

Social Psychology

PSYC 2100 B AND V

CLASS LOCATION: C264 LOEB BUILDING
TUES. AND THURS. 11:35 A.M.-12:55 P.M.

Professor: Dr. Harasymchuk

What will this course offer you?

- a survey of current and classic research in social psychology

- Key components of Social Psychology
 - Social influence; real or imagined
 - Emphasis on construal
 - Scientific study

Social Influence

- We influence and are influenced by other people

Types of social influence

- Direct attempts (e.g., advertising)
- Simply the physical presence of others may influence us
- Can be an imagined presence
 - e.g., social norms, cultural values, thought of a disapproving parental figure

- our social behaviour is also influenced by cues in the environment
- Examples:
 - Temperature
 - Objects in the environment
 - Lighting conditions
 - Size of room
 - Music

Emphasis on construal

- Social psychology is unique in its emphasis on personal interpretations
- Subjective rather than objective view of social situation
- **Gestalt** approach

Main motives underlying construals

- Need to feel good
 - Self esteem approach
- Need to be accurate
 - Social cognitive approach

- Aside from 2 dominant motives, there are others including biological drives, social motives, the need for control, ensuring our survival

Use of scientific method

- Social psychologists employ the scientific method to assess their research questions

- More formally, social psychology is the “scientific study of how our thoughts, feelings, and behaviours are shaped by the real or imagined presence of others” and other environmental cues.

In this course, you'll learn...

- how social psychologists do research

In this course, you'll learn...

- we take shortcuts in understanding people and coming up with explanations for why they do what they do

In this course, you'll learn...

- we are subtly shaped by cues in our environment

In this course, you'll learn...

- we determine a lot from the social situation just by looking at people's facial expressions and body language

In this course, you'll learn

- our desire to belong sometimes overrides our good judgment and we influence those around us and we don't always realize the full extent of it

In this course, you'll learn

- the benefits and potential pitfalls of groups

In this course, you'll learn

- about the dark side of human nature, for instance why people aggress and why people are prejudice

In this course, you'll learn

- about the positive side of human nature, for instance why people help strangers and why we form friendships and fall in love

Midterm Test (worth 50%)

- Fri. March 1, 2013, 6:30-8:00 p.m. (location to be announced)
- multiple-choice
- covers lectures 1 to 6 inclusive and Chapters 1, 2, 3, 4, 5, 6
- Topics for Midterm
 - key features of social psychology
 - how social psychologists do research
 - how we think about the social world
 - how we understand others and the self
 - how we evaluate our social environment

Final Exam (worth 50%)

- date, time and location, to be announced
- multiple-choice
- non-cumulative
- Covers lectures 7 to 13 inclusive and Chapters 7, 8, 9, 10, 11,12
- Topics for Final Exam
 - Conformity
 - Group processes
 - Prejudice
 - Aggression
 - Prosocial behaviour
 - Close relationships

- Midterm and Final Exam will cover material from class and from textbook
- Approximately 50% of the questions come from details of studies, the others come from questions about the concepts and theories more generally (applied and definition format)

NEXT CLASS

How do social psychologists conduct research?