

**COURSE OUTLINE**  
**Seminar in Social Psychology HH/PSYC 4020 6.00 C**  
**York University**  
**Fall/Winter, 2015-16**

Prerequisites: AK/AS/HH/SC/PSYC 1010 6.00 or AK/HH/PSYC 2410 6.00, with a minimum grade of C; AK/AS/HH/SC/PSYC 2030 3.00 or AK/HH/PSYC 2530 3.00; one of AK/AS/HH/SC/PSYC 2021 3.00, AK/AS/HH/SC/PSYC 2020 6.00, AK/HH/PSYC 2510 3.00; AK/AS/HH/SC/PSYC 2120 3.00 or AK/HH/PSYC 3210 3.00. Course credit exclusions: AS/HH/SC/PSYC 4020 3.00, AK/PSYC 4110 3.00 (prior to Summer 2002).

Last date to drop courses without receiving a grade: February 5, 2016

**TIME:** Thursdays: 2:30-5:30pm  
**ROOM:** VH 1158  
**COURSE DIRECTOR:** Gerry Goldberg, Ph.D., C. Psych.  
**OFFICE HOURS:** before and after class as needed  
**OFFICE:** 277 BSB  
**E-MAIL:** gegold@yorku.ca  
**SECRETARY:** Zehra Bandhu office is 284 BSB, Email: zehra@yorku.ca  
Phone: 416 736 2100 Ext. 66232.

**MOODLE:** *Check Moodle regularly for updates, lecture outlines, and resource materials!*

The first part of the course focuses on applying social psychological concepts to social/communications issues related to health (e.g. influencing health related behaviors, risk communications, disasters and communications). The second part focuses on applying concepts of social psychology to a variety of topics determined by student interests.

**Required reading:**

There are no required readings in this course. However, there are materials on the Moodle site and on short-term reserve in the Scott Library to assist students with the projects.

**Evaluation:** See last page of outline re: **CRITERIA FOR EVALUATION**

20% Class participation including attendance and participation in class discussions  
15% Project 1  
25% Project 2 (*Begin Project 2 before completing Project 1*)  
40% Project 3 (individual presentations/papers=15. Final Team Project (paper and website=25))

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

### Tentative Schedule:

1.	Sep 10	Introduction and Overview
2.	Sep 17	Health Communication, Myths and Fallacies <b>Deadline for sign up for Project 1 (Articles are on a first come basis)</b>
3.	Sep 24	Media Bias/Cultural Bias
4.	Oct 1	Student presentations: <b>Project 1: Paper due</b> <b>Deadline for sign up for Project 2 (Topics are on a first come basis.)</b>
5.	Oct 8	Student presentations: Project 1
6.	Oct 15	Student presentations: Project 1 <b>Project 2: Annotated bibliography DUE AT BEGINNING OF CLASS.</b>
7.	Oct 22	Project 2 workshop. Each student provides a 5 minute presentation on their topic. The class is to provide input.
	<i>Oct 29</i>	<i>Reading Day: No class</i>
8.	Nov 5	Project 2 workshop. Each student provides a 5 minute presentation on their topic. <i>The class is to provide input.</i>
9.	Nov 12	Student Presentations: Project 2-Paper due two weeks later
10.	Nov 19	Student Presentations: Project 2-Paper due one week later
11.	Nov 26	Student Presentations: Project 2-Paper due one week later
12.	Dec 3	Student Presentations: Project 2-Paper due on this day.

### WINTER BREAK

1.	Jan 7	Influence and social marketing teams followed by formation and first meeting of teams
2.	Jan 14	Teams meet to discuss the types of materials they examined to determine need.
3.	Jan 24	Guest speaker to discuss of copyright and related issues Progress reports / Discussion / Team meeting
4.	Jan 28	Progress reports / Discussion / Team meeting
5.	Feb 4	Progress reports / Discussion / Team meeting
6.	Feb 11	Progress reports / Discussion / Team meeting
	<i>Feb 18</i>	<i>Reading week: No class</i>
7.	Feb 25	Progress reports / Discussion / Team meeting
8.	Mar 3	Progress reports / Discussion / Team meeting
9.	Mar 10	Progress reports / Discussion / Team meeting
10.	Mar 17	Progress reports / Discussion / Team meeting
11.	Mar 24	Progress reports / Discussion / Team meeting
12.	Mar 31	Progress reports / Discussion

## PROJECT 1: A Social Psychological Critique of Health News Article

### Topic Selection and Order of Presentation

Students are to select and submit a topic to me by Sept. 17<sup>th</sup>. Email the name and **date** of the article. Failure to do this will detract from your class participation mark. **All students should be prepared to present October 1.** The order of presentations will be determined by random selection at the second class and posted online. Remember not all students will remain in the course and some students may be absent for their presentation and **you may be required to present earlier than expected. The penalty for missing a presentation is ½ the value of presentation per week.**

The goal of this project is for students to demonstrate the ability to:

- (1) find and use **current** and appropriate **peer reviewed research** related to a popular news report;
- (2) provide an oral presentation using **social psychological concepts** to critique a health psychology news article in a manner that stimulates interest and discussion; and,
- (3) provide a written summary of observations in **APA style**. (URLs for following APA style are provided towards then end of this outline.

