

See What You Want to See: Motivational Influences on Visual Perception.
Balcetis, Emily; Dunning, David
Journal of Personality and Social Psychology. Vol 91(4), Oct 2006, pp. 612-625

Automaticity of social behavior: Direct effects of trait construct and stereotype activation on action
Bargh, John A; Chen, Mark; Burrows, Lara.
Journal of Personality and Social Psychology. Vol 71(2), Aug 1996, pp. 230-244

Stereotype threat and women's math performance.
Spencer, Steven J.; Steele, Claude M.; Quinn, Diane M.
Journal of Experimental Social Psychology. Vol 35(1), Jan 1999, pp. 4-28

On the Cultural Guises of Cognitive Dissonance: The Case of Easterners and Westerners
Hoshino-Browne, Etsuko; Zanna, Adam S.; Spencer, Steven J.; Zanna, Mark P.; Kitayama, Shinobu;
Lackebauer, Sandra
Journal of Personality and Social Psychology. Vol 89(3), Sep 2005, pp. 294-310

UW-ACE: Course Website

<https://uwangel.uwaterloo.ca/uwangel/home.asp?sid=&redir>

Check the course website regularly. Important announcements, as well as slides from lectures, will be posted there. Information about the final paper will also be posted on the course website later in the term.

Course Requirements and Grading

Tests (3 tests worth 25% each for a total of 75% of your grade)

There will be three tests in the course: the first midterm test on June 2nd, the second midterm test on July 2nd and the third midterm test on July 30th. All tests will be part multiple choice and part essay. They will cover materials from the lectures and from the readings. Some questions are based on lecture materials only, including a guest lecture and classroom demonstrations, some from the readings only, and the rest from materials covered in both lecture and readings. None of the exams will be cumulative. In cases of severe illness or other extenuating circumstances such that you cannot take a test, you have two options: 1) contact us before the day of the test to request permission to take the test on a later day, with formal documentation (e.g., doctor's note), or 2) you may take the optional final exam at the end of the term.

You should note that doing the readings – particularly the journal articles will be crucial for success on the tests. You are expected to know specific designs and methodologies of each study from the journal articles. What methodology was used in Study 1? What about Study 2? What were the results of Study 1? What about Study 2? What conclusion did the authors make based on what they found? Make sure that in each article you know the methodology, results, and conclusion of each study (Study 1, Study 2, Study 3, etc.). Do not just know the general gist of the methodology and results. You will be expected to be able to describe what researchers found in a specific study (e.g., Study 2) of an article in the tests. The purpose of knowing the details of each study is so that not only would you know what conclusions psychologists have made, but how they came up with such conclusions (i.e., what methodology they used, what results they found, etc.).

There will also be an optional final exam. This exam will be cumulative and will include both multiple choice and essay questions. If you choose to take the final exam, your score on that exam will replace your worst test performance. You can also take the final exam to replace a test that you missed during the semester. It cannot hurt you to take the final; if you do worse on the final than your worst test then you will simply get the grade you would have gotten.

Final Paper (20% of your grade)

There will be one 8 to 10-page paper (double-spaced) due on Friday, August 8, 2008 at 4:00pm in Emiko's office (PAS 3044). Only hard copies will be accepted (no electronic submission). Late submissions will not be accepted. In the final paper, you will write a literature review on a topic in social cognition. Please submit your topic to the TA for approval first. When writing the paper you will need to summarize 5 to 7 articles, depending on the number of studies in each article. Please write in APA format. After you have summarized each of the articles you should write a section that summarizes and synthesizes what they suggest. You should also have a section about what problems have not been addressed by the current research and what research needs to be done to address these problems. More information about the paper will be handed out later in the term.

Please only use articles from the following journals for the paper:

Journal of Experimental Social Psychology
Journal of Personality and Social Psychology
Personality and Social Psychology Bulletin
Psychological Science
Social Cognition

All articles should be published no earlier than 1990.

** If you need help on how to find articles using PSYCINFO, please see Grace or Emiko during their office hours.

Research Participation (5% of your grade)

5% of your grade will come from participating in studies through SONA. Or, if you prefer not to participate in studies, you may complete an assignment in which you draw examples from the media to illustrate certain phenomena taught in class. You may do a combination of both research participation and media examples to earn the 5%.

