

PSYCH 2C03: Introduction to Social Psychology
Department of Psychology, Neuroscience, and Behaviour
Spring Term 2012
Tuesday and Thursday, 9:30am-12:30pm in BSB B135

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Course Description: This course is designed to introduce you to research and theory in social psychology. We will pay special attention to how research is carried out in this very experimental field, and to how research findings are used to advance our understanding of human social behavior. In-class and discussion board participation are strongly encouraged.

Textbook (required): Myers, Spencer, & Jordan (2009) '*Social Psychology*', 4th Canadian Ed., available at the McMaster bookstore. It is also permissible to use an e-textbook or older editions of the text, but if you do use a different edition of the text it is up to you to figure out which pages and chapters to read. iClickers will be used in this course and should be brought to each class.

Email Policy: E-mails regarding course content must originate from your McMaster email account, and must be sent to my own McMaster email account, provided above. Email sent from third-party providers (e.g., hotmail, Gmail) is not only unprofessional, but is often filtered as spam, may not arrive at its destination, and is not acceptable. McMaster has this policy to ensure that instructors know with whom they are communicating, and to ensure all communications are confidential.

Website Policy: You are expected to check our course website on *Avenue to Learn* regularly for announcements, updates, discussion board postings, and other valuable information. It is your responsibility to keep up with the information provided on this site.

Use of the website's **discussion boards** is strongly encouraged, and, in the case of non-private inquiries (questions about course content and the running of this course, but *not* emails reporting illness or other private matters) is preferred to email. Questions asked on the discussion boards allow other students to see the answer, and discussion board questions also provide a learning experience for students who wish to answer these questions themselves.

Finally, students should be aware that, when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

Assessment: Your final mark will be based on your performance on three midterm exams (30% each), as well as participation in two experiments through Experimentrix (4%), and for participation in online discussions (6%). The midterms will be non-cumulative (*exception*: research methods), and will cover lecture material *and* assigned readings, even if readings not discussed in class. The final exam will be cumulative.

1) Test-Taking Policy: Midterms will be run like final examinations. You may bring writing instruments, an eraser, and essentials like kleenex and water to your desk. You must also bring your student ID card. All other materials, especially electronics, must stay in your bag. Note that if your cell phone rings or buzzes during a midterm, then **you will be docked 5%** on that midterm.

2) Missed Tests: McMaster has adopted a self-report tool, the McMaster Student Absence Form, to be used to report some (but not all) absences. The MSAF can be used, once per term, if you are absent from the university for a medical reason lasting fewer than 5 days. Longer absences or absences due to non-medical reasons must be reported to your Faculty or Program office, with documentation. Note that relief from term work may not necessarily be granted. Please make yourself familiar with the terms of using the MSAF by going to the following web sites:

<http://www.mcmaster.ca/health/>

<http://www.mcmaster.ca/msaf/>

Within 2 working days of a missed test, you must (1) send your MSAF to einarsk@mcmaster.ca and (2) email me to arrange a make-up test for the work you have missed. No requests for special consideration will be accepted after two weeks time has elapsed.

3) Final Grade Calculations: Your final grade will be converted to a letter grade according to McMaster's standard grading scale:

90-100	85-89	80-84	77-79	73-76	70-72	67-69	63-66	60-62	57-59	53-56	50-52	0-49
A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F

Note: The instructor reserves the right to adjust final marks up or down depending on overall performance in the course. Students who do not pass the cumulative final, or whose final exam mark is their lowest mark in the course, will *not* have their mark adjusted up under any circumstances. Note that your final mark is nonnegotiable, unless a marking or mathematical error has been made.

Academic Integrity Policy:

You are expected to exhibit honesty and use ethical behavior in all aspects of the learning process. Academic dishonesty is to knowingly act or (fail to act) in a way that results or could result in unearned academic credit or advantage. Any student who infringes one of these resolutions will be treated according to the published policy.

Academic dishonesty can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university. It is your responsibility to understand what constitutes academic dishonesty. For information on the various kinds of academic dishonesty please refer to the Academic Integrity Policy, specifically Appendix 3, at http://www.mcmaster.ca/senate/academic/ac_integrity.htm

The following illustrates only three forms of academic dishonesty:

1. Plagiarism (submission of work that is not one's own/for which other credit has been obtained)
2. Improper collaboration in group work.
3. Copying or using unauthorized aids in tests and examinations.

Schedule of dates, topics, and readings

This schedule is subject to change. Any changes will be announced on our course website.

Assessment Dates:

Tuesday, May 15	Midterm 1 (Chapters 1, 2, 3, 4) (1 hour)
Thursday, May 31	Midterm 2 (Chapters 5, 6, 7, 8) (1 hour)
Wednesday, June 13	Last day to complete Experimentrix credits
Thursday, June 14	Midterm 3 (Chapters 9, 10, 11, 12) (1 hour)

Class Schedule:

Date	Topic
May 1	Introduction and Research Methods (<i>Chapter 1</i>)
May 3	The Self (<i>Chapter 2</i>)
May 8	Attribution Theory (<i>Chapter 3</i>)
May 10	Dissonance Theory (<i>Chapter 4</i>)
May 15	Midterm 1: Social Thinking Persuasion (<i>Chapter 5 and p 122-124: Foot-in-the-Door, Low-Balling</i>)
May 17	Conformity (<i>Chapter 6 and p 311-319: Bystander Intervention Model and p 239-247: Groupthink</i>)
May 22	Group Influence (<i>Chapter 7</i>)
May 24	Social Psychology in the Real World (<i>Module TBD</i>)
May 29	Culture and Language (<i>Chapter 8</i>)
May 31	Midterm 2: Social Influence Prosocial Behaviour (<i>Chapter 9</i>)
June 5	Aggression (<i>Chapter 10</i>)
June 7	Close Relationships (<i>Chapter 11</i>)
June 12	Prejudice (<i>Chapter 12</i>)
Jun 14	In-class review Midterm 3: Social Relations

A note from the university: The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any change.

Assessment:

90% of your grade will be based on three midterm exams, each worth 30%

4% from participation in two experiments through the Department Participant Pool (Experimetrix)

6% from participation in weekly web-based discussion assignments

Exams (90%):

You are responsible for the material covered in lectures AND the assigned chapters from the textbook. Please note that you may be examined on material presented in lectures that is not in the textbook, and also material from the textbook not covered in lectures. Powerpoint slides from the lectures will be available on Avenue as PDF files after each lecture.

There will be three multiple choice exams written on the dates listed above during the regularly scheduled class periods. No examination will be re-scheduled unless there is cancellation of the class by the University.

Experimental participation (4%):

You will take part in (or if you prefer, simply observe) TWO experiments through the Departmental Participant Pool, worth 2% each. You will need to use Experimetrix to choose and sign up for experiments. (Be sure that an experiment says it is open to 2C03 students before you sign up!) Note that if you sign up for an experiment and miss your scheduled slot without contacting the experimenter to cancel, you will not receive credit.

Online discussion assignments (6%):

The weekly class discussion assignments are worth 6% of your grade. Every week (beginning May 1st) a discussion question will be posted to the Avenue discussion board. You will be required to post an original response to the question, or a reply to another student's comment or question. There will be 7 questions posted over the duration of the course, each worth 1.0% of your final grade, up to a maximum of 6%. Responses should be a minimum of 250 words, and reflect at least a few minutes of moderate thought regarding the topic. Questions will be posted early in the week; responses to weekly questions are due by the start of class on Thursday. Late responses will not receive credit. Further details will be posted on Avenue.