Media news reports regularly present health psychology research to an interested public. Is this a good way of learning about health psychology or does it do harm? Somewhat older newspaper articles related to health psychology are provided. Generally, these articles are from “more respectable” popular media but do they do a good job of informing the public or are they misleading and maybe even harmful? Students choose an article that cites a health psychology research study and compare it to the original study that was cited and other related studies. To assist you in a social psychological critique of this news article, materials are provided on the Moodle site that may be useful but it is expected that students will seek out other social psychological concepts as well. **Remember your grade will depend upon using such social psychology concepts to critique the article.**

### **Oral Presentation (5%)**

Select a newspaper article for a class presentation and critically evaluate it from a social psychological perspective by:

- briefly reviewing the newspaper article or the part of it you will focus on;
- retrieving the original study paper and other related studies in peer-reviewed journals;
- comparing the newspaper article to the original and/or similar related study(s) from peer-reviewed journals you have found;
- providing a **social psychological** review of the news article. (Also, consider questions such as: Is the news report biased? sensationalist? misleading? harmful? Does it leave out important points and qualifiers, etc.?)
- supporting your opinions with research and theory from the social psychological literature (clearly reference, APA style, in the written paper); and
- **engaging the class with an oral presentation - not merely a written presentation that is read.**

You may have written notes but do not to overwhelm with information. A component of your grade will be based on your ability to stimulate curiosity and class discussion. Presentations will be no longer than 15 minutes including at least 5 minutes for class discussion. Note: time will vary depending upon the class size. Presenters should be prepared to pose discussion questions to the class to stimulate discussion during and/or following their presentation.

### **Written Paper (10%)**

Students will submit in APA style a three page (typed double spaced) paper plus reference section. This is a formal presentation of the information offered in the oral.

## **PROJECT 2: Problem Solving Project**

**The Problem Solving Project** consists of a brief informal presentation, an annotated bibliography, a formal presentation and final paper. (*You may find that Project 2 will provide you with insights as to what you might wish to do for Project 3.*)

### **Topic Selection and Order of Presentation**

Students are to select and submit a topic to me by way of an email by October 1. This should be a title or short sentence. Failure to do this on time will detract from your class participation mark. The order of presentations will be the same as for the first project and will be posted. Remember some students may be absent for their presentation and **you may be required to present earlier than expected. The penalty for missing a presentation is ½ the value of the presentation per week.**

**Begin the project early** and before you have completed Project 1. Materials are on reserve in the Scott Library under this course. These are mostly textbooks that look at areas of applied social psychology (see end of the course outline). Most have multiple chapters devoted to topics in which social psychological concepts and research has been used to achieve various goals. The most recent of these texts is from 2005.

Select a social psychological related problem and use up-to-date scientific literature and guidance from experts in the field to develop a comprehensive plan to reduce or eliminate the problem. 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 **most recent** (*since 2010*), scholarly work, from refereed journals, *specific* to the problem you have selected. This requires using library tools such as databases like the Web of Science (formerly the Social Sciences Citation Index), PSYCINFO/PSYCHLIT and Google Scholar. Look for information in applied psychology textbooks put on reserve for this course. Then look at the bibliographies for the key names and journals that deal with the problem you selected. You may also start your search by using popular sources of information (e.g. The Globe and Mail, Worldwide Web etc.) but remember such popular publications can be used but will not earn you much 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. **NOTE: See Final Paper Specifications (page 4) for more detail as regarding the project. This is important for guiding you thorough all components of this project.**

## **COMPONENTS OF PROJECT 2**

Your presentations, annotated bibliography and paper will demonstrate your ability to find current literature on a selected topic you so that you can provide an in depth understanding of current related concepts and research.

