# COURSE OUTLINE

**Social Psychology HH/PSYC 2120 3.00B**  
**York University**  
**FALL 2012**

**Prerequisite:** AK/AS/HH/SC/PSYC 1010 6.00 or AK/HH/PSYC 2410 6.00, with a minimum grade of C. Course credit exclusions: AK/PSYC 3210 3.00 (prior to Summer 2002), AK/PSYC 3700C 3.00 (prior to Summer 1997), GL/PSYC 3660 3.00.

**Last date to drop courses without receiving a grade:** November 9, 2012

**Time:** Wednesdays 2:30-5:30pm  
**Room:** CLH-A

**Course Director:** Gerry Goldberg, Ph.D., C. Psych. (e-mail: gegold@yorku.ca)  
**Office Hours:** After class as needed  
**Office:** BSB 277

**Secretary:** Agnes Levstik (email: alevstik@yorku.ca)  
**Office:** BSB 281  
**Tel:** 416 736-5125

**TA:**  
Marissa Barnes (email: marisbar@yorku.ca) **OFFICE HOURS:** By appointment only on Wednesdays (12:00-1:00). Contact TA via email to secure an appointment or to ask questions. **Office:** BSB 150 C

Julia Riddell (email: jriddell@yorku.ca) **OFFICE HOURS:** By appointment only on TBA Thursday (1:00pm-2:00pm). Contact TA via email to secure an appointment or to ask questions. **Office:** TBA

**MOODLE:** It is required that you check Moodle regularly for updates, lecture outlines, grades, information regarding make up test and much more!

**REQUIRED TEXT:** Myers, D.C. and Spencer S. J.  Social Psychology (5rd. Canadian Ed.) McGraw-Hill  
ISBN-13 978-007031984-4 (NOTE: Previous editions will fail to provide you with all information offered and will likely result in a reduced grade.)

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<tr>
<th>EVALUATION:</th>
<th>See course website for sample questions and composition of the tests.</th>
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<tbody>
<tr>
<td>Sep 26</td>
<td>Optional Project Proposal (by the beginning of class) Not graded but required to do the project (last day to hand in). NO EXTENSIONS.</td>
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| Oct 3       | Midterm 1=25%  
Ch.1-5 inclusive, all lectures and class materials  
Mid-term 1A will consist of approximately 40 multiple choice questions=20%. It will also have two short essay options from which you will select one to answer=5%. You will have 75 minutes. |
| Nov 7       | Midterm 2= 25%  
Chapters 6-9 inclusive, Modules B and C, plus all lectures and in-class materials following Midterm 1 to date. This will be the same format as the first midterm |
| Nov 28      | Optional Project (by the beginning of class) Bonus marks will be added to your final course grade. Number of bonus marks depends on quality of paper. If poor quality it will neither add nor detract marks from you total, if it has merit, it will be used to see if you can be move up to the next grade, if exceptional it can further increase your grade. |
| Exam period | Final exam = 50%  
This will cover the entire text (all chapters and all modules), all lectures and class materials. (Note: The final will give weight to the chapters, modules and lectures not yet tested. The final will be of a similar format to the midterms. There will be approximately 80MC=40% and a choice of two short essay questions from which you select one to answer=10%. |

**SHOULD WEATHER OR OTHER PROBLEMS MAKE IT IMPOSSIBLE TO HOLD A MIDTERM ON THE DATE SCHEDULED, IT WILL BE HELD THE NEXT LECTURE PERIOD.**
PLEASE READ THIS PARAGRAPH

The text covers a wide range of general topics in Social Psychology. The lectures reflect the academic and applied interests of the course director. Lecture materials are not intended to follow the text but there is overlap. This course is intended to demonstrate how theories and research in Social Psychology are applied to real life issues. The optional term project is designed to give you the fundamental skills to deal with Social Psychology issues. Reading the chapters in order will assist in following lectures. See what is expected for each test and final to determine the pace at which you should read.

