

## Social Psychology

PSY 211

Spring 2020

**Instructor:** Olga Yarova; MA, BCBA  
**Office:** AUCA; Psychology Department  
**Pre-requisites:** Introduction to Psychology PSY 101 or PSY 102  
**Meeting times:** Lecture, Thursday 12.45, Seminar: Group 1: Tuesday, 10.50  
Group 2: Tuesday, 12.45  
**Credit hours:** 6  
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### Textbooks:

Myers, D. G., Twenge J. M. (2016). Social psychology (4th ed.). New York: McGraw-Hill.  
Aronson E. (2008). Social animal (10<sup>th</sup> edition). Worth Publishers

<https://www.socialpsychology.org/social.htm>

<http://jfmuller.faculty.noctrl.edu/crow/>

<https://www.all-about-psychology.com/social-psychology.html>

For each seminar you are also expected to read additional articles that are available on the e-course.

### KEY: social 2020

#### I. Course goals

There are several goals that I want to pursue during this class. Firstly, I hope that you will get excited about social psychology because it is a fascinating discipline! It is about how people's thoughts, feelings and behavior are influenced by other people. I like this area of psychology a lot, I do it a lot and I think about it a lot. Therefore, I anticipate that by the end of the course you will like it as much as I do. Secondly, I would like to refute a general misconception about psychology such as the belief that psychology is nothing but counseling. No, counseling is only one applied and small part of psychology. Nowadays, psychology is a multidimensional field with strong quantitative methods that are comparable to those used in physics and mathematics. Therefore, I hope that I will help you to understand and critically interpret psychological data. In order to achieve this goal, I will provide you with introduction to many research areas within a framework of social psychology. And finally, I want you to start applying social psychology methods, concepts and theories into practice. You will have two projects in this course that will help you to explore the field of social psychology deeper.

#### II. Course outcomes:

At the end of this course you will be able to:

1. Understand research methods used in social psychology and know the most famous experiments in the field;
2. Describe and explain research studies conducted in major areas of social psychology
3. Recognize and evaluate social, cultural, spiritual and other types of diversity
4. Apply psychological concepts and theories and research to address societal issues and solve every day problems

#### III. Key competencies

Code of competence	Description of competence
<b>OK-1</b>	– Is able to understand modern theories of social psychology (SP further)
<b>OK-2</b>	
<b>OK-4</b>	– Is able to apply knowledge of research methods for the critical analysis of research conducted in the field of SP
<b>OK-5</b>	

<b>OK-6</b>	<ul style="list-style-type: none"> <li>– Is able to critically analyze information, set the goals and choose ways to reach them</li> <li>– Is able to plan the research, analyze and interpret data</li> </ul>
<b>ИК-1 ИК-3 ИК-4</b>	<ul style="list-style-type: none"> <li>– Is able to use all informational sources available in AUCA;</li> <li>– Is able to analyze the effect of social situation on individual behavior;</li> <li>– Is able to be logical in addressing social problems faced by people in modern society in native and foreign language</li> <li>–</li> </ul>
<b>ПК-1 ПК-3 ПК-4 ПК-9</b>	<ul style="list-style-type: none"> <li>– Is able to use the knowledge of social psychology discipline, the methods of the science and tools for changing human behavior;</li> <li>– Is able to collaborate on prevention of professional risks in different areas of services</li> <li>– Is able to be open minded, to perceive different scientific ideas, to discuss the most recent findings, published in scientific journal;</li> <li>– Is able to follow the Ethical Code of Psychologists in the Kyrgyz Republic;</li> </ul>
<b>СЖК-2</b>	<ul style="list-style-type: none"> <li>– Is able to accept other people, understand social power of the situation, express empathy and demonstrate professional conduct</li> </ul>

#### **IV. Course requirements**

##### **A. Attendance (20 points)**

The attendance is mandatory, and will be marked. Please try not to be late more than 15 minutes as it would automatically be counted as an absence. Unjustified absences (without supporting documents) negatively affect your final grade. More than 6 absences may lead to withdrawal or failure of the course.

