

Social Psychology
Psychology 253
Mon & Wed 2:30 – 3:50pm
Arts Lecture Hall 116

Professor: Dr. Aaron Kay
Office: PAS 3051
Office Hours: 4:15 – 5:15, Wednesday

Teaching Assistants:

Courtney Plante, PAS 3040, Office Hours: 10am-11am, Wednesday
Steven Shepherd, PAS 3046, Office Hours: 11am-12pm, Wednesday
Danielle Gaucher, PAS 3252, Office Hours: 3pm-4pm, Monday

Contact Info: For **all** course-related email contact us at: psych253@watarts.uwaterloo.ca. The TAs and I will check it regularly and get back to you within 24 hours.

Text: Social Psychology Alive! (1st Canadian Edition).

Course Overview: The purpose of this course is to introduce you to research within the field of social psychology. Topics include: prejudice, stereotyping, attraction, attitudes, the self, self-esteem, prosocial behavior, persuasion, and others. The textbook is broad and general, while the lectures will tend to cover more specific issues, especially recent experimental and theoretical approaches.

Requirements: There will be three in-class tests, and NO final exam. Each test will cover all material from the text, videos, and lectures from the period following the previous test (or, in the case of Test 1, the first class). Tests are not cumulative. They will be multiple-choice. The first test is worth 30%, the second test is worth 45%, and the third test is worth 25%.

Bonus marks: See ACE re: bonus experimental credits.

Notes/Policies:

- 1) **ACE:** Please check ACE regularly. We will post announcements, grades, lecture notes etc.
- 2) **Attendance:** To succeed, attend all lectures. Tests will be approximately 50% lecture material, and I will present a great deal of material not covered in your textbook..
- 3) **Missing tests:** Students may take make-up tests if they inform me in advance that they will be unable to take the exam (whenever possible) and have verifiable evidence of a medical problem. The makeup exam may be different from the one taken by the rest of the class.
- 4) **Please go to ACE to see further departmental policies regarding academic integrity, grievances, illness, religious holidays, bereavement, etc..**

Proposed Schedule of Classes

Date	Topic	Textbook
Sep 14	L1: Introduction	Ch 1
Sep 16	L2: Research Methods, Social Perception 1	Ch 2, 4
Sep 21	L3: Social Perception 2	Ch 4
Sep 23	L4: Self 1	Ch 5
Sep 28	L5: Self 2	Ch 5
Sep 30	L6: Social Cognition and the Unconscious	Ch 3
Oct 5	Test 1	---
Oct 7	Thanksgiving – No Class	---
Oct 12	L7: Dissonance & Self-Justification 1	Ch 7, 239-251
Oct 14	L8: Dissonance & Self-Justification 2	Ch 7, 239-251
Oct 19	L9: Attitudes, Advertising and Persuasion 1	Ch 6
Oct 21	L10: Attitudes, Advertising and Persuasion 2: Guest Lecture – Benjamin Weinstein, Television Commercial & Music Video Director	---
Oct 26	L11: Conformity, Obedience, & Influence 1	Ch 8
Oct 28	L12: Conformity, Obedience, & Influence 2	Ch 8
Nov 2	L13: Violence & Aggression 1	Ch 11
Nov 4	L14: Violence & Aggression 2	Ch 11
Nov 9	L15: Prosocial Behaviour and Helping	Ch 12
Nov 11	Test 2	--
Nov 16	L16: Stereotyping & Prejudice 1	Ch 9
Nov 18	L17: Stereotyping & Prejudice 2	Ch 9
Nov 23	L18: Stereotyping & Prejudice 3	Ch 9
Nov 25	L19: Attraction & Close Relationships 1	Ch 13
Nov 30	L20: Attraction & Close Relationships 2	Ch 13
Dec 2	Test 3	---