, procedure, measures, and expected results of the proposal, and (c) a conclusion about how the proposal is significant and innovative. Visual aids are recommended (i.e., powerpoint presentation, overhead slides, handouts). The presentation should last approximately 15 minutes with a few minutes for questions. Detailed instructions for the proposal/presentation will be provided on a separate handout in class. The final presentation is worth 50 points, or 1/3rd of the total points.

Disabilities

Academic accommodations are available for students with disabilities who are registered with Access*Ability* Services. Students who register and utilize the Access*Ability* services will not be identified on their transcript as receiving accommodations. Information disclosed to the service is confidential and is disclosed only with the student's permission. Students in need of disability accommodations should schedule an appointment with me early in the semester to discuss appropriate accommodations for the course. Talking with me well in advance is always better. There is little to nothing that I can do for you *after* an assignment is due.

Academic Integrity

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University of Toronto's *Code of Behaviour on Academic Matters* outlines the behaviours that constitute academic dishonesty and the processes for addressing academic offences.

"S*cholastic Dishonesty*: Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis."

In this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask me.

Grading System

Research Paper 1:	50
Research Paper 2:	50
Final Proposal Presentation:	50
Total points	150 points

Point Distribution

Grade	Point Value			Percentage	Definition
A+	134	To	150	90-100	
A	127	To	133	85-89	
A-	119	To	126	80-84	Excellent
B+	115	To	118	77-79	
B	109	To	114	73-76	
B-	104	To	108	70-72	Good
C+	100	To	103	67-69	
C	94	To	99	63-66	
C-	89	To	93	60-62	Adequate
D+	85	To	88	57-59	
D	79	To	84	53-56	
D-	74	To	78	50-52	Marginal
F	0	To	73	0-49	Inadequate

Course Calendar

Dates	Deadlines	Content	Chapter(s)
14-Jan		Fundamentals of Design	1,3
21-Jan	Autobiography Due	Measurement and Sampling	2,10
28-Jan		No Class – I'll be away at a conference.	
04-Feb		Survey & Questionnaire Method	15
11-Feb		Lab Experimental Method	5,6
18-Feb	Paper 1 Due (Feb 20th)	Field Experimental Method	7
25-Feb		Reading Week	
04-Mar		Experience Sampling (Diary) Method	11,8
11-Mar		Behavioral Observation Method	13,17
18-Mar	Paper 2 Due (March 20th)	Priming and Reaction Time Method	16
25-Mar		Student Presentations	
01-Apr		Student Presentations	
08-Apr		Student Presentations	