

ΨB10: Social Psychology  
Fall 2012

## 1. Course Information

### 1.1. Lectures:

#### 1.1.1. LEC01: *Traditional Lectures*

1.1.1.1. *Location*: Academic Centre (AC) 223 (“ARC Hall”)

1.1.1.2. *Scheduled Time*: Mondays, 2:00 – 5:00 p.m.

#### 1.1.2. LEC60: *WebOption Lectures*

##### 1.1.2.1. *Accessing WebOption Lectures*

1.1.2.1.1. Blackboard: <http://portal.utoronto.ca>

1.1.2.1.2. Intranet: <http://intranet.utscc.utoronto.ca>

1.1.2.2. *Technical Help*: [webopt@utscc.utoronto.ca](mailto:webopt@utscc.utoronto.ca)

1.1.2.3. *Timing*: WebOption Lectures will be available within 48 hours of the original lecture

### 1.2. Textbook: **You may use *either* the 4th or 5th Canadian Editions (choose one)**

#### 1.2.1. *4th Canadian Edition Information*

1.2.1.1. *Citation*: Aronson, E., Wilson, T. D., Akert, R. M., & Fehr, B. (2007). *Social Psychology, 4th Canadian Edition*. Toronto, ON, Canada: Pearson Canada.

1.2.1.2. *Textbook Course Reserve Call Number*: HM251 .A793 2010

1.2.1.3. *UTSC Bookstore*: Used copies are available in the UTSC Bookstore

#### 1.2.2. *5th Canadian Edition Information*

1.2.2.1. *Citation*: Aronson, E., Wilson, T. D., Fehr, B., & Akert, R. M. (2013). *Social Psychology, 5th Canadian Edition*. Toronto, ON, Canada: Pearson Canada.

1.2.2.2. *Textbook Course Reserve Call Number*: TBA

1.2.2.3. *UTSC Bookstore*: New copies are available in the UTSC Bookstore

1.2.2.4. *Discounted Electronic Textbook Rental*: <http://www.coursesmart.com/013216566X>

### 1.3. Exams: 1 midterm and 1 final, both non-cumulative

1.3.1. *Midterm (45%)*: TBA by UTSC Registrar, sometime between October 10th – 27th

1.3.2. *Final Exam (55%)*: TBA by UTSC Registrar, sometime between December 7th – 21st

### 1.4. Professor: Dr. Elizabeth Page-Gould

1.4.1. *Office*: Science Wing (SW) 572

1.4.2. *Office Hours*: Mondays, 1:00 pm - 2:00 pm, beginning Monday, September 24th

1.4.3. *Email*: [elizabeth.page-gould@utscc.utoronto.ca](mailto:elizabeth.page-gould@utscc.utoronto.ca)

1.4.4. *Phone*: 416-208-2795

1.4.5. *Note*: I rarely check my office voicemail, but I respond quickly to emails. If you leave a voicemail on my phone, please email me to tell me to check it, otherwise you should *not* expect a response from me until you do. Thank you!

### 1.5. Teaching Assistants:

1.5.1. Chad Danyluck, [chad.danyluck@utoronto.ca](mailto:chad.danyluck@utoronto.ca)

1.5.2. Amanda Sharples, [amanda.sharples@hotmail.com](mailto:amanda.sharples@hotmail.com)

## 2. 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, 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.

## 3. Course Resources

3.1. *Course Blackboard Website*. The course Blackboard website will be your one-stop resource for all course documents, lectures, announcements, and supplementary information. <sup>1</sup>Lecture notes (PDF copies of the slides) are available on the Blackboard site. <sup>2</sup>You are highly advised to regularly check the “Announcements” and “FAQ” sections of the Blackboard site because <sup>3</sup>**you are solely responsible for staying on top of all course announcements.**

3.2. *WebOption Lectures*. To view the WebOption Lectures, either follow the link provided on the UTSC Intranet or click on the “Lecturecasts” menu item from the course menu once you have logged into Blackboard. <sup>1</sup>You will need to enter your UTSCid or UTORid and password to view the lectures. <sup>2</sup>**If you have *any* trouble with accessing or viewing the**

**WebOption lectures, please contact the WebOption office for technical help at: [webopt@utsc.utoronto.ca](mailto:webopt@utsc.utoronto.ca).** You will get the fastest support by emailing them directly. <sup>3</sup>Lectures will remain available until the Final Exam, so you can watch them at your own pace and review them before the exams.