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<tr>
<th>Date</th>
<th>TENTATIVE SCHEDULE OF TOPICS</th>
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<tr>
<td>1. Sep 5</td>
<td>Introduction: A brief history of social psychology and the need for scientific methodology</td>
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<td>2. Sep 12</td>
<td>Culture, language and beliefs</td>
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<td>3. Sep 19</td>
<td>Social Beliefs and Social Judgement (with application to the workplace)</td>
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<td>4. Sept 26</td>
<td>Attitudes: How they form and how they are influenced</td>
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<td>LAST DAY TO SUBMIT PROPOSALS—NO EXTENSIONS. NO EXTENSTIONS</td>
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<td>5. Oct 3</td>
<td>Midterm Test 1=25% (see above for details) FOLLOWED BY A LECTURE: Health Psychology</td>
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<td>6. Oct 10</td>
<td>Conformity (application to false confessions)</td>
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<td>7. Oct 17</td>
<td>Behaviour in groups</td>
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<td>8. Oct 24</td>
<td>Helping Behaviour</td>
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<td>Oct 31 Co-Curricular Day--NO CLASS</td>
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<tr>
<td>9. Nov 7</td>
<td>Midterm Term 2=25% FOLLOWED BY A LECTURE: Nonverbal communication</td>
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<tr>
<td>10. Nov 14</td>
<td>Nonverbal communication continued. The impact of mass media (focusing on TV advertising and children)</td>
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<td>11. Nov 21</td>
<td>TV’s impact on children continued</td>
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<td>12. Nov 28</td>
<td>Prejudice, inter-group conflict and peace making</td>
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<td>PROJECT DUE WITH ORIGINAL PROPOSAL DUE AT BEGINNING OF CLASS</td>
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Reviewing Midterms

The TA will have your mid-terms in his office for your review. Office hours will be posted and appointments may be made.

IF YOU MISS A TEST: Contact me within 48 hours of missing the midterm. Documentation is required in order to be permitted to take a make-up exam. Should you miss an exam due to a medical reason, you must have your attending physician complete the “Attending Physician’s Statement”. This form can be obtained from the Registrar’s Office or the course’s Moodle site. Submit this with a “Faculty of Health Missed Test Documentation” Form” also found on the Moodle site. If you miss an exam with no legitimate excuse, you will receive a grade of zero. To write a deferred examination, you must keep an eye on the Moodle site for the time and date of the makeup.

SHOULD WEATHER OR OTHER PROBLEMS MAKE IT IMPOSSIBLE TO HOLD A MIDTERM ON THE DATE SCHEDULED, IT WILL BE HELD THE NEXT LECTURE PERIOD.

LETTER GRADES: 90-100=A+; 80-89=A; 75-79=B+; 70-74=B; 65-69=C+; 60-65=C; 55-59=D+; 50-54=D; 40-49=E; 0-39=F
Important information for students regarding the Ethics Review process, Access/Disability, Academic Honesty/Integrity, Student Conduct, and Religious Observance Days is available on the CCAS webpage (see Reports, Initiatives, Documents):
http://www.yorku.ca/secretariat/senate_cte_main_pages/ccas.htm

A comprehensive website on Academic Integrity for students can be found at:
http://www.yorku.ca/academicintegrity/students/index.htm


Video on plagiarism: http://www.yorku.ca/health/teaching-and-learning.html

OPTIONAL WRITTEN ASSIGNMENT: "PROBLEM SOLVING PROJECT"

The paper consists of a typed proposal and final paper. It is essential that anyone who elects to write the proposal or final paper be familiar the above information on academic honesty and plagiarism.

Both submissions must be typed, double spaced and in 12 pitch type Staple pages. The completed assignment should be approximately 6 PAGES (not including the bibliography). Properly reference others’ work. Do not include quotations. Make a second copy of your paper for your files before submitting.

Overview: Select a social psychology related problem and using up-to-date scientific literature and guidance from experts in the field develop a comprehensive plan to reduce or eliminate the problem. This is a chance for independent research on a course-related area of interest. It is an opportunity for you to familiarize yourself with an issue in a career field you are considering and offers a chance to meet individuals in that field. The earlier you contact agencies/experts the more time they have to send information to you and arrange interview times.

