Course Syllabus
PSYCH 2C03: SOCIAL PSYCHOLOGY
Department of Psychology, Neuroscience, and Behaviour
McMaster University
Spring 2014

Instructor: Dr. Rayna H. Friendly (friendr@mcmaster.ca)
Contact: Please use email above for ALL course-related inquires
Office Hours: Meetings with instructor available upon email request
Class Times: Mondays and Wednesdays from 6:00 to 9:00pm
Class Dates: Monday, May 5th to Wednesday, June 18th, 2014
Class Location: Information Technology Building, ITB 137 (NOTE: This is the FINAL room change, effective May 1, 2014. For more information, see Avenue to Learn webpage)

Please note: This syllabus – including scheduling, topic order, topics themselves, and assessment strategy – is subject to change if circumstances warrant. See Policy Statements section for more detail.

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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.
Intended Learning Outcomes:
By the end of the course, the student will be able to:
1. Understand key theories and concepts in social psychology
2. Accurately recall any given experiment (hint: break experiments down into their main components: methods, independent variable, dependent variable, results)
3. Identify how the methodology of an experiment allowed it to test (or prevented it from testing) the idea it was meant to test
4. Recognize how an experiment enhanced, changed, negated, or supported the theory associated with it
5. Apply any given theory, concept, and/or experiment to new and real-world situations
6. Enable you to think differently about the power of social influence!

Course Materials:
1. Textbook (required): Aronson, Wilson, Fehr, & Akert (Authors) Social Psychology, 5th Canadian Edition (Title)

   Note: You can choose the printed OR online version.
   Online Text ISBN: 9780132814393, Price = $90.90
   (Pay for online version using ISBN at Campus Bookstore cash desk. They will give you the access code to enter online)

The use of anything other than the edition listed here is strongly discouraged because the content of other editions may differ. If you do use a different textbook, then it is up to you to figure out which pages and chapters to read.

2. iClicker (STRONGLY recommended):
   Campus Bookstore. Bring your iClicker with you to every class; we will be using them a lot! Don’t forget to register your iClicker.
   For more information, visit: http://support.iclicker.com/categories/20106298-Student-Support.

Evaluation
The final grade for this course will be calculated using the following evaluation scheme:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm (non-cumulative)</td>
<td>45%*</td>
</tr>
<tr>
<td>Final Exam (non-cumulative)</td>
<td>55%*</td>
</tr>
<tr>
<td>BONUS</td>
<td>2%</td>
</tr>
</tbody>
</table>

For one hour of participation in psychology experiments (through SONA)

* Note that the lower of your two marks will be worth 45% and the higher will be worth 55%
Evaluation Details
Below are more detailed descriptions of the evaluations for this:

Participation:
Although not assessed for credit, in-class, discussion board, chat, and office-hours participation are strongly encouraged. If you have a question, chances are that other students do too. Don’t be shy!

Midterm & Final Exam
Your final mark will be based on your performance on one multiple choice (MC) midterm (@45%) and one MC final exam (@55%). Note that if you do better on the midterm than the final exam, then the weighting of marks will be reversed (so that your midterm and exam will be worth 55% and 45%, respectively). BOTH will be non-cumulative (exception: research methods), and will cover lecture material and assigned readings, especially readings on topics not discussed in class.

The MC items have been designed to test your knowledge in the following domains: facts (e.g., “what was the finding?” or “what is the definition of X?”); concepts (e.g., “what does the finding mean?” or “why is this particular finding important?”); and application (e.g., “given what you know about topic A, how would a person behave in situation B?”).

Midterm- & Exam-Taking Policy
The midterm will be run like the final examination. You may have writing instruments, an eraser (or similar), and essentials like Kleenex and water on your desk. You must also have your student ID card. All other materials, especially electronics (e.g., your cell phone), must stay in your bag.

Missed Midterm or Exam
Report your absence to my email friendr@mcmaster.ca within 2 days of the missed test. Otherwise, accommodations might not be granted. Make-up tests are held one week after the original test, before or during class time. NO requests for special consideration will be accepted after one week has elapsed (i.e., you will receive a mark of zero on the missed midterm).