**3.3. Textbook(s).** The 5th 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. However, because this is the first semester that I am using the 5th Edition, <sup>1</sup>I am allowing students to use the 4th Edition still so that you can purchase used copies from the UTSC bookstore. You can choose between the two editions. <sup>2</sup>You can purchase a new or used copy of the textbook directly from the UTSC Bookstore, or you can purchase an electronic copy of the 5th Edition for 35% of the price of the hardcover textbook at <http://www.coursesmart.com/013216566X>. <sup>3</sup>There should also be plenty of used copies of the 4th Edition for sale, because the 4th Edition of this textbook was used in previous semesters. <sup>4</sup>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. **<sup>5</sup>If you use any other version of the textbook other than the 4th or 5th Editions of the Aronson et al. Social Psychology textbook, then you are solely responsible for any mistakes or poor marks that you incur.** **<sup>6</sup>Important note:** Beginning in Fall 2013, PSYB10 will *only* be using the 5th Canadian Edition of this textbook, which may limit your availability to sell your 4th Edition book. You may want to consider this when deciding to purchase the textbook as new or used.

**3.4. Office Hours.** Office hours are a great way to get answers to specific questions you may have. Office hours always begin exactly at 1:00 pm and end at 2:00 pm. Please do not form a line or wait outside my office, but rather come inside, because you may not have a chance to ask your question nor do you have the opportunity to benefit from hearing the answers to other students' questions. Therefore, if my door is open, then please come in even if you there are other students there.

**3.5. Q&A Review Sessions.** One to five days before the midterm and the final exam, Chad and Amanda will hold optional 2-hour review sessions. <sup>1</sup>The exact date and times of the Q & A Review Sessions will be announced to the class on Blackboard shortly after the dates of the exams are announced by the UTSC Registrar. <sup>3</sup>The format of the 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 Q&A review. Nonetheless, it may be worth it to you to drop by simply to hear answers to *other* people's questions. <sup>4</sup>If there are no questions, then Chad and Amanda are not required to provide any review. <sup>5</sup>These Q&A review sessions are **purely optional**. Attendance will not factor into your grade. As a consequence, although we will try to choose a convenient time period for the review session, we cannot reschedule the session once the date has been set.

**3.6. Frequently Asked Questions ("FAQ").** Almost any question you ask has the potential to enlighten your fellow students, as well. The FAQ 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! <sup>1</sup>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.** <sup>2</sup>Prof. Page-Gould, Chad, and Amanda will regularly review the FAQ to answer questions and ensure the accuracy of the FAQ. <sup>3</sup>If you email us with a question that will benefit every student, then we will politely remind you to post it to the FAQ.

**3.7. 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. <sup>1</sup>If you are struggling to understand the course material, then you should attend the Q&A Review Sessions. This is the best way to increase your comprehension of the material. <sup>2</sup>If you need help developing study strategies, come see Dr. Page-Gould to develop a study plan. I will do all I can to help you earn the mark you desire, but you must come see me before you write the Final Exam in order for me to be able to help you. <sup>3</sup>Dr. Page-Gould will not respond to any requests for changes in marks. See section 4.1.7. for how Dr. Page-Gould ensures that course assessment is conducted fairly for you.

#### **4. Course Requirements/Marking**

**4.1. Exams.** There will be 2 non-cumulative exams, one midterm and one final, over the course of the semester. <sup>1</sup>The midterm is worth 45% of your course mark and the final exam is worth 55% of your mark. The midterm will be 1 hour long and the final exam will be 1.5-hours long. **If you do not feel comfortable with the exams being worth this much of your course mark, then you should drop PSYB10 immediately; vote with your feet.** <sup>2</sup>The exams will be about 85% multiple choice and 15% matching. <sup>3</sup>Exams will test material covered during the lectures and assigned readings since the previous exam. The midterm will cover Lectures 1 - 4 and the final exam will cover Lectures 5 through the first hour of Lecture 11.

<sup>4</sup>The date and time of exams are determined by the UTSC Registrar, not by Professor Page-Gould. The dates, times, and locations for the midterm and final exams will be announced on Blackboard as soon as the Registrar schedules them. It's not worth your time to email Prof. Page-Gould to ask for the date of the exams prior to when they are announced, because she does not know. This is the same procedure as in all your large classes.

<sup>5</sup>A topic-based review sheet and example test questions will be posted on the "Exams" section of the course Blackboard site no less than 1-week prior to each exam. Please understand that these materials are provided as a favour to you and you do not need them to begin studying. Until the review materials are posted online, you can study for PSYB10 like you do for all your other classes that do not give you review materials.