##### **B. Participation (20 points)**

An important requirement is your active participation in class discussions. Strong participation can be built only on the bases of devoted preparation for the class. Please, be prepared for each class having read the required reading assignments as your ‘to the point’ participation would significantly increase your final grade. Basically, for each reading you should be able to:

- Discuss the methodology and main findings of scientific articles
- Understand the main concepts and key terms of the chapter
- Relate the main points to your own experience
- Come up with own examples of the concepts discussed in chapter

##### **C. Presentation (20 points)**

Grading criteria for material presentation are the following:

- Maximal exposition of the topic with examples of research in the area (6 points)
- “illustrations” of social psychological concept of your topic from film, news, journal (4 points)
- Delivery within an assigned time (15 minutes) (2 points)
- Ability to provoke active critical discussion by addressing min 2 questions to the audience (4 points)
- Ability to answer relevant questions (4 points)

**D. Project 1. Persuasion and Advertising (30 points)**

**Due date February 18**

For this assignment, you must select and analyze an advertisement for any product or service that you find advertised in a magazine or newspaper or you can analyze a speech of the famous person and make 10 minutes long presentation. **You must upload your presentation, and also the advertisement or the link to video advertisement/speech on the e-course in order to receive credit.**

**No late projects are accepted.**

For your presentation, answer each of the following questions in the space below:

2. Where did you find this advertisement? That is, please specify the magazine in which this ad appeared (and the date of the issue in which you found it).
3. What are the particularities of the source, audience and message of the persuasion? what are the main characteristics of these components?
4. Who is the advertiser trying to appeal to? That is, who is the ad aimed at? What is the advertiser trying to accomplish with this advertisement?
3. Discuss how the advertisement is attempting to persuade consumers to purchase the product/service. Are peripheral cues being used? If so, provide as many specific example from the advertisement as possible.  
Is the central route being used? If so, provide several examples from the advertisement.  
Which route to persuasion leads to more enduring attitude change? Why?
4. How effective do you think this advertisement is? How do you think the advertisement could be improved to be more effective? **Be specific!**
5. Are you persuaded by the advertisement? That is, would you purchase/use the product/service? Why or why not?

**Paper requirements**

<b>Criterion</b>	<b>Description</b>	<b>Number of points</b>
Analysis	Ability to summarize findings, to see general patterns, gender differences and similarities, cultural context	10 points
Reflection of the theoretical background	Understanding the mechanisms of human behavior in the society	10 points
Visual support		5 points
Presentation skills		5 points

**E. Project 2. Group or individual project – experiment in social psychology (30 points).** For this project you will need to come up with experiment that explores some social psychological phenomenon. You can do the experiment as part of a group or individually. The detailed guidelines will be provided later on the e-course.

## F. Final and Midterm Exams (50 points+50 points)

There will be two exams in this course: midterm and final. I will give you a set of questions few weeks before the exam. During the exam you will receive multiple-choice questions and essay questions based on the home readings. The final exam is not going to be cumulative: it will cover only the second part of the course.

## V. Grading

Attendance (20 points)

Participation in discussions (20 points)

Class presentation (20 points)

Paper on advertisement (30 points)

Experiment in social psychology (30 points)

Mid-term in-class exam (50 points)

Final in-class exam (50 points)

Grade	Percentage Score Range
A	95-100
A-	90-94
B+	85-89
B	80-84
B-	75-79
C+	70-74
C	65-69
C-	60-64
D	55-59
D-	50-54
F	0-49

## VI. Academic Integrity and Ethic Issues

- **Come on time.** Please come before the class starts not to distract the attention of your colleagues and instructor. If you are late than 15 min this will be counted as absence.
- **Plagiarism and Cheating policy.** The policy document on academic integrity says: “Papers may appear to be plagiarized if students: occasionally use the words of another scholar without quotation marks and proper reference, with the result that it appears that the words are the student’s own; occasionally use the ideas of another scholar without a proper reference; inadequately paraphrase the words or ideas

of another scholar; or fail to include the bibliographic citation for all sources used in the process of completing the assignment”. If a student noticed at submitting someone else’s work and presented it as his/her own, copied answers from other exam papers or plagiarized from a published article, it would imply “F” and notification of University Administration regardless of previous accomplishments and general standing in the class.

- **Privacy and confidentiality.** During our discussions we will share our personal experience with each other. To make yourself comfortable in sharing this personal information be respectful and avoid divulging information that is “too personal”.
- **Rule of a raised hand.** When several people speak at the same time it becomes impossible for the other students to have equal access to the discussion.
- **Respect your colleagues’ opinion.**
- **No talking.** Speaking to your neighbors and commenting while instructor or your colleagues are speaking is disrespectful. If you missed something, let us know and the speaker will repeat.
- **Your cell phones should be turned off or stay in silence mode during the class.**

## VII. Issues of grading

If you feel that the evaluation of your work was not fair or you noticed some scoring mistakes in your grade, you should bring these issues to the instructor immediately. If your demands are reasonable, the grade will be reconsidered.

There will always be someone who thinks that he/she was “tricked” by an exam question. If you feel that way, you should write a statement arguing your position. Your argument should include

citation from the book (page numbers, dates) or other reasonable sources. Oral exam might be considered during the appeal of the student's grade. Submit your comments no later than **1 week** after the exam results. Late submissions will not be considered.

A grade of **Incomplete** is reserved for only those special cases when a student has missed a significant portion of the semester's work because of health issues or other unavoidable circumstances. If you have any questions, please contact the instructor.

**All** assigned work must be submitted according to the due date in the e-course or at the beginning of class **on the day it is due**. No late assignments will be accepted.

Dear Student, for additional information please follow the links below:

- AUCA Student Code of Conduct  
([https://auca.kg/uploads/Students\\_life/Docs/Code%20of%20Students%202019.pdf](https://auca.kg/uploads/Students_life/Docs/Code%20of%20Students%202019.pdf))
- AUCA Bylaws of the Academic Appeals Committee -  
<https://auca.kg/uploads/Faculty%20Senate/Academic%20Appeals%20Committee%20Bylaws.pdf>
- Library Help, eReserves and research tools: <https://library.auca.kg/>
- Writing Center: <https://warc.auca.kg/>
- Academic Advising Office: [https://auca.kg/en/academic\\_advising/](https://auca.kg/en/academic_advising/)
- Psychological Counseling Services: <https://auca.kg/en/psycons/>

### Class Schedule

Date	Topic	Reading	Presentation
Week 1	Course introduction		
Week 2	Introduction to Social Psychology	Chapter 1	Ethics in social psychology research
Week 3	The Self	Chapter 2	Self-serving biases
Week 4	Social Perception	Chapter 3	How do we judge social world consciously and unconsciously?
Week 5	Attitudes	Chapter 4	When and why does our behavior affect attitudes

Week 6 <b>February 18 – advertisement presentations</b>	Persuasion and Attitude Change	Chapter 7	Subliminal messages
Week 7	Gender	Chapter 5	Gender differences Gender stereotypes
Week 8	Social Influence	Chapter 6	Cult development
	<b>Midterm exam</b>		
Week 9 (March 16-20)	Break		
Week 10	Prejudice and Discrimination	Chapter 9	Stereotypes. how they develop? consequences of stereotypes
Week 11	Aggression	Chapter 10	How can aggression be reduced?
Week 12	Interpersonal Attraction	Chapter 11	What makes love stronger?
Week 13	Intimate Relationship	Chapter 11	Friendship  How do relationship ends?
Week 14	Prosocial behavior	Chapter 12	Who will help? How to increase helping?
Week 15	Group Behavior	Chapter 8	Group decision making
Week 16	Presentations		
Week 17	<b>Final Exam</b>		