



Department of Psychology

Psychology 447 (L01) – Advanced Topics in Personality or Social Psychology: Social Influence Fall 2010 – Course Outline

Instructor:	John Ellard	Lecture Location:	Main 2301
Phone:	403-220-4960 Calgary 403-357-3675 RDC	Lecture Days/Time:	Wednesday, 12:00 – 2:50
Email:	ellard@ucalgary.ca		
Office:	Rm. 2506 H		
Office Hours:	After Class: 3:00 – 4:00 p.m. Wednesday		

Course Description and Goals

Designed for students who have completed an introductory social psychology course, this course provides an opportunity to study the social psychology of social influence phenomena in greater depth. As such, the course examines theory and research in social psychology concerned with understanding social influence. Under what circumstances will people change their behaviour in response to influence from others and when will they resist? During the first half of the course, consideration will be given to situations where the influence is direct. In this section of the course we will examine social facilitation, conformity, obedience, minority influence, and social power. The second half of the course is devoted to persuasion - social influence designed to change behaviour by first changing attitudes. Here we will consider a variety of factors that affect persuasiveness including such things as source credibility, emotional versus logical appeals, one-sided versus two-sided arguments, as well as other factors that can affect us unconsciously.

Course Aims and Objectives:

Aims

To provide students with understanding of the psychological processes involved in social influence from a social psychological perspective.

Specific Learning Objectives:

By the end of this course, students will:

- be conversant with the social psychological perspective on understanding human behaviour with particular emphasis on social influence,
- know what social influence is in social psychological terms and be familiar with the many forms it takes in contemporary society,
- understand and be knowledgeable about social psychological explanations of social influence,
- be skilled at reading, comprehending, and critically evaluating primary and secondary research sources reporting social psychological investigations of social influence phenomena,

- have developed and communicated in writing, their own social psychological analysis of a social influence topic,
- have had an opportunity to participate in classroom discussions of social influence topics,
- and develop an appreciation of the useful applications of ideas introduced in the course, including how to resist undesirable social influence.

Prerequisites

Psychology 345 (Social Psychology) and Psychology 312 (Experiment Design & Quantitative Methods) or equivalent are prerequisites for this course.

Required Text

There is no assigned textbook for this course. All readings will be made available as downloadable PDF documents from the course Bb site.

Evaluation

Tests and Final Exam: There will be two in-class tests during the term as well as a final exam scheduled by the Registrar. The tests and final exam in this course are non-cumulative. Each will only cover material not covered on previous tests. The in-class tests will include multiple choice and short answer format. The final examination will be composed of multiple-choice questions and an essay question. The in-class tests and final examination will be scheduled and weighted as follows:

- Test 1. **Wednesday, October 6** and worth **25%** of the final grade. Format: multiple choice and short answer
- Test 2. **Wednesday, November 3** and worth **25%** of the final grade. Format: multiple choice and short answer
- Final Exam. Scheduled by the Registrar and worth **25%** of the final grade. Format: multiple choice and essay

Research Paper: A paper worth **25%** of the final grade will be submitted electronically through the Blackboard Digital Drop Box no later than **Tuesday, December 7**. A penalty of 10% will be applied for each day the proposal is late, including weekend days. Papers will not be accepted by email or in hard copy form. A detailed description of assignment requirements and grading criteria will be posted at the course Blackboard site.

Grading Scale

A+	96-100%	B+	80-84%	C+	67-71%	D+	54-58%
A	90-95%	B	76-79%	C	63-66%	D	50-53%
A-	85-89%	B-	72-75%	C-	59-62%	F	0-49%

As stated in the University Calendar, it is at the instructor's discretion to round off either upward or downward to determine a final grade when the average of term work and final examinations is between two letter grades. To determine final letter grades, final percentage grades will be rounded up or down to the nearest whole percentage (e.g., 89.5% will be rounded up to 90% = A but 89.4% will be rounded down to 89% = A-).

Tentative Lecture Schedule

Date	
Wed Sep 8	Lectures begin
Thurs Sep 16	Last day to register or add/drop Fall or Full year courses and last day to have tuition refunded for Fall or Full year courses.
Wed Oct 6	Test 1
Wed Nov 3	Test 2
Tue Nov 16	Last day to withdraw from Fall Term courses and receive a WD
Wed Dec 1	Last day of classes
Dec 11 - 17	Final Examination period

Reappraisal of Grades

A student who feels that a piece of graded term work (e.g., term paper, essay, test) has been unfairly graded, may have the work re-graded as follows. The student shall discuss the work with the instructor within 15 days of being notified about the mark or of the item's return to the class. If not satisfied, the student shall immediately take the matter to the Head of the department offering the course, who will arrange for a reassessment of the work within the next 15 days. The reappraisal of term work may cause the grade to be raised, lowered, or to remain the same. If the student is not satisfied with the decision and wishes to appeal, the student shall address a letter of appeal to the Dean of the faculty offering the course within 15 days of the unfavourable decision. In the letter, the student must clearly and fully state the decision being appealed, the grounds for appeal, and the remedies being sought, along with any special circumstances that warrant an appeal of the reappraisal. The student should include as much written documentation as possible.

Plagiarism and Other Academic Misconduct

Intellectual honesty is the cornerstone of the development and acquisition of knowledge and requires that the contribution of others be acknowledged. Consequently, plagiarism or cheating on any assignment is regarded as an extremely serious academic offense. Plagiarism involves submitting or presenting work in a course as if it were the student's own work done expressly for that particular course when, in fact, it is not. Students should examine sections of the University of Calgary Calendar that present a Statement of Intellectual honesty and definitions and penalties associated with Plagiarism/Cheating/Other Academic Misconduct.

Academic Accommodation

It is the student's responsibility to request academic accommodations. If you are a student with a documented disability who may require academic accommodation and have not registered with Disability Services, please contact their office at 403-357-3629 or by email at: disabilityservices@rdc.ab.ca. Students who have not registered with the Disability Services are not eligible for formal academic accommodation. You are also required to discuss your needs with your instructor no later than 14 days after the start of this course.

Absence From A Test/Exam

Makeup tests/exams are NOT an option without an official University medical excuse (see the University of Calgary Calendar). A completed Physician/Counselor Statement will be required to confirm absence from a test/exam for health reasons; the student will be required to pay any cost associated with this Statement. Students who miss a test/exam have 48 hours to contact

the instructor and to schedule a makeup test/exam. Students who do not schedule a makeup test/exam with the instructor within this 48-hour period forfeit the right to a makeup test/exam. At the instructor's discretion, a makeup test/exam may differ significantly (in form and/or content) from a regularly scheduled test/exam. Except in extenuating circumstances (documented by an official University medical excuse), a makeup test/exam must be written within 2 weeks of the missed test/exam.

Student Organizations

Psychology students may wish to join the University of Calgary Psychology Undergraduate Students' Association (PSYCHS). They are located in Administration 170 and may be contacted at 403-220-5567.

Important Dates

The last day to drop this course with no "W" notation and **still receive a tuition fee refund** is **Sep 16th, 2010**. Last day for registration/change of registration is **Sep 16th, 2010**. The last day to withdraw from this course is **Nov 16th, 2010**.