

**Social Psychology (Psychology 253)
Fall 2005**

Instructor: Dr. Michael Ross
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Office Hours: By appointment, scheduled in class or by email.

Class Times and Location

2:30-3:50MW AL 116

Teaching Assistants

Emiko Yoshida **Office:** PAS 3041
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 Office Hours: MW 4-5

Martin Day **Office:** PAS 3050
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 Office Hours: schedule by email

Craig Blatz **Office:** PAS 3045
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Required Texts

Text: *Social Psychology* (2nd Canadian Edition)
Authors: David G. Myers and Steven J. Spencer

Course Web Page

Access course web page via UWACE:

<https://uwangel.uwaterloo.ca/uwangel/frameIndex.htm>

Log into UWACE using your QUEST/UWdir userid and password. The syllabus and all course information, including course notes, course updates, news, and experimental demonstrations will be posted on the Psych 253 web site. Course notes should appear by 9 AM on the morning of the lecture. Bring the notes to the lectures. The course notes are a reduced version of my PowerPoint presentations and lectures. The notes are designed to reduce the amount of writing you have to do during the lectures, but will not substitute for the lectures. Check the web site frequently for course notes, experimental demonstrations, and course news.

Course Description and Objectives

Social Psychologists study how people think about, influence, and relate to one another. An introductory social psychology course surveys the major theories and research in the field. My goal is to offer you a “taste” of what social psychologists do and why they do it. The course should also provide you with new insights on your own social world.

The course consists of readings, lectures, and experiments in which you can participate. The text is full of information and I supplement the text with a set of brief articles written by leading researchers. The articles explore particular topics in depth. In the lectures, I attempt to provide perspective, demonstrate research, and discuss what I think are some of the more important and interesting issues. I hope that there will be plenty of give-and-take during the lectures. The experiments carried out in this course are designed to provide you with direct experience in how social psychology is conducted. The information collected will be used only to illustrate points in the lectures. Any information that you provide will be completely confidential and anonymous.

Make an appointment if you would like to meet with me outside of class time. You can arrange an appointment either in class or by emailing me. You can also meet with the teaching assistants during their regular office hours. The teaching assistants can help you prepare for exams and understand your exam grades.

Course Requirements and Grading

Requirements

Tests - You will take four tests during the semester. Each test will contain 30 multiple choice questions. The tests will cover material that is presented in lectures, the text, and the articles. In general, there will be no make-up exams, but in cases of severe illness (with a doctor’s note) or other extenuating circumstances a make-up exam will be offered. There will be no final exam.

Application Paper

You will write a short paper applying what you have learned in the course to a scam email (the email appears on the last page of this course outline). The email is a persuasive communication—it is trying to get me and presumably many other people to respond in a particular fashion. In your paper, you should first analyze the email from a social psychological perspective. Use your knowledge of social psychological research and theory (e.g., research and theory on attitudes, persuasion, and conformity) to *explain* which parts of the email should be effective in eliciting a response and which aspects should be ineffective, and why. Finally, rewrite the email using knowledge you have gained in the course to make it more persuasive. Briefly indicate what social psychological theories or research support your proposed changes/additions. The paper should be about 2,000 words (which roughly translates into 7 double-spaced pages with reasonable fonts and margins, but pay attention to the word count and not the page count). The paper is due in the last class, December 5.

Experimental Demonstrations

The demonstrations will be posted on the website throughout the term. You can participate at any point prior to the deadline specified for each demonstration. You will receive bonus points for participating (see below) by the deadline, but your participation is entirely voluntary. By participating you will learn more about how social psychology research is conducted and you will provide data that can be discussed in the relevant lecture. Your responses will be anonymous and confidential and only group averages will be presented in the lectures.

Grading

Each exam and the application paper will be worth 20% of your grade. You will receive .5 bonus points for each experimental demonstration in which you participate by the specified deadline.

I assume that all the work that you submit will be your own work and will not tolerate plagiarism. As you probably know the Undergraduate Calendar defines plagiarism as “the act of presenting the ideas, words or other intellectual property of another as one’s own.” This means among other things that you will not submit someone else's work, copy someone else’s work, or cheat in any other way. It means positively that you will cite work properly. You should read Policy #71 in the Undergraduate Calendar for a full discussion of these matters.

COURSE SCHEDULE

| Day | Date | Topic | Readings (text and journal articles) |
|------------|-------------|-----------------------------------------------------------|-------------------------------------------------------|
| Monday | 9/12 | Introduction & Research Methods | Chapter 1 |
| Wednesday | 9/14 | Introduction Cont'd | Chapter 1 |
| Monday | 9/19 | The Self in a Social World Guest Lecturer: Craig Blatz | Chapter 2 |
| Wednesday | 9/21 | The Self in a Social World Guest Lecturer: Craig Blatz | Dunning, Johnson, Ehrlinger, Kruger (2003) |
| Monday | 9/26 | Social Evaluation Theories | p. 35-37, 273-274, 335-336 |
| Wednesday | 9/28 | Social Evaluation Theories | |
| Monday | 10/3 | Test 1 Social Beliefs and Judgments | Chapter 3 Ross & Wilson (2003) |
| Wednesday | 10/5 | Social Beliefs and Judgments | Chapter 3 |
| Monday | 10/10 | Thanksgiving | No Class |
| Wednesday | 10/12 | Behavior and Attitudes | Chapter 4 Cialdini (2003) |
| Monday | 10/17 | Emotion | 394-395 Gilbert, Morewedge, Risen, & Wilson (2004) |
| Wednesday | 10/19 | Culture, Language, Gender | Chapter 5 |