Missed Make-Up Midterm or Exam
If you miss the make-up test due to a prolonged illness or family crisis (or similar), then you must report your absence for both the test and its make-up to your Faculty or Program office within 2 days of the makeup test; otherwise, you will receive a mark of zero on the missed work. If you can provide an acceptable excuse for having missed the make-up, then the instructor will assign you a project worth 45% and your midterm will then be worth 55% with no exceptions. If you don’t do this project, you will fail this course (you cannot have a 100% final).

How to report an absence:
The McMaster Student Absence Form (MSAF) can be used to report some (but not all) absences. Please familiarize yourself with MSAF regulations by visiting http://www.mcmaster.ca/msaf/.
In short: 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, regardless of how your absence is reported.
**Final Grade Calculations:**

Your final mark will be converted to a letter grade, according to the following scheme:

<table>
<thead>
<tr>
<th>Percentage (Grade)</th>
<th>Percentage (Grade)</th>
<th>Percentage (Grade)</th>
<th>Percentage (Grade)</th>
</tr>
</thead>
<tbody>
<tr>
<td>90-100 (A+)</td>
<td>77-79 (B+)</td>
<td>67-69 (C+)</td>
<td>57-59 (D+)</td>
</tr>
<tr>
<td>85-100 (A)</td>
<td>73-76 (B)</td>
<td>63-66 (C)</td>
<td>53-56 (D)</td>
</tr>
<tr>
<td>80-84 (A-)</td>
<td>70-72 (B-)</td>
<td>60-66 (C-)</td>
<td>50-52 (D-)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>0-49 (F)</td>
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**Note:** The instructor reserves the right to adjust final marks up or down, depending on overall performance in the course. If you are concerned about your final mark, it is your responsibility to visit with the instructor well in the advance of the final exam, for study help.

**BONUS: Participation in Psychology Experiments**

If you choose, you can participate in ONE HOURS’ worth of psychology experiments for a bonus of 2% total added to your final grade (e.g., if your course average was 68 %, then it would be bumped up to 70%). This may consist of either one 1-hour experiment or two half-hour experiments. If you only participate in one half-hour experiment, then you will only be eligible for 1% bonus. In order to participate, you must sign up through McMaster’s Sona system, which can be accessed through [mcmaster.sona-systems.com](http://mcmaster.sona-systems.com). When you log into Sona for the first time, you will be prompted to choose a course. Please select Psych 2C03 from the list. To register for an experiment, select “Study Sign-Up” from the main SONA page. More details about SONA will be posted on the course Avenue to Learn contents page. If you have any questions or concerns, please contact Dr. Michelle Cadieux ([intropsych@mcmaster.ca](mailto:intropsych@mcmaster.ca)).

**Policy Statements**

Please read the following carefully.

**E-mail Policy:**

1. Email must originate from your mcmaster.ca account. Should I need to communicate with you, I will send an email to that account. You should therefore monitor that account regularly. Email sent from any other account (e.g., gmail, hotmail) could be misplaced or ignored. I uphold this policy for two reasons: (1) to ensure that I know with whom I am communicating, and (2) to teach the professional use of email. Note that emails to your professors are professional communications: they should include correct spelling and punctuation.
2. Please place the term “PSYCH 2C03” at the beginning of the subject line for any emails relevant to this course, and follow it with an informative subject line (e.g. “PSYCH 2C03: inquiry about quiz #4”). I ask this because I receive a lot of emails and do not want yours to get lost or ignored unintentionally.

NB. Please do not contact me using the Avenue email system, as I will not have time to check it regularly. However, you can use A2L to contact your fellow classmates in regards to course content through the use of discussion posts.

Website Policy:
You are expected to regularly check our course website on Avenue to Learn (A2L) (i.e. “PSYCH 2C03: SOCIAL PSYCHOLOGY” – listed under the Student tab and under 2014 Spring on your A2L homepage) for announcements, readings, 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 for peer feedback on questions about course content. Questions asked on the discussion boards allow other students with the same questions the chance to see the answer, and to provide an answer themselves. Unfortunately, I will have little time this term to answer these posts myself. I prefer to be asked about particular inquires in person or through email.

NB. You are responsible for communicating over A2L in a respectable and professional manner. I reserve the right to ban students from the course website if they communicate on A2L in a way that I deem offensive, inappropriate, or academically dishonest. This will involve lost access to slides and other important course information.

