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**COURSE SCHEDULE:**

JAN. 16	WED	OVERVIEW OF THE COURSE
18	FRI	CONFORMITY
21	MON	MLK HOLIDAY
23	WED	CONFORMITY
25	FRI	CONFORMITY
28	MON	CONFORMITY
30	WED	CONFORMITY
FEB. 1	FRI	CONFORMITY
4	MON	CONFORMITY
6	WED	DISCUSSION-CONFORMITY IN COLLEGE LIFE
8	FRI	QUIZ #1
11	MON	TELEVISION AND DEMOCRACY
13	WED	TELEVISION AND DEMOCRACY
15	FRI	TELEVISION AND SOCIAL CONSTRUCTION OF VALUES
18	MON	TELEVISION AND LITERACY: THE CENTRAL ISSUES
20	WED	THE SOCIAL PSYCHOLOGICAL EFFECTS OF "BAD NEWS"
22	FRI	TELEVISION AND CHILDHOOD
25	MON	AGGRESSION
27	WED	AGGRESSION
MAR 1	FRI	QUIZ #2
4	MON	METHODOLOGICAL ISSUES IN SOCIAL PSYCHOLOGY
6	WED	METHODOLOGICAL ISSUES IN SOCIAL PSYCHOLOGY
8	FRI	CLASS WILL NOT MEET
18	MON	METHODOLOGICAL ISSUES IN SOCIAL PSYCHOLOGY
20	WED	METHODOLOGICAL ISSUES IN SOCIAL PSYCHOLOGY
22	FRI	ATTRACTION

	25 MON	ATTRACTION
	27 WED	PREJUDICE
	29 FRI	QUIZ #3
APR	1 MON	PAPER PRESENTATIONS
	3 WED	PAPER PRESENTATIONS
	5 FRI	PAPER PRESENTATIONS
	8 MON	PAPER PRESENTATIONS
	10 WED	PAPER PRESENTATIONS
	12 FRI	PAPER PRESENTATIONS
	15 MON	PAPER PRESENTATIONS
	17 WED	PAPER PRESENTATIONS
	19 FRI	PAPER PRESENTATIONS
	22 MON	PAPER PRESENTATIONS
	24 WED	PAPER PRESENTATIONS
	26 FRI	PAPER PRESENTATIONS
	29 MON	OPEN DATE

\*\*\*\*\* This is an introduction to the field of social psychology. The theme of the course and of the discipline is that of “social influence”. This course assumes no prior knowledge of the field.

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**READING ASSIGNMENTS:**

**TEXT: THE SOCIAL ANIMAL, By Elliot Aronson, 8<sup>th</sup> Edition.**

QUIZ #1: CHAPTERS 1, 2,5

QUIZ #2: CHAPTERS 3,4,6

QUIZ #3: CHAPTERS 7,8,9

You will be able to make more informed and frequent contributions to class discussions if you have read the textbook material before it is covered in class. Ten percent of your total grade will be determined by your in-class participation. It is the quality, rather than the quantity of your contribution that matters.

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**GRADING POLICY:**

**Three exam each count 20 points**

**60 points**

**Term Paper counts 20 points**

**20**

**Paper presentation counts 10 points                      10**  
**In-class participation counts 10 points                      10**

**100 points total**

The exams are entirely essay. Spelling, logical organization, and sentence structure will be taken into account in the grading of your essays. The plus/minus grading system will be employed in this course.

More will be said in class concerning the term paper. Pick a topic early and begin to research your topic immediately.

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**INSTRUCTOR:                      MICHAEL McQUAIDE, Ph.D.**  
**OFFICE:                              306 SENEY HALL**  
**OFFICE HOURS:                      10:00-10:35/2-4pm on MWF; 2:30-4pm on TTH**

**IT IS BEST TO MAKE AN APPOINTMENT**

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**PURPOSE:**

This course will provide each student with an opportunity to increase their understanding of:

- the role conformity in social life
- the relevance of altruism in society
- distinctions between varieties of responses to social influence
- the need for self-justification and rationalization
- the emphasis placed on self-esteem in American psychology
- the relevance of the electronic media as a source of social influence
- the increasing concern over television's impact on childhood and social standards of conduct
- the scholarship on human attraction and their relevance for social life
- causes and consequences of prejudice
- causes and consequences of aggression
- the role of the electronic media in the creation of aggressive behavior

**AND**

Demonstrate increasing skill in written communication  
Demonstrate increasing skill in oral communication

**EXPECTED RESULTS:**

Prior to the completion of the course, each student will have opportunities to demonstrate their comprehension of concepts and competence in goals stated above.

**ASSESSMENT PROCEDURES:**

Each student will undergo a series of three written examinations that will consist of essay questions over both the required readings in the textbook and the material presented in class. Each student will write and present a term paper on a relevant topic within the field of social psychology. Each student's exams and term paper will be judged against standards of logical and accurately organized material, and precise use of the language. The oral communication will be judged by its clarity, precision, and style of presentation.

**USE OF ASSESSMENT FINDINGS:**

Each exam and term paper is carefully read and graded and constructive comments are written concerning each answer or section of the paper. References to the text and lectures are made to encourage precise reading and note-taking. Each exam is thoroughly discussed and correct answers are explained to the class. Individual appointments are available on a daily basis in order to discuss the strengths and weaknesses of all forms of writing.

**THE HONOR CODE:**

All aspects of the course are governed by the Oxford College Honor Code as it is articulated on pages 94-97 of the 2001-2002 College Catalog.