**Social Psychology  
PSY. 274  
Block 8, 2017-2018**

**Bill Dragon** (Professor of Psychology): Law Hall 106c or call at 895-4281 or email at wdragon@cornellcollege.edu

**Class Hours**: 9:00 - 11:00 (Monday - Friday); 1:00 – 3:00 (Monday-Thursday).  
  
**Office Hours**: 12:00 PM – 1:00 PM every day or by appointment (call 895-4281 anytime).  
  
**Texts**: Aronson, E. (2012*). The social animal. (11th Ed).* New York: W. H. Freeman.

Aronson, E. (2012). *Readings about the social animal (11th Ed).* New York: W. H. Freeman.

**Class Schedule – Reading Assignments – Exam Schedule**

**Date Discussion Topic/Activity**

**April** 16 (M) What is Social Psychology? (1)

17 (T) Social Psychology as a Science (9)

#1 Research in Social Psychology as a Leap of Faith (Aronson)

#2 On Baseball and Failure (Aronson)

18 (W) Conformity (2)

#3 Opinions and Social Pressure (Asch)

#4 Behavioral Study of Obedience (Milgram)

#5 From Jerusalem to Jericho (Darley & Batson)

19 (Th) Mass Communication, Propaganda and Persuasion (3)

#8 Fear-arousing communication (Dobbs Jr. & Leventhal)

#10 Mass Media Violence (Phillips)

20 (F) Social Cognition (4)

#11 Beauty as a social problem (Kenrick & Gutierrs)

#12 Effect of Attitude on the Recall of Personal Histories (Ross, McFarland, & Fletcher)

**23 (M)** **Exam 1: (Chapters 1, 9, 2, 3, 4 and the articles)**

24 (T) Self-justification (5)

#17 The foot-in-the-door-technique (Freedman & Fraser)

#18 Reducing Weight by Reducing Dissonance (Axsom & Cooper)

25 (W) Human Aggression (6)

#22 Observing Violence (Berkowitz)

#23 Does venting anger feed or extinguish the flame? (Bushman)

#24 Peacetime Casualties (Archer & Gartner)

26 (Th) Prejudice (7)

#27 The Nonverbal Mediation of Self-fulfilling prophecies (Word, Zanna, & Cooper)

#29 Experiments in group conflict (Sherif)

27 (F)Liking, Loving, and Interpersonal Sensitivity (8)

#37 Sexual attraction and high anxiety (Dutton & Aron)

See Moodle for two additional articles

**30 (M)** **Exam 2: (Chapters 5, 6, 7, 8, the articles)**

01 (T) Research Project: Literature Review & Design

**May** 02 (W) Research Project: Design & Statistical preparations

03 (Th) Research Project: Statistical preparations & assembling of materials

04 (F) Research Project: Dress rehearsal for data collection

**05 (Sa) (Saturday) AdventureLand Trip – Des Moines, IA. (Leave 7:30 AM – return 6:00 PM)**

07 (M) Research Project: Data Analysis (we will meet this day in the morning and afternoon)

08 (T) Research Project: Final Write-up and questions (we will meet this day in the morning)

**09 (W) 9:00 AM – Final Research Papers due**

**Goals of the course**: It is difficult for me to briefly mention the goals of a course that was the single most significant course in my college career. However, I can briefly mention what I would like you take away from the course in a practical sense and then spend the rest of the term expanding and adding to these themes. First, I would like you to see the world through the eyes of a social psychologist (scary thought!). What I mean by this is that I would like you to look at a social interaction, evaluate the interaction in an unbiased way, decide upon a possible explanation for what you just experienced, and know how to experimentally test the explanation you just constructed (but that leads me to my next goal). Second, I would like you to have the skill to design and experimentally test the explanations for social behavior that you construct in this class and the explanations you construct after you leave Cornell. Third, I would like you to be able to critically evaluate a stated position based upon the validity of the data used to support that position. Fourth, I would like you to have the ability to express the results of the first three goals in a written format. That format is a research paper written in the writing style of the American Psychological Association. Fifth, I would like you to have an appreciation of how our culture limits the types of interpretations we are willing to accept for the behavior of others.

**Educational Priorities and Outcomes:** This course supports the Educational Priorities and Outcomes of Cornell College with emphases on knowledge, communication, ethical behavior, inquiry, reasoning and intercultural literacy. In this course you will apply social psychological **(knowledge)** to your research projects and the interpretation of your findings. In the design and analysis of the study you will have to think creatively **(inquiry)** and you will need to demonstrate logical thinking skills **(reasoning)** while collecting, evaluating, and interpreting the data. Your written paper will require you to clearly explain the process of your entire research project as well as your findings. In addition, because you will be observing people in a real life setting we will consider the academic and professional standards for conducting research **(ethical behavior).** Finally, the concepts of Social Psychology were mostly developed using the norms and practices of western civilizations. Whenever possible the issue of generalizing social psychology to more diverse cultural groups will be considered in this course.