Participation in Psychology Research: Guidelines for Psychology 353, Spring 2008

Experiential learning is considered an integral part of the undergraduate program in Psychology. Participation in research is one example of this. A number of undergraduate courses have been expanded to include opportunities for Psychology students to volunteer as research participants enabling them to learn first-hand about psychology research and related concepts. Many students report that participation in research is both an educational and interesting experience.

Student participants may earn up to 5 percentage points towards their final mark in Psychology 353 by participating in Social Psych and Social Cognition studies conducted by students and faculty in the Department of Psychology. Participation is worth 0.5 participation credits (percentage points) for each half hour session. Researchers will record student's participation and will advise the course instructor of the total points earned by each student at the end of the term. Students who do not wish to participate in research may choose an alternative approach to earning the same number of points; this is explained below in "Alternative to participating in research".

Since experiential learning is highly valued in the Department of Psychology and part of this course, students can earn up to 5% of their final grade by participating in these experiments.

Please note that all Psychology studies have undergone prior ethics review and clearance through the Office of Research Ethics.

Educational focus of participation in research

To maximize the educational benefits of participating in research, students will receive feedback information following their participation in each study detailing the following elements:

- Purpose or objectives of the study
- Dependent and independent variables
- Expected results
- References for at least two related research articles
- Provisions to ensure confidentiality of data
- Contact information of the researcher should the student have further questions about the study
- Contact information for the Director of the Office of Research Ethics should the student wish to learn more about the general ethical issues surrounding research with human participants, or specific questions or concerns about the study in which she/he participated.

How do I sign up?

REG has created an account for you on SONA (our web-based Study Sign-Up system) at <http://uwaterloo.sona-systems.com>. User ID is your Quest ID (eg. j2smith), temporary password is your Student ID (eg 2001234). Log in to your account, read/acknowledge the ORE "Human Subjects/Privacy Policy" then complete a very brief (10 minute) "Prescreen" questionnaire to provide basic demographic info. You will not receive a credit for this and you may decline if you wish however completing it will increase your eligibility for other studies. Once you have completed (or declined) the Prescreen questionnaire you should go to "My Profile" and enter your preferred (Alternate) email address. Then you can go to "Study Sign-Up" and select any studies that is listed as "Eligible" for Psych 353 that interests you and sign-up for a day/time that fits your schedule. You'll receive a confirmation email and a reminder the day before the study. Upon completion of the study

you will receive feedback about the study hypothesis, design and predictions. Your study credit will be granted within 48 hours. You can view your sign-ups and credits on the “Schedule/Credits” page.

When should I sign up?

Right away, the sooner the better!!! The On-line study “Mass Testing Survey S08”, worth 1 online credit, will be offered until June 2nd and you should do this study as soon as possible. Researchers often select participants based on their responses and doing this survey increases your eligibility for other studies. Note that you can only do this survey if you have completed the Prescreen questionnaire. Doing both Prescreen and Mass Testing Survey helps you (by providing more qualifying studies and researchers (by identifying more qualified participants) so we would greatly appreciate it if you would do both.

Are there any restrictions to the studies I can sign up for?

Yes ...

- i) the study must be eligible for Psych 261 (as noted in the Eligibility column on the Study Sign-Up page”). Be sure to assign the credit to Psych 353 when you sign up.
- ii) only 2 of your credits can be earned for Online studies i.e., Mass Testing Survey S08 being one of them.
- iii) you should try to spread your participation out over the term.

The last day to participate for credit is July 30 but you can participate for pay until August 16.

Where can I get more information, instructions, help with login problems etc?

Use the contact link at the bottom of every Sona page or to contact:

REG website: <http://www.arts.uwaterloo.ca/~regadmin/regparticipant>

REG/Sona Coordinator: regadmin@watarts.uwaterloo.ca

Alternative to participating in research Media examples assignment (1% per example)

You can also choose instead to provide examples from popular culture (TV, movies, newspapers, sports) of phenomena described in class. To earn these points, you will need to provide the instructor with the example in hard copy (on paper) or on a DVD or working Internet link, and write a paragraph describing how this illustrates a point you learned in lecture, or from class readings or an upcoming lecture topic. Each example you provide that one of your instructors deems a good example of a phenomenon is worth 1% of your final grade.

