

National University of Ireland, Galway.

FAO: 2BA7, 2BA1, International Students.

Module Overview: Social Psychology

PS428 (2BA1, 2BA7)

Module Coordinator: Dr. Kiran Sarma, Lecturer in Psychology, School of Psychology, kiran.sarma@nuigalway.ie
Clinical Doctorate Programme, 2nd Floor, Woodquay Court, Woodquay.

Consultation hours: By appointment.

Teaching assistant: Rachel Carey, r.carey1@nuigalway.ie

Class times:

Thursdays 08.00-10.00 (IT250, IT Building)

Introduction.

PS428 Social Psychology provides students with an opportunity to examine classic and contemporary theory and research in the field and apply this knowledge to a wide variety of different real-world situations. The course has a dual focus on **research** and **application**.

Module Learning Objectives.

- **1. Consolidate your knowledge** from PS124.
 - Know the core text inside out.
 - Attend lectures, listen and question.
- **2. Incremental knowledge** - build on your knowledge of Social Psychology from PS124 (1st Year).
 - Attend lectures
 - Read the core text
 - Read the material on blackboard.
 - Look at emerging issues in Social Psychology.
- **3. Learn to apply social psychological knowledge** in understanding what we see every day on the street and in the media.
 - Use the course to better understand the world around you.
- **4. Critical thinking.**
 - You will be encouraged to think about the content and critically evaluate it.

Course Overview: Social Psychology.

- ▶ Week 1 (January 12th): Introduction.
- ▶ Week 2 (January 19th): Aggression, nature, causes and control.

- ▶ Week 3 (January 26th): Attitudes
- ▶ Week 4 (February 2nd): Social Influence: Conformity, Compliance, Obedience to Authority.
- ▶ Week 5 (February 9th): Attribution.
- ▶ Week 6 (February 16th): Prosocial behaviour on 18th. Bystanders, altruism.
- ▶ Week 7 (February 23rd): Social Cognition. Thinking about the world (schemas etc).
- ▶ Week 8 (March 1st): Prejudice
- ▶ Week 9 (March 8th): The Self: Who am I (Personal and Social Identity, Self-esteem, Social Comparison etc.).
- ▶ Week 10 (March 15th): Relationships. Interpersonal attraction.
- ▶ Week 11 (March 22nd): Group Processes. Groups. Stereotyping, prejudice and discrimination.
- ▶ Week 12 (March 29th): Exam at 9am.

Assessment.

The module is examined by Short Report (30%), Short Proposal (30%), MCQ (30%) and research participation in 2nd Year (10%).

Assessment 1 Short Report: For students with ID ending in Odd number.

You have been asked by the Road Safety Authority to present a short report on the ecological validity of experimental research examining the impact of road safety advertising campaigns on driver behaviour. The report should not exceed 2000 words (excluding references). The report should have an assignment cover sheet (available on blackboard). Structure the report as follows.

- 1) Assignment cover sheet.
- 2) Main body of report:
 - a. Introduction and focus of the report.
 - b. Summary of 5 experimental studies published since 2000.
 - c. Discussion of ecological validity of these findings in terms of understanding the impact of road safety advertising campaigns on driver behaviour.

Please note that in your report you may choose to focus on one particular type of road safety campaign (e.g. 'threat appeals/fear appeals').

Assessment 1 Short Report: For students with ID ending in an EVEN number.

You have been asked by the UK's Home Office to present a short report that examines the impact of so-called hate-speech on audience attitudes and behaviour. In particular the Home Office has asked that you provide an insight into the experimental literature in psychology, and how it might help explain the radicalisation into violent extremism. The report should not exceed

2000 words (excluding references). It should have an assignment cover sheet (available on blackboard). Structure the report as follows.

- 1) Assignment cover sheet.
- 2) Main body of report:
 - a. Introduction and focus of the report.
 - b. Summary of 5 experimental studies published since 2000 that may shed some light in this area.
 - c. Discussion of ecological validity of these findings in terms of understanding the impact of hate-speech on radicalisation.

Assessment 2 Short Proposal: Following from Assessment 1, please prepare a short research proposal detailing an experiment that you would like to conduct in the area of road safety advertising campaigns (Odd ID) or hate-speech (Even ID). The proposal should not exceed 3 pages (double spaced) and should include the following.

- a. Background.
- b. Research questions and hypotheses.
- c. Design.
- d. Materials.
- e. Procedure.
- f. Ethical considerations.
- g. How your study would provide new insights in the area.

Assessment 3 MCQ: End of term in-class MCQ.

This MCQ is held in-class on March 29th. It will commence at 9am. 120 questions will probe your familiarity with the content of the course, and the core-text book.

Assessment 4: Research Participation: Please direct any queries on this to Dr. Denis O Hora, denis.ohora@nuigalway.ie.

Assessment Deadlines.

Assessment 1: February 14^h, on-line via Blackboard and hardcopy to School of Psychology (by 4 pm).

Assessment 2: March 13th, on-line via Blackboard and hardcopy to School of Psychology (by 4pm).

Assessment 3: MCQ in-class on March 29th.

Core Reading.

The core textbook for the module is Aronson, E., Wilson, T. D., & Akert, R. (2010). *Social Psychology* (7th Ed.: Global Edition), London: Pearson.

Background and recapping.

Myers, D. G. (2002). *Social Psychology*. London: McGraw-Hill.

or

Baron & Byrne (2004). *Social Psychology*. London: Allyn and Bacon.

Supplementary Reading.

The following publications, and others, are available in the Library.

Journal of Personality and Social Psychology.

Breakwell, G., Foot, H., Gilmour, R. (1988). *Doing social psychology: laboratory and field exercises.* Cambridge : Cambridge University Press

Mead, G. H. (1977). *On social psychology: selected papers.* Chicago : University of Chicago Press.

