PSYC*2310, Course Outline: Fall 2015

General Information

Course Title: Introduction to Social Psychology

Course Description:
Social psychology will be explored in lectures and class activities. The course will focus on five Big Ideas in social psychology: the influence of social norms, personal perspective differences, the need to belong, the need for consistency, and mental shortcuts. Students will analyze social behaviour using those five ideas and communicate their analyses in class activities and in writing.

Credit Weight: 0.50

Academic Department (or campus): Psychology

Semester Offering: Fall 2015

Class Schedule and Location: Tuesdays and Thursdays 1:00 to 2:20 PM in War Memorial Hall (WMEM 103)

Instructor Information

Instructor Name: Ian Newby-Clark
Instructor Email: inewby@uoguelph.ca
Office location and office hours: MacKinnon Extension 3006; Tues. and Thurs. 11 AM to Noon

GTA Information

GTA Name: TBA
GTA Email:
GTA office location and office hours:

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GTA Email:
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Course Content

Specific Learning Outcomes:

By the end of this course, a successful student will be able to:

1. analyze social behaviour by detecting when/where/how **social norms** are influencing social behaviour.

2. analyze social behaviour by detecting when/where/how **personal perspective differences** are influencing social behaviour.

3. analyze social behaviour by detecting when/where/how **the need to belong** is influencing social behaviour.

4. analyze social behaviour by detecting when/where/how **the need for consistency** is influencing social behaviour.

5. analyze social behaviour by detecting when/where/how **mental shortcuts** are influencing social behaviour.

6. **effectively communicate** the results of a social behaviour analysis through clear and persuasive writing.

7. use clear and persuasive writing to **effectively communicate** how the course assisted in meeting learning outcomes 1 through 5.

Lecture Content:

Date	Unit	Topics (Subject to Change)
September 10th	Introduction to the Course	1. Becoming a Social Behaviour Analyst 2. Learning Outcomes 3. An Unconventional Course 4. How Things Will Run 5. Preview: Voting for Books 6. Preview: Social Norms
September 15th to September 24th	Big Idea 1: Social Norms	1. Norms are All Around Us 2. Campus Norms 3. Obedience to Authority 4. Spot the Social Norm
September 29th to October 8th	Big Idea 2: Personal Perspective Differences	1. Naïve Realism 2. Self and Other 3. Hindsight Bias 4. Motivation
October 15th to October 29th	Big Idea 3: The Need to Belong	1. Why We Need to Belong 2. Friends and Groups 3. Romantic Partners 4. The Problem of Loneliness
November 3rd to November 17th	Big Idea 4: The Need for Consistency	1. Mixed Feelings About Ambivalence 2. Saying One Thing And . . . 3. Mistakes Were Made, But Not By Me 4. Hypocrite!
November 19th to December 3rd	Big Idea 5: Mental Shortcuts	1. Representativeness and Availability 2. Stereotypes 3. Confirmation Bias 4. Endowment and Loss Aversion 5. We Need Mental Shortcuts

Course Assignments and Tests:

Assignment or Test	Due Date	Contribution to Final Mark (%)	Learning Outcomes Assessed
Spot the Norm (individual)	September 25th	5	1 and 6 Peer Assessment TA Assessment
Learning about Social Norms (group)	September 28th	5	1 and 7 Instructor Assessment
Walking in Someone Else's Shoes (individual)	October 14th	5	2 and 6 Peer Assessment
Learning about Perspective Differences (individual)	October 16th	5	2 and 7 TA Assessment
The Need to Belong in the Movies (group)	October 30th	5	3 and 6 Instructor Assessment
Learning about The Need to Belong (individual)	November 2nd	5	3 and 7 TA Assessment
Spot the Dissonance (individual)	November 18th	5	4 and 6 TA Assessment
Learning about The Need for Consistency (group)	November 23rd	5	4 and 7 Instructor Assessment
Mental Shortcuts in Action: The Good and the Bad (group)	December 4th	5	5 and 6 TA Assessment
Learning about Mental Shortcuts (individual)	December 4th	5	5 and 7 Peer Assessment
Final Assignment: Social Behaviour Analysis of a Work of Fiction (individual assignment)	December 11th	50	1,2,3,4,5,6 Instructor Assessment

Additional Notes (if required):
This course is not conventional:
1. A substantial percentage (50%) of the final grade is based on assessment of performance of learning activities that take place in class, out of class, and on-line (individual and group).

2. All assignments are short writing assignments. Earlier assignments will aid in the writing of the final assignment. Classmates, teaching assistants, and the instructor will conduct the assessments.

3. There is no textbook. Instead, there are assigned readings of various kinds (research articles, newspaper articles, magazine articles, books, etc.). Students will also be required to listen to and view multimedia clips that will be made available on the course website.

Final examination date and time: There is no final exam.

Final exam weighting: Not Applicable

Course Resources

Required Texts:

Belsky, G., & Gilovich, T. (2010). Why smart people make big money mistakes—and how to correct them: Lessons from the new science of behavioral economics. (Available for purchase in the bookstore).

Festinger, L., & Riecken, H. (1956). When prophecy fails. (Available on electronic reserve; see the course website).

White, E. (2010). Lonely: Learning to live with solitude. (Available for purchase in the bookstore).

In addition, together the class will select five works of fiction, any one of which can be used for the final assignment. Students will be responsible for gaining reliable access to their chosen work of fiction, though it is anticipated that the works will be available for purchase from local bookstores and on-line.

There will be a number of research articles, newspaper and magazine articles, and audio and video clips that will be required reading/listening/viewing. All of those materials and hyperlinks will be available on the course website.

Recommended Texts: None

Lab Manual: Not applicable.

Other Resources:

A great deal of course material (readings, media links, assignment details etc.) will be made available solely on the course website on Courselink. Also, a good amount of course activity will

take place there (e.g., group discussion forums). Assignments will be submitted via Dropbox on Courselink. It is highly recommended that students visit the course website everyday for information and updates.

Course Policies

Grading Policies

Late assignments will be given a grade of zero. No allowance will be made for computer problems. It is therefore highly recommended that students back up their work and that assignments be submitted well before posted deadlines.

Course Policy on Group Work:

A number of assignments in this course are group assignments. It is expected that all members of a group will fully participate in all group activities. Details about 'who is responsible for what' and how marks are assigned vary from assignment to assignment.

Course Policy regarding use of electronic devices and recording of lectures:

Electronic recording of classes is expressly forbidden without consent of the instructor. When recordings are permitted they are solely for the use of the authorized student and may not be reproduced, or transmitted to others, without the express written consent of the instructor.

University Policies

Academic Consideration

When you find yourself unable to meet an in-course requirement because of illness or compassionate reasons, please advise the course instructor in writing, with your name, id#, and e-mail contact. See the academic calendar for information on regulations and procedures for

Academic Consideration:
[Academic Consideration, Appeals and Petitions](#)

Academic Misconduct

The University of Guelph is committed to upholding the highest standards of academic integrity and it is the responsibility of all members of the University community, faculty, staff, and students to be aware of what constitutes academic misconduct and to do as much as possible to prevent academic offences from occurring.

University of Guelph students have the responsibility of abiding by the University's policy on academic misconduct regardless of their location of study; faculty, staff and students have the responsibility of supporting an environment that discourages misconduct. Students need to

remain aware that instructors have access to and the right to use electronic and other means of detection. Please note: Whether or not a student intended to commit academic misconduct is not relevant for a finding of guilt. Hurried or careless submission of assignments does not excuse students from responsibility for verifying the academic integrity of their work before submitting it. Students who are in any doubt as to whether an action on their part could be construed as an academic offence should consult with a faculty member or faculty advisor.

The Academic Misconduct Policy is detailed in the Undergraduate Calendar:
Academic Misconduct Policy

Accessibility

The University of Guelph is committed to creating a barrier-free environment. Providing services for students is a shared responsibility among students, faculty and administrators. This relationship is based on respect of individual rights, the dignity of the individual and the University community's shared commitment to an open and supportive learning environment. Students requiring service or accommodation, whether due to an identified, ongoing disability or a short-term disability should contact the Centre for Students with Disabilities as soon as possible.

For more information, contact CSD at 519-824-4120 ext. 56208 or email csd@uoguelph.ca or see the website: Student Accessibility Services Website

Course Evaluation Information

Please refer to the Course and Instructor Evaluation Website .

Drop date

The last date to drop one-semester courses, without academic penalty, is Friday November 6th, 2015. For regulations and procedures for Dropping Courses, see the Academic Calendar:
Current Undergraduate Calendar