### **Annotated Bibliography (5%)**

Conduct a literature search and submit an **annotated bibliography** identifying and briefly describing what you have found (APA style). While all references found to date should be included, you need not provide annotation for more than 12 articles. While some earlier influential articles may be included, it is expected you will find articles published after 2010. **This annotated bibliography only briefly reviews each article BUT only to the extent to which it describes how the paper relates to your project. The key is to focus in on how each relevant it.**

### **Workshop presentations (will be part of class participation grade)**

Provide a brief overview of your topic so that other students may offer you guidance (e.g. other material, authors, agencies, etc.). This presentation will not be graded but your guidance to others will count towards your class participation. When presenting, clearly and briefly identify and explain the specific problem, its causes and consequences and indicate specific approaches to dealing with the problem. Integrate the main ideas of **at least** five current scientific journal articles from **peer-reviewed journals**. **Identify** relevant resource agencies/individuals you will or have contacted. The length of this presentation is determined by class size; it is expected that the presentation should be no longer than 5 minutes.

### **Formal Presentation (10%)**

Provide a formal in-class oral presentation reviewing your topic. Students will be evaluated on the depth of their discussion and their ability to present in a manner that stimulates class discussion and debate. Each student will be allotted up 20 minutes; exact time is dependent on class size.

### **Final Paper (15%)**

#### **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 of your paper (e.g. if you wish to examine the impact of media violence on children's social behaviour, be clear about what you mean by media violence and what specific 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. The final paper will build upon the original annotated bibliography submitted and input from fellow students. *(NOTE: Make sure the final paper is not an annotated bibliography but an integration of the materials you found into an **original essay**. Failure to do this tends to be a form of plagiarism referred to as mosaic plagiarism.)*

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. Also, try to select several social psychology concepts that you believe would be of value to the practitioner and ask the experts how they might value or use these concepts. It is expected that you will interview three experts.
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. Stipulate name, position, agency, contact information.
6. The final paper should be **approximately** 6 pages double spaced, APA style, followed by a reference section. It *must be typed, double spaced and in 12 pitch type*. Make a second copy of your paper for your files before submitting. Properly reference the work of others. Do not include quotations.
7. **Staple** the paper and please, no binders or attachments.

**Paper is due as described above in chart.**

### **PROJECT 3: Using Social Psychology to Build a Useful Website.**

Project 3 (Individual presentations/papers=10% plus Final Team Project paper and website=25)

The intent of this project is for students to use social psychological principles to create a website that is a resource that meets the real needs of some segment of society. This may be parents of autistic children, older people who feel isolated, institutions that are looking for various forms of assistance, York U. students who wish to eat healthier lunches, etc. ***One place that you can go to build a website is Wix.com.***

You will form a team to create and evaluate a website designed to ‘meet a need in society’. Each team will come to a consensus regarding the need to which the website will respond and will provide evidence that this need exists. The need may be one that was noticed when completing project 2. As teams progress the definition or the actual need being addressed will evolve or even change to fit the findings of the team.

1. Carefully research the existence of a need to which the website will respond. (This might include a literature search, web search, an informal survey of potential users of your website. etc.)
2. Do market research to determine the specific nature of the need/market that would use the website. This may include interviews (structured or semi-structured), focus groups, and formal surveys.
3. Seek out resources (literature links, etc.) in relation to the market research conducted.
4. Conduct formative evaluations such as test marketing of the website. This may include interviews, focus groups, and surveys of people who have used the website.
5. Determining various redesigns based on your social psychological findings.
6. Summative evaluation of website.

Each team will present weekly progress reports on the status of their project. Individual students will be responsible for developing the weekly report and will be issued an individual grade for this report. Team members will be encouraged to work together in support of the individual report. Each report will also describe the role of the individual within the team and their specific input.

Weekly progress reports will consist of an oral presentation followed by a written submission no longer than 2 pages. It is assumed that each student will have at least 2 presentations during the winter term. These presentations should be clear enough to demonstrate weekly progress. It is expected that a discussion will follow in which all students will provide ideas, guidance for the other teams.

#### **MISSED PRESENTATIONS AND LATE PAPERS:**

Students are expected to complete each component of the course on time. Late papers will be assessed a penalty of ½ mark per day including weekends and holidays. If you miss your scheduled presentation you must have a legitimate excuse (e.g. death in the family, severe illness, etc.). **Documentation** (i.e. an attending physician’s statement, not a MDs note) will be required to write an additional written paper on an assigned topic to make up for the missing grade.

#### **CRITERIA FOR EVALUATION FOR ALL COMPONENTS OF THE COURSE**

##### **Class Participation**

- participation in discussion and attendance
- having topics for projects submitted on time
- being ready to present when called upon
- You are welcome to use your computer when the professor is lecturing e.g. to follow the PowerPoint online. Use of these devices **WHEN A STUDENT IS PRESENTING** will detract from class participation grades.