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| Monday | 10/24 | Culture, Language, and Gender | Chapter 5 |
| Wednesday | 10/26 | Test 2 Conformity | Chapter 6 |
| Monday | 10/31 | Persuasion | Chapter 7 |
| Wednesday | 11/2 | Prejudice | Chapter 12 |
| Monday | 11/7 | Aggression, Ethnocentrism, & Peacemaking | Chapter 13 |
| Wednesday | 11/9 | Aggression, Ethnocentrism, & Peacemaking | Chapters 13 |
| Monday | 11/14 | Test 3 Aggression, Ethnocentrism, & Peacemaking | Fiske (2002) |
| Wednesday | 11/16 | Vengeance and Forgiving | McCullough (2001) |
| Monday | 11/21 | Social Psychology and the Justice System | 517-536 Darley (2001) |
| Wednesday | 11/23 | Altruism | Chapter 9 Batson & Thompson (2001) |
| Monday | 11/28 | Liking and Loving and Relating | Chapter 11 |
| Wednesday | 11/30 | Liking and Loving and Relating | Murray (2005) |
| Monday | 12/5 | Term Test 4 | |

Journal Readings (Download through PsycINFO)*

1. Dunning, D., Johnson, K., Ehrlinger, J., Kruger, J. (2003). Why people fail to recognize their own incompetence. *Current Directions in Psychological Science*, 12, 83-87.
2. Ross, M. & Wilson, A. (2003). Autobiographical memory and conceptions of self: Getting better all the time. *Current Directions in Psychological Science*, 12, 66-69.
3. Cialdini, R.B. (2003). Crafting normative messages to protect the environment. *Current Directions in Psychological Science*, 12, 105-109.
4. Gilbert, D.T., Morewedge, C.K., Risen, J.L., Wilson, T.D. (2004). Looking forward to looking backward. *Psychological Science*, 15, 346-350.
5. Fiske, S. T. (2002). What we know about bias and intergroup conflict, the problem of the century. *Current Directions in Psychological Science*. 11, 123-128.
6. McCullough, M. E. (2001). Forgiveness: Who does it and how do they do it? *Current Directions in Psychological Science*. 10, 194-197.
7. Darley, J. M. (2001). Citizens' sense of justice and the legal system. *Current Directions in Psychological Science*, 10, 10-13.
8. Batson, C.D. & Thompson, E.R. (2001). Why don't moral people act morally? *Current Directions in Psychological Science*, 10, 54-57.
9. Murray, S.L. (2005). Regulating the risks of closeness: A relationship-specific sense of felt security. *Current Directions in Psychological Science*, 14, 74-78.

* These journals are in our library and you can access the articles on-line through the psychinfo database at the library. This database allows you to search by author, title and year of publication. If you have trouble using this database, I am sure the library staff will help you with it.

Scam Email for Application Essay

Good day,

I know you will definitely take this as a deceptive email, because of the swindle news we hear everyday. Let me first of all inform you, I got your email id from a mail directory and decided to email you for a permission to go ahead for you have to agree with me that this is the easiest way to communicate with you for I don't have any of your contacts.

I am Barrister David Walker, a member and staff in a Werksman as Attorneys firm. I am a private and personal attorney to Mr. Mikhail Khodorkovsky here in Cape Verde, The Richest man in Russia and owner of the following companies: Chairman CEO: YUKOSOIL (Russian Largest Oil Company) Chairman CEO: Menatep SBP Bank (A well reputable financial institution with Branches all over the world).

INTRODUCTION OF MY SELF:

As a personal attorney to him, authority was handed over to me in transfer of money of an American oil merchant for his last oil deal with my boss Mikhail Khodorkovsky. Already the funds have left the shore of Russia to a Vault Company. While I was on the process, My Boss got arrested for his Involvement in politics by financing the leading and opposing political parties (the Union of Right Forces, Led by Boris Nemtsov, and Yabloko, a liberal/social democratic party Led by Gregor Yavlinsky) which poses treat to President Vladimir Putin Second Tenure as Russian president. You can catch more of the story on this website: <http://newsfromrussia.com/main/2003/11/13/51215.html>

SOURCE OF FUNDS:

I have a profiling amount in an excess of US\$19M, which I seek your Partnership in accommodating for me. You will be rewarded with 30% of the total sum for your partnership. Can you be my partner on this?

All I need from you is to stand as the beneficiary of the above quoted Sum and I will re-profile the funds with your name, which will enable the vault Company release the sum to you. As soon as I confirm your readiness to conclude the transaction with me, I Will provide you with the details and also send to the security company a power attorney authorizing you to claim the funds as the beneficiary to Mr. Mikhail Khodorkovsky. I am aware of the risks involved in this proposal, therefore I ask that you consider the factors above and keep it strictly confidential to avoid the Russian government from confiscating the funds. However, if you feel you are unable to fulfill this role, I request you discard of this letter. Thank you very much for your understanding as I will wait for your quick response. Please include your personal phone number in your response for secure and easy communication between us.

Warmest Regards
David walker.