<sup>6</sup>If you are dissatisfied with your Midterm exam mark or if you just want to check that your Midterm was marked correctly, then you should submit an "Electronic Midterm Review Request" through Blackboard to verify that your exam was marked correctly against the answer key. A link to the Electronic Midterm Review Request will be posted on Blackboard at

the same time as the Midterm marks. Within 72 hours of requesting an electronic midterm review, you will be sent a PDF image of your scantron and the answer key through Blackboard. Compare your scantron to the answer key to determine if your Midterm was correctly marked and email Dr. Page-Gould, Chad, or Amanda within 2 weeks after you were sent the Electronic Midterm Review. <sup>7</sup>Dr. Page-Gould uses quantitative methods to evaluate the quality of exam questions after each exam and will give everyone points for any question that is quantitatively proven to be substandard by either (1) having less than 20% of the class answer the question correctly or (2) having similarly high percentages of students in the 90th percentile answer it incorrectly as students in the 10th percentile. If a question passes this quantitative analysis but you feel it was unfair, that should be a signal to you that you may simply have not known the answer because most other students did not have the same problem. <sup>8</sup>Please do not send angry emails because you are upset with your performance; it doesn't help you, it doesn't help me, and I will not respond. **Instead, ask me for help with improving your study habits for the Final Exam; that will give me the opportunity to really help you.**

**4.2. Missed Exams.** According to University policy, you may miss the midterm if you are unable to take the exam for a number of legitimate reasons. <sup>1</sup>You will need to obtain verifiable documentation of the reason for missing the midterm, and **contact Chad, Amanda, or Dr. Page-Gould as soon as you know that you will have to miss the midterm.** <sup>2</sup>There will be a make-up midterm that will be scheduled by the Registrar within 2 weeks of the original exam. The date and time of the make-up midterm will be posted as soon as the Registrar schedules it. If you miss the original exam then **you must take the make-up exam whenever it is scheduled or you will receive a 0 for the midterm exam, no exceptions.** <sup>3</sup>If you must miss the final exam, then you should directly contact the Registrar's Office, as Dr. Page-Gould is not authorized to make any changes to the final exam date and time.

**4.3. Extra Credit.** You will be able to earn up to 2% extra credit on your final course mark. <sup>1</sup>The details of the extra credit assignment are described in the "Extra Credit" section of the Blackboard site and in the first lecture. <sup>2</sup>For your extra credit, you will analyze the affect, behaviour, and cognition of contestants on "Canada's Worst Handyman 6," which is a reality TV show produced by Discovery Channel Canada last summer (unfortunately, the host, Andrew Youngusband, is taking a break from the show during 2012). <sup>3</sup>You can watch the episodes for free online by going to this website: <http://watch.discoverychannel.ca/canadas-worst-handyman/season-6>

<sup>4</sup>The extra credit assignment has two stages that you must reliably complete on time through the "Extra Credit" section of Blackboard: (1) A Prediction Analysis; (2) Seven Weekly Analyses. <sup>5</sup>The Prediction Analysis and Weekly Analyses can be found in the "Extra Credit" section of the course Blackboard site.

**<sup>6</sup>The Prediction Analysis establishes your eligibility for the Extra Credit Assignment, and must be submitted no later than Sunday, September 30th at 11:59 pm** or you will not be able to access the Weekly Analyses through Blackboard, **without exception.** <sup>7</sup>Once you are on the Discovery Channel's video website ([watch.discoverychannel.ca](http://watch.discoverychannel.ca)), navigate to "Canada's Worst Handyman" → "Season 6" → "Web Extras", and then scroll down to the bottom of the web extra video clips until you find the "audition tapes" labelled as "Charlene's Audition," "Ajay's Audition," "Matt's Audition," and so forth. Watch the 5 audition clips for each participant and come up with a prediction whom you think will end up with the title of "Canada's Worst Handyman" by the end of the show. On Blackboard, submit your "Prediction Analysis," which will be an assignment available in the "Extra Credit" section of the Blackboard site, no later than Sunday, September 30th at 11:59 pm.

**<sup>8</sup>Once per week for the next 7 weeks, submit a Weekly Analysis for each of the 7 episodes of Canada's Worst Handyman.** <sup>9</sup>Watch that week's episode to observe the contestants' behaviour, social interactions, interpersonal relationships, and see who is named "Most Improved" or "Worst Handyman" for that week. Then write a short (1-2 paragraph) analysis that applies at least one concept you have learned in *any* PSYB10 lecture to what you saw in the show. A new Weekly Analysis will appear on Blackboard each Sunday at 11:59 pm from October 7th to November 18th and the previous week's Weekly Analysis will disappear at the same time.