**Reading assignments**: Class discussion/lecture will be based upon the readings listed for each day and will extend the material, not simply going over the same material presented in the book. Classes will require a high degree of participation. Therefore, it is critical that you complete the reading before class so that you will understand the material presented in class and can contribute to the discussion.

**Examinations**: There will be two examinations. Exams will a combination of essay (50%) and multiple choice (50%). An average length for a single essay is about two pages of well formulated writing. On each exam will you write several essays. Make-up exams will be given to students who have missed a scheduled exam for a qualified reason. Make-up exams must be made up with two days of the scheduled exam.  
  
**Research Project**: Each class member will participate in a class research project. The project has several goals. First, it will enable you to become intimately acquainted with a particular content area of social psychology. Second, it will give you first-hand experience at conducting a research project. This experience will enable you to not only become critical consumers of science but also skilled producers of science.  
The group projects will be run in the following manner:

1. Data collection teams will be organized by Tuesday of the third week.

2. Initial site locations will be Tuesday of the third week.

3. Data collection teams will practice collecting data on campus on Wednesday, Thursday and Friday of the third week.

4. Collect data at the Adventureland on the third Saturday of the block.

5. Data analysis complete by Monday of the fourth week.

6. Individual papers turned in by 9:00 AM Wednesday, the last day of class. Papers are late if they are turned in at

9:01 on Wednesday. Papers that are late will not be accepted.

You should upload your paper to me before 9:00 AM the last day of classes on the link created for this assignment on Moodle.

Papers are on average between 20 pages typed.

* Sample papers and guidelines will be posted on Moodle and discussed starting in the second week of the block.
* Papers will be graded for grammar, writing style, and content.

**Grading:** The exams will account for 66% of your course grade (First exam 33%, Second Exam 33%). The research project will account for 34% of your course grade. Although you will be all working on the same class research project and with a data collection partner, you will receive individual grades on your papers since they will be written independently.

Grades will be assigned on a percentage basis using:

A 94% C 74%

A- 90% C- 70%

B+ 87% D+ 67%

B 84% D 64%

B- 80% D- 60%

C+ 77% F 59%

**Academic honesty:**  *Cornell College expects all members of the Cornell community to act with academic integrity.  An important aspect of academic integrity is respecting the work of others.  A student is expected to explicitly acknowledge ideas, claims, observations, or data of others, unless generally known.  When a piece of work is submitted for credit, a student is asserting that the submission is her or his work unless there is a citation of a specific source.  If there is no appropriate acknowledgement of sources, whether intended or not, this may constitute a violation of the College’s requirement for honesty in academic work and may be treated as a case of academic dishonesty.  The procedures regarding how the College deals with cases of academic dishonesty appear in The Compass, our student handbook, under the heading “Academic Policies – Honesty in Academic Work.”*

**Students with Disabilities:** *Students who need accommodations for learning disabilities must provide documentation from a professional qualified to diagnose learning disabilities.  For more information see* [*cornellcollege.edu/disabilities/documentation/index.shtml*](http://www.cornellcollege.edu/disabilities/documentation/index.shtml)

*Students requesting services may schedule a meeting with the disabilities services coordinator as early as possible to discuss their needs and develop an individualized accommodation plan.  Ideally, this meeting would take place well before the start of classes.*

*At the beginning of each course, the student must notify the instructor within the first three days of the term of any accommodations needed for the duration of the course.*

**Class Attendance**: It is obviously very important that you attend every class period. Material covered on the exams will come from the text and information presented only in class. This includes the class periods in the third and fourth weeks. If you are late or miss two of these class periods during the third and fourth week **your research project grade** will be reduced 1/3 of a letter grade for each infraction.

**Classroom environment:** Anyone that demonstrates behavior that is disrespectful of other students or the instructor, or behavior that is disruptive to the teaching enterprise, will be removed from the class and not permitted to continue to be enrolled in the class. These individuals will be immediately and permanently dropped from the class.

In addition, there are several behaviors that will not be tolerated in class:

* + SMOKING (the campus is smoke free, so please abide by Iowa State Law)
  + EATING (do not bring food to class, all food must be consumed outside of the classroom
  + CRAFTS (your hands should be busy taking notes)
  + CELL PHONES or any other personal electronic devices (e.g., iPods, iPads). Cell phones must be turned **off** in your bags/back packs (not on silent mode or “old-person can’t hear this ring” mode) while you are in the classroom.

Laptop computers may be used during class time if doing so does not disturb nearby students and may **only** be used for note-taking (e.g., no email checking, web surfing, game playing). You will lose the privilege of having a laptop in class if it is used for anything other than note-taking.