Sherrod, D. (1982). *Social Psychology.* New York : Random House.

Brown, R. (1965). *Social Psychology.* New York : The Free Press.

Lindesmith, A. (1977). *Social Psychology.* New York : Holt, Rinehart and Winston.

Kruglanski, A., & Higgins, E. (2003). *Social psychology: A general reader.* Hove : Psychology.

Tedeschi, J., & Lindskold, S. (1976). *Social psychology : interdependence, interaction, and influence.* New York : Wiley-Interscience.

Johansson, T. (2000). *Social psychology and modernity.* Buckingham : Open University Press.

Krahé, B. (2001). *The social psychology of aggression.* Hove : Psychology Press.

Baron, R., & Byrne, D. (1981). *Social psychology : understanding human interaction.* London : Allyn and Bacon.

Baron, R., & Byrne, D. (2004). *Social psychology : with research navigator.* Boston, MA : Pearson.

Brown, R. (1965). *Social Psychology.* New York: The Free Press.

Glynis M & Breakwell, H, F., & Gilmour, R. (1982). *Doing social psychology : laboratory and field exercises.* Cambridge: Cambridge University Press.

Johansson, T. (2000). *Social psychology and modernity.* Buckingham : Open University Press.

Krahé, B. (2001). *The social psychology of aggression.* Hove : Psychology Press.

Kruglanski, A.. E., & Higgins, E. T. (2003). *Key readings in social psychology.* Hove : Psychology.

Mead, G.H. (1977). *On social psychology : selected papers.* Chicago: University Press.

Newcomb, T. (1966). *Social Psychology.* London: Routledge and Kegan Paul.

Sherrod, D. (1982). *Social psychology.* New York : Random House.

Baron, J. (1997). Political action vs. voluntarism in social dilemmas and aid for the needy. *Rationality and Society*, 9, 307-326.

Baron, J. (2001). Confusion of group-interest and self-interest in parochial cooperation on behalf of a group. *Journal of Conflict Resolution*, 45, 283-296. (pre-publication version)

Brembs, B. (1996). Evolution and the prisoner's dilemma. Addressed in Chaos cheating and cooperation: potential solutions to the Prisoner's Dilemma. *OIKOS*, 76, 14-24.

Brosnan, Sarah F. and de Waal, Frans B. M. (2002). Variations on tit-for-tat: Proximate mechanisms of cooperation and reciprocity. *Human Nature*, 13, 129-152. Gibbons, R. & Van Boven, L. (2001). Contingent social utility

- in the Prisoners Dilemma. *Journal of Economic Behavior and Organization*, 45, 1-17.
- Heylighen F. (1992). Sociobiology and the prisoner's dilemma. Addressed in Evolution, Selfishness and Cooperation, *Journal of Ideas*, Vol 2, 4, pp 70-76.
- Hodgins, H. S., Liebeskind, E. & Schwartz, W. (1996). Getting out of hot water: Facework in social predicaments. *Journal of Personality and Social Psychology*, 71, 300-314.
- Loewenstein, G., & Babcock, L. (1997). Explaining bargaining impasse: the role of self-serving biases. *Journal of Economic Perspectives*. 11, 109-126.
- Nadler, J., Thompspon, L., & Van Boven, L. (2003). Learning negotiation skills: Four models of knowledge creation and transfer. *Management Science*, 49, 529-540.
- Van Boven, L., Gilovich, T., & Medvec, V. (2003). The illusion of transparency in negotiations. *Negotiation Journal*, 19, 117-131.
- Van Boven, L., & Thompson, L. (2003). A look into the mind of the negotiator: Mental models in negotiation. *Group Processes and Interpersonal Relations*, 6, 387-404.
- Van Vugt, M. (1997). Why the privatisation of public goods might fail: A social dilemma approach. *Social Psychology Quarterly*, 63, 355-366.
- Van Vugt, M. (1998). The conflicts of modern society. *The Psychologist*, June, 289-292.
- Van Vugt, M. (2001). Community identification moderating the impact of financial incentives in a natural social dilemma: A water shortage. *Personality and Social Psychology Bulletin*, 27, 1440-1449.
- Van Vugt, M. (2002). Central, individual or collective control? Social dilemma strategies for natural resource management. *American Behavioral Scientist*, 45, 783-800.
- Van Vugt, M. and De Cremer, D. (1999). Leadership in social dilemmas: Social identification effects on collective actions in public goods. *Journal of Personality and Social Psychology*, 76, 587-599.
- Van Vugt, M., Dowding, K., John, P., & Van Dijk, E. (2002). Exit or voice? Strategies for problem-solving in residential communities. *Journal of Applied Social Psychology*, 32, 1-20.
- Van Vugt, M., Jepson, S., Hart, C., & De Cremer, D. (2004) Autocratic leadership in social dilemmas: A threat to group stability. *Journal of Experimental Social Psychology*, 40, 1-13.
- Van Vugt, M. and Samuelson, C. D. (1999). The impact of metering in a natural resource crisis: A social dilemma analysis. *Personality and Social Psychology Bulletin*, 25, 731-745.
- Van Vugt, M. & Snyder, M. (2002). Cooperation in the 21st Century: Fostering community action and civic participation. *American Behavioral Scientist*, 45, 761-918 (Special issue).
- Van Vugt, M., Van Lange, P. A. M., Meertens, R. M. and Joireman, J. A. (1996). Why structural solutions to social dilemmas might fail: A field experiment on the first carpool priority lane in Europe. *Social Psychology Quarterly*, 59, 364-374.

Wegner, D. M., & Crano, W. D. (1975). Racial factors in helping behavior: An unobtrusive field experiment. *Journal of Personality and Social Psychology*, 32, 901-905