<sup>10</sup>You will earn 0 to 2 points on your final mark based on the number of Weekly Analyses you submit. **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 section 4.1.1 of this syllabus, and then you will have 0%, 1%, or 2% added based on your extra credit assignment as described in this paragraph.

**4.4. Additional Extra Credit.** In addition to standard extra credit, this semester I am piloting a new web captioning software program for the WebOption Lectures. The goal of this program is to increase accessibility of WebOption classes for students who are hearing impaired. However, you will see that the captions are frequently incorrect. However, *you will be able to edit incorrect captions.* By doing so, you can help out your fellow classmates. Moreover, the system will keep a record of all those. Students who fix at least 5 mistakes in the captions over the course of the semester will receive an additional 1% added on top of their final mark.

## **5. 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 (SW302, [ability@utsc.utoronto.ca](mailto:ability@utsc.utoronto.ca)) as soon as possible if you need accommodation.

## **6. Academic Integrity**

This classroom is built on mutual respect, and I assume that you take great pride in your integrity. <sup>1</sup>In the rare cases of substantial evidence that the University of Toronto's Code of Behaviour on Academic Matters (Section B) has been

compromised, I will enact the procedures outlined 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. **<sup>2</sup>Under absolutely no circumstances will I change a mark without merit. Only the Registrar can approve accommodations for special circumstances, so I will not respond to any requests for mark changes.**

**7. Lecture Schedule and Assigned Readings**

Each lecture has a reading assignment listed in the right-hand column below. Readings that do not come from the textbook (e.g., Magee & Galinsky, 2008) can be found in “Course Documents” on Blackboard. <sup>1</sup>You are responsible for all content in the assigned reading, whether that content is covered in lecture or not. That being said, the topic review sheets for distributed prior to the exams (see Section 4.1.5) will provide exhaustive lists of all the topics you are responsible for learning from both assigned readings and lecture content.

<u>Lecture</u>	<u>Lecture Topic</u>	<u>Assigned Reading</u>
1	<i>Introduction to Social Psychology and Social Cognition</i>	<b>1. Both Editions:</b> Ch. 1 – 3
2	<i>The Self &amp; Self-Regulation</i>	<b>1. 5th Ed:</b> pp. 122 – 149 <b>4th Ed:</b> pp. 124 – 151
3	<i>Social Interaction and Person Perception</i>	1. Chartrand & Bargh (1999) 2. <b>5th Ed:</b> pp. 100 – 120 <b>4th Ed:</b> pp. 96 – 122
4	<i>Attitudes, Persuasion, Conformity, and Dissent</i>	<b>1. 5th Ed:</b> pp. 153 – 231 <b>4th Ed:</b> pp. 153 – 229
5	<i>Obedience (Film); Group Processes; Stanford Prison Experiment (Film)</i>	<b>1. 5th Ed:</b> pp. 235 – 267 <b>4th Ed:</b> pp. 231 – 263
6	<i>Emotions and Morality</i>	<b>1. 5th Ed:</b> pp. 89 – 100 <b>4th Ed:</b> pp. 91 – 96
7	<i>Initial Attraction and Close Relationships</i>	<b>1. 5th Ed:</b> pp. 271 – 307 <b>4th Ed:</b> pp. 267 – 279 & pp. 285 – 303
8	<i>Culture, Social Power, and Hierarchy</i>	1. Benet-Martínez <i>et al.</i> (2002) 2. Magee & Galinsky (2008)
9	<i>Intergroup Processes, Stereotyping, &amp; Prejudice</i>	1. Gutsell & Inzlicht (2010) 2. <b>5th Ed:</b> pp. 373 – 414 <b>4th Ed:</b> pp. 371 – 415
10	<i>Aggressive &amp; Prosocial Behaviour</i>	<b>1. 5th Ed:</b> pp. 311 – 370 <b>4th Ed:</b> pp. 305 – 369
11	<i>Stress, Resilience, &amp; Health</i>	<b>1. 5th Ed:</b> pp. 433 – 459 <b>4th Ed:</b> pp. 435 – 464
12	<u>Optional/Will Not Be Tested:</u> <i>Dr. Page-Gould’s Research &amp; Graduate School in Social Psych</i>	<u>Optional:</u> Page-Gould <i>et al.</i> (2010)