- Be submitted by July 25
- Be typed

Students may complete any combination of a) participation in research or b) article review up to a total of 5% points.

Grading Distribution

The distribution of marks for the various aspects of the course is as follows:

3 Tests (25% each) – 75%

1 Paper – 20%

Research participation or media examples – 5 %

Late Assignment Policy

The final paper must be submitted on time. Keeping up with assignments is essential for getting the most out of this course as a student, and keeping track of late assignments is very time consuming for the instructor and TAs. Therefore, to encourage timely submission of assignments, late assignments will NOT be accepted. That is, if you turn in an assignment late, you will not receive credit for it. Only in cases of severe illness or other extreme circumstances will provisions be made for turning in an assignment late. If you should find yourself in such a situation it is necessary to contact the instructor immediately to make arrangements. Arrangements must be made in advance of the due date.

Avoiding Academic Offenses (e.g., plagiarism, cheating)

It is assumed by the instructor that all the work that you submit will be your own work. No plagiarism or cheating will be tolerated. As you probably know, the Undergraduate catalog 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 work, copy someone else’s work, or cheat in any other way. It means positively that you will cite work properly.

For information on categories of offences and types of penalties, students are directed to consult the summary of Policy #71 which is supplied in the Undergraduate Calendar (section 1; at <http://www.adm.uwaterloo.ca/infosec/Policies/policy71.htm>).

Special Needs

Note for students with disabilities: The Office for Persons with Disabilities (OPD), located in Needles Hall, Room 1132, collaborates with all academic departments to arrange appropriate accommodations for students with disabilities without compromising the academic integrity of the curriculum. If you require academic accommodations to lessen the impact of your disability, please register with the OPD at the beginning of each academic term. Please provide me with necessary documentation as soon as possible.

Course Schedule

The following is the schedule of topics to be covered in this course. For most lectures there is assigned reading. Lectures will tend to build on basic topics in the reading. Therefore, it will be in your best interest to complete each reading before the lecture for which it is assigned.

Day	Date	Topic	Reading	
Monday	5/5	Introduction	Chapter1	Both
Wednesday	5/7	Concept	Chapter2	Emiko
Monday	5/12	Heuristics & Bias I	Chapter3	Grace
Wednesday	5/14	Heuristics & Bias II	Kruger, Wirtz, & Miller (2005)	Grace
Monday	5/19	NO CLASS	VICTORIA DAY	
Wednesday	5/21	Hypothesis testing I	Chapter 4	Emiko
Monday	5/26	Hypothesis testing II	Snyder & Swann (1978)	Emiko
Wednesday	5/28	Pluralistic ignorance and naïve realism (Chapter 9 pp.395-415)		Emiko
Monday	6/2	Test # 1		
Wednesday	6/4	Memory I	Chapter 5	Grace
Monday	6/9	Memory II		Grace
Wednesday	6/11	Hot cognition I	Chapter 6	Grace
Monday	6/16	Hot cognition II	Balcetis & Dunning (2007)	Grace
Wednesday	6/18	Automatic processes I	Chapter 7	Emiko
Monday	6/23	Automatic processes II	Bargh et al. (1996)	Emiko
Wednesday	6/25	Stereotypes I	Chapter 8	Grace
Monday	6/30	No Class (conference)		
Wednesday	7/2	Test # 2		
<i>Note: Stereotypes I will not be on Test #2 but will be on Test #3 instead.</i>				
Monday	7/7	Stereotype II	Spencer et al. (1999)	Emiko
Wednesday	7/9	Culture I	Chapter 11	Grace
Monday	7/14	Culture II	Hoshino-Browne et al. (2005)	Grace

Wednesday	7/16	The Self I	Chapter 10	Emiko
Monday	7/21	The Self II		Emiko
Wednesday	7/23	Person Perception	Chapter 9 (pp.415-450)	Grace
Monday	7/28	Social cognitive neuroscience		Guest
Wednesday	7/30	Test # 3		

Final paper due on Friday, August 8, 2008 at 4:00pm