

University of Windsor
Applied Social Psychology
Psychology 46-670
Winter 2007

Instructor:	Dr. Fuschia M. Sirois
Class time:	Wed. 1:00 – 3:50 pm
Class location:	294 Chrysler Hall South
Office:	191-1 CHS
Phone:	253-3000, ext. 2224
Email:	fsirois@uwindsor.ca
Office hours:	Mondays and Wednesdays 10:00 am to 12:00 pm or by appointment
Course web page:	See Class Notes page

Course description

An in-depth exploration of the field of applied social psychology, its development and progress. The course will situate applied social psychological research within the broader field of social psychology. Emphasis will be placed on applications in community, health, and industrial/organizational psychology.

Course objectives

Applied social psychology combines the science of social psychology with the practical application of solving problems in the real world. This course will provide a survey of theory and research in applied social psychology, with particular focus on the application of theory and research methods to enhance understanding and intervention with social issues and problems.

Course readings

- Readings available as a course pack from Mr. Copy in the CAW center
- Additional readings available on-line from the Leddy Library or posted as pdf files on the course web page.

Resources provided

- Course website with links to course information and schedule.
 - Links to relevant sites for each week's topics will be provided where available.
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Course requirements and evaluation

Evaluation	Value (%)	Date scheduled/due date	Length	% of final grade
Thought/reflection papers	4 @ 5	Due 1 week after the scheduled topic	3-5 pages each	20
Seminar facilitation	1 @ 20	As per schedule	Duration of class	20
Proposal peer review submission	10	Feb. 21	1 -2 page summary + presentation	10
Research proposal	30	April 18 by end of day	12-20 pages	30
Class participation	20	Throughout the term	----	20

Course Format

During the first half of the course I will lead the discussions concerning topics on the historical, methodological, and theoretical background of Applied Social Psychology. However, all class members will be required to read the assigned readings for each week and to fully participate in the discussion of each topic. Occasionally questions or comments will need to be prepared for the assigned topics and these will be used to initiate the discussion of a topic. As the class participation grade will be based on participation in these discussions as well as the peer review process (see below), failure to properly prepare for each week will negatively influence this grade.

After we have covered the more foundational topics we will move into a more topic focused approach with an emphasis on the application of theory. The topics are broadly organized under the three main areas of Applied Social psychology within our program, Community, Health, and Industrial/organizational psychology, with a final week to explore a variety of other topics relevant to Applied Social Psychology. There are two modules for each area, with the first focusing on just topics within that area, and the second will include a focus on topics that reflect themes that bridge across the different areas of Applied Social Psychology. These topics will provide you with an understanding of the breadth and range of Applied Social Psychology as a discipline.

Thought/Reflection Papers

The purpose of these papers is to allow you to explore and reflect on the course readings and discussion from a more personal perspective. Through these papers you will have an opportunity to critically express your own thoughts, ideas, and insights regarding a particular topic in a less formal way. However, they are not meant to provide a means to simply restate or regurgitate previously the ideas discussed in class or presented in the readings. Instead they should reflect your own critical insights and thoughts on a topic that may have lingered with you or inspired you after a class discussion or reading.

The recommended style is informal and you may write from the first person (e.g., “I”), and research and formal citations are not mandatory as it is understood that the material you are citing is already referenced on the course reading. Although you do not need to follow APA guidelines when writing these papers, good grammar and style are still important for conveying your ideas. Each thought paper is expected to **no less than 3 pages and no more than 5 pages in length**, double-spaced and typed, with a cover page indicating the title, date, your student number, etc. Although these are less formal compositions, handwritten papers are not acceptable. Each paper will be graded out of 5 marks for originality, depth of thought, insight, critical thinking, and relevance to concepts from class discussions and readings. You are expected to write a paper for 3 of any of the main topics (Health, Community, I/O), but not for the readings that you are the designated seminar leader. One of your papers must also be on a topic from one of the weeks on methodological and theoretical issues.

Research Proposal & Peer Review Presentation

In addition to surveying issues related to the application of Social Psychology you will be given an opportunity to create a research proposal for a project that applies social psychology to a real world problem or issue. The proposal can be written as an academic research grant (i.e., SSHRC grant) or as a contract grant proposal. Guidelines for the former type of proposal should follow those of an appropriate funding agency such as SSHRC or CIHR, whereas the latter can be modeled after a hypothetical (or real) request for proposals.

Prior to writing the proposal, your tentative research proposal will first undergo a peer review process to help you provide you with early feedback so that you may fine-tune and crystallize your ideas before you undertake the writing of the proposal. This exercise will mimic the process that occurs when grant proposals for research are submitted for review to internal committees before being polished up and submitted to the granting agencies. The review process will take the form of a brief presentation of your research proposal to the class. A short 1 –2 page summary outlining the topic/social problem, proposed sample, methods, etc. should be prepared to accompany your presentation and to assist your classmates in providing you with some critical feedback. Your proposal summary should be distributed to your classmates 1 week prior to your presentation. Further details regarding time allotted for your presentation and details to be included will be provided to you during class.

Format

The length of the paper should be approximately 12 – 20 pages, 12 point font size, double-spaced, with 1” margins. APA 5th edition manuscript style is to be followed for both the body of text and the references.

Seminar Facilitations/Presentations

In addition to the presentation of your research proposal, you will also be required to lead a discussion for one topic. As discussion leader it will be your responsibility to read all the assigned material for that week and prepare a framework that will facilitate a focused discussion on the issues raised by the readings. In addition, you will be required to add one reading from the list for that topic and you must make this reading available to the class participants (and me) one week in advance of your scheduled facilitation. Grades assigned for the presentations will be based on both the how well you facilitate (lead) the discussion, its organization, and the choice of the additional article. You may wish to prepare a PowerPoint presentation to help facilitate your discussion, although this is not necessary, nor will not using a presentation impact your grade for the facilitation. Please make sure that you make the proper AV arrangements with the CFL should you choose to use this facilitation format. You may also wish to augment your facilitation with other tools such as measures of relevant constructs, video clips from the web, or by using the whiteboard.