##### **Oral Presentations:**

- Information is current and from peer reviewed journals
- The presentation is focused on a clearly defined topic demonstrating how concepts of social psychology are of use in addressing the topic.
- The presentation is funneled from a general perspective to an “in depth” presentation of the topic.
- Presentation is clear and engaging.
- Reading from the paper or PowerPoint is kept to a minimum so as to engage the class.
- An effort was made to stimulate class discussion (e.g. presented topical points, posed good questions)
- Student keeps within the allotted time (including discussion)

##### **Written Papers:**

The written documents will be more a formalized and detailed version of the oral presentation.

- A sufficient literature search provides a social psychological perspective
- Paper is well organized, **concise** and clear
- Paper presents a current understanding of the issues presented
- Paper is free of unnecessary flowery prose
- Paper is in proper APA style
- Paper is the prescribed length (i.e. within a page)

##### **Regarding APA Style:**

There are many student guides to APA style including several websites. The following websites are some such guides:

[www.apastyle.org/styletips.html](http://www.apastyle.org/styletips.html)

<http://writing.wisc.edu/Handbook/DocAPA.html>

<http://apastyle.org/>,

<http://owl.english.purdue.edu/owl/resource/560/01/>,

<http://www2.liu.edu/cwis/cwp/library/workshop/citation.htm>

NOTE: Of particular interest to the reader is that APA style requires **concise** writing in the **third person**

## 4020 Books on Reserve

<p>Organizational change through individual empowerment [electronic resource] : applying social psychology in prisons and policing          Author: Hans Toch.          Publication info: Washington, D.C. : American Psychological Association, 2014.          Call Number: HM 1033 S36 2012</p> <p>Empirical research in teaching and learning : contributions from social psychology /          Author: edited by Debra Mashek and Elizabeth Yost Hammer.          Publication info: Malden, MA: Wiley-Blackwell, 2011.          Call Number: HM 1033 E534 2011</p> <p>Extremism and the psychology of uncertainty /          Author: edited by Michael A. Hogg and Danielle L. Blaylock.          Publication info: Chichester, West Sussex ; Malden, MA : Wiley-Blackwell, 2012.          Call Number: BF 575 F16 E98 2012</p> <p>Applied social psychology: understanding and addressing social and practical problems          Authors: Schneider, Frank W.   Gruman, Jamie A.   Coutts, Larry M.          Published: 2005          Call Number: HM 1033 S36 2005</p> <p>Social psychology of exercise and sport          By: Hagger, Martin Other Authors: Chatzisarantis, Nikos          Published: 2005          Call Number: GV 706.4 H344 2005</p> <p>Applied sport psychology: personal growth to peak performance          Other Authors: Williams, Jean M.          Published: 2006          Call Number: GV 706.4 A66 2006</p> <p>Applying social psychology          Other Authors: Kremer, John          Published: 2003          Call Number: HM 1033 A66 2003</p> <p>The social psychology of food          Author: Mark Conner and Christopher J. Armitage.          Publication info: Buckingham ; Philadelphia : Open University Press, 2002.          Call Number: GT 2860 C58 200</p>	<p>The social psychology of consumer behaviour          By: Bagozzi, Richard P. Other Authors: Gurhan-Canli, Zeynep, 1968-   Priester, Joseph R., 1960-          Published: 2002          Call Number: HB 801 B267 2002</p> <p>The social psychology of drug abuse          By: Sussman, Steve Yale Other Authors: Ames, Susan L., 1956-          Published: 2001          Call Number: HV 5801 D57 2001</p> <p>Applied social psychology          By: Oskamp, Stuart Other Authors: Schultz, P. Wesley          Published: 1998          Call Number: HM 251 O75 1998</p> <p>Applied social psychology          Other Author: Sadava, Stanley W.   McCreary, Donald R.          Published: 1997          Call Number: HM 251 A7546 1997</p> <p>Applied social psychology          Other Author: Semin, G. R.   Fiedler, Klaus, 1951-          Published: 1996          HM 251 A755 1996</p> <p>Concerning psychology : psychology applied to social issues          By: Howitt, Dennis          Published: 1991          Call Number: HM 251 H73 1991</p> <p>Applied psychology for social workers          By: Nicolson, Paula Other Authors: Bayne, Rowan          Published: 1990          Call Number: HV 43 N54 1990</p> <p>Applied social psychology          By: Weyant, James M.          Published: 1986          Call Number:          HM 251 W576 1986</p> <p>Applied social psychology annual          Other Authors: Society for the Psychological Study of Social Issues          Format: Book Serial          Call Number:          HM 251 A757 V.8          HM 251 A757 V.7          HM 251 A757 V.6</p>
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