Find the most recent scholarly work (from refereed journals) specific to the problem you have selected. This requires using library tools such as data bases like Medline, the Web of Science, PSYCINFO/PSYCHLIT. Look for information in social psychology textbooks on your topic. Then look at the bibliographies for the key names and journals that deal with the problem you selected. You may also start by using popular sources of information (e.g. The Globe and Mail, Worldwide Web etc.) but remember such popular publications will not earn you credit.

You will also need to obtain applied work. Contact relevant experts or practitioners. By experts I do not mean people who have experienced the problem but people who have specialized training in dealing with the problem or have a program to deal with the problem. You will need to use tact and interviewing skills, over the telephone or in person, to get individuals to give you their valuable time. Asking these people for opinions, suggestions, leads and information will make your task easier and add to the quality of the paper. They may also save you time and energy by directing your literature search.

PROPOSAL
Specifications for the Proposal
Proposals will be used to provide feedback but will not be graded. The proposal must:

1. be one page, double spaced. The bibliography can be on a second page. STAPLE PAGES.
2. clearly and concisely identify and explain the specific problem, its causes and consequences and indicate specific approaches to dealing with the problem.
3. integrate the main ideas of at least five current peer reviewed scientific journal articles into one to three paragraphs. Do NOT do an annotated bibliography or summarize each article. Select only information relevant to your topic and relate this information to the other articles in a concise manner. Five articles is considered a minimum, it is expected that you will continue to seek out relevant articles and present a thorough literature search in your final bibliography.
4. list relevant resource agencies/individuals you will/ have contacted. Give name, position, agency, contact info (phone number, e-mail address) Make contact before writing the proposal.
5. provide a bibliography (APA style) Include proper within text referencing (e.g. Smith (1999) argues. ... or It has been found that fear of job loss causes anxiety (Green and Brown, 1998) but no footnotes or endnotes. There are many student guides to APA style including these websites:
www.apastyle.org/styletips.html
http://apastyle.org/,
http://owl.english.purdue.edu/owl/resource/560/01/,
http://www2.liu.edu/cwis/cwp/library/workshop/citation.htm
APA style requires concise writing in the third person.
This original proposal (with marker’s comments) must be resubmitted with the final paper.

Feedback will be based on: clear identification of a problem, quality of bibliography, integration of literature into paragraph(s) which suggest the dimensions and/or how to deal with the problem, identify agencies and spelling, grammar, clear communication.

FINAL REPORT: Problem Solving Project
Specifications:
1. Identify a specific problem (not just a topic area). It must be a problem that can be mitigated by the application of theories and research in social psychology. Define your terms and the parameters or limits to which your paper will cover (e.g. if wish to examine the impact of social support on persons with an illness, be clear about what social support means and what specific benefits and/or harms you will explore. If you are unable to find relevant research articles you must modify or change your topic.
2. Find current research and theories to explain the problem, its causes and consequences in a brief and concise manner. Also state the emerging issues or new dimensions related to the problem. Explain and focus on specific approaches and give details on how to DEAL with the problem.
3. Find agencies, organizations, individuals who have specialized training or expertise dealing with the problem (not just persons who have experienced the problem and tried things out). While interviews with the experts are best, other information from such persons or agencies is acceptable (e.g. brochures, Internet sites, e-mails, etc). If you use an Internet site, you must reference it and provide an explanation within the bibliography as to why this is an authoritative source. Make sure you can describe the specific approaches used and/or how these approaches are applied. Information from these organizations/individuals will enable you to evaluate their efforts in terms of the literature.
4.* Describe how scientific literature and research might be of assistance to these specialists. Specifically, (a) how would the literature be of use to them? (b) what kinds of research do you suggest social psychology researchers should do to help these specialists toward their/your goals? (c) from your research can you provide a new or modified solution?
5. Indicate what specialists you contacted at the bottom of the bibliography stipulating name, position, agency, contact info.
6. Use APA style. (See specifications for proposal.) APA style requires concise writing in the third person.
7. Staple the paper and please, no binders or attachments.
8. The original proposal (the one with the marker’s comments) must be resubmitted with the final paper.

* Emphasis will be put on #4 in grading.

IF YOU WISH TO HAVE YOUR PROJECT BACK CONTACT THE TA AFTER THE GRADES ARE POSTED OR ATTACH A SELF-ADDRESSED STAMPED ENVELOPE.