A Note about the Use of Avenue to Learn:
In this course, we use Avenue to Learn. 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 is dependent on the technology used. Continuation in the course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this by Week 2 with one of the course instructors.

Lecture Recording Policy:
Recording of lectures will be permitted if you feel that this will help you perform optimally in the course. HOWEVER: Consider the lectures copyrighted material: do not post recordings anywhere online, including our A2L website. If you do, this will be considered academic dishonesty and will be penalized accordingly.

Inclusivity, Accessibility and Accommodations:
The McMaster Institute for Innovation and Excellence in Teaching and Learning and your instructors are committed to creating an equitable and accessible environment and to encouraging openness to multiple perspectives and points of view. If you have a disability or health consideration that may require accommodations, please feel free to approach one of the instructors and/or Student Accessibility Services (http://sas.mcmaster.ca/) as soon as possible to discuss accommodations.

Academic Integrity and Academic Dishonesty:
You are expected to exhibit honesty and use ethical behavior in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. Academic dishonesty is to knowingly act or fail to act in a way that does or could result in unearned academic credit or advantage. This behavior can result in serious consequences, e.g., a grade of zero (0) on an assignment, loss of course credit with a notation on the transcript (“grade 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 types of academic dishonesty, please refer to the Academic Integrity Policy, at http://www.mcmaster.ca/academicintegrity.

Course Modifications:
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 students to check their McMaster email and course websites weekly during the term and to note any changes.

Course Schedule  **Note this schedule may – and likely will – change as the course progresses**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic &amp; In-Class Assessments</th>
<th>Associated Readings</th>
</tr>
</thead>
</table>
| Mon, May 5  | Introduction to Social Psychology  
What is it and why is it important?                     | Ch. 1                                                                               |
| Wed, May 7  | Research Methodology  
How is social psych research done? How come?           | Ch. 2                                                                               |
| Mon, May 12 | Conformity  
Why do we ‘go along’ with others?                      | Ch. 7 (Pg. 193-218, 223-231)                                                        |
| Wed, May 14 | Persuasion  
Why do we change our attitudes & behaviours?           | Ch. 7 (Pg. 219-222)  
Ch. 6 (Pg. 153-174) |
| Mon, May 19 | VICTORIA DAY – NO CLASS                                                                                |                                                                                     |
| Wed, May 21 | Dissonance Theory  
How do we deal with conflicting attitudes and behaviours? | Ch. 6 (Pg. 174-188)                                                                |
| Mon, May 26 | MIDTERM  
Video – To be announced                                                                 |                                                                                     |
| Wed, May 28 | Social Perception  
Why our interpretation of the people around us is | Ch. 4                                                                               |
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
</tr>
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<tbody>
<tr>
<td>Mon, Jun 2</td>
<td>Social Cognition: Schemas of the Self and Others</td>
<td>Ch. 3 &amp; Ch. 5</td>
</tr>
<tr>
<td></td>
<td><em>Why do we create stereotypes and why do we compare ourselves to others?</em></td>
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<tr>
<td></td>
<td><em>(Schedule continues on following page…)</em></td>
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<tr>
<td>Wed, Jun 4</td>
<td>Prejudice, Stereotypes &amp; Discrimination</td>
<td>Ch. 12</td>
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<tr>
<td></td>
<td><em>Why are we negative toward those unlike us and what are the consequences?</em></td>
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<tr>
<td>Mon, Jun 9</td>
<td>Aggression</td>
<td>Ch. 11</td>
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<tr>
<td></td>
<td><em>Why do we hurt others?</em></td>
<td></td>
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<tr>
<td>Wed, Jun 11</td>
<td>Prosocial Behaviour</td>
<td>Ch. 10</td>
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<tr>
<td></td>
<td><em>Why do we help others?</em></td>
<td>Ch. 9</td>
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<tr>
<td></td>
<td>Close Relationships</td>
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<tr>
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<td><em>Why do we form long-term relationships?</em></td>
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<tr>
<td>Mon, Jun 16</td>
<td>Group Behaviour</td>
<td>Ch. 8</td>
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<td></td>
<td><em>How do groups influence individual’s behaviours?</em></td>
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<tr>
<td>Wed, Jun 18</td>
<td><strong>FINAL EXAM</strong></td>
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