



PS301: Social Psychology ONLINE
Spring 1 2007

Instructor Contact Information

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Park University

Vision Statement

Park University will be a renowned international leader in providing innovative educational opportunities for learners within the global society.

Mission Statement

The mission of Park University, a entrepreneurial institution of learning, is to provide access to academic excellence which will prepare learners to think critically, communicate effectively and engage in lifelong learning while serving a global community.

Course Description

Study of the effects of social variables on the individual, including areas of group dynamics, conformity, leadership, obedience, and interpersonal attraction. 3:0:3

Overview and Course Goals

PS301 Social Psychology provides an overview of the key theories and perspectives that explain the power of the situation in shaping our thoughts, attitudes, and behaviors. As such, the course covers issues ranging from prejudice to gender to social influence to interpersonal attraction. As we move through each of these topics, your task is to critically apply the relevant concepts to your own life. The following table highlights the weekly topics:

<i>Week 1</i>	Introduction to Social Psychology
<i>Week 2</i>	The Social Self and Perceiving Persons
<i>Week 3</i>	Stereotypes, Prejudice and Discrimination
<i>Week 4</i>	Attitudes and Conformity
<i>Week 5</i>	Group Processes
<i>Week 6</i>	Attraction and Close Relationships
<i>Week 7</i>	Helping Others and Aggression
<i>Week 8</i>	Applying Social Psychology

Core Learning Outcomes

Students who successfully complete this course will be able to:

1. Define key theories and principles relevant to social psychology.
 2. Critically apply social psychological concepts to enhance one's understanding of their own behavior in a societal context.
 3. Identify and critique research methods in social psychology.
 4. Define and contrast key factors relevant in theories of group dynamics, conformity, leadership, obedience, and interpersonal attraction.
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Required Texts/Materials

Social Psychology (6th Edition) by Brehm, Kassin and Fein. Houghton Mifflin; ISBN # 061840337X

Order Texts at: <http://direct.mbsbooks.com/park.htm>

Student Textbook Resource Website:

http://college.hmco.com/psychology/brehm/social_psychology/6e/students/

Course Policies

Policy #1: Submission of Work:

- A class week is defined as the period of time between Monday 12:01 am MST and Sunday at 11:59 PM MST. The first week begins the first day of the term/semester. Assignments scheduled for completion during a class week should be completed and successfully submitted by the posted due date.
- Create a back up file of every piece of work you submit for grading. This will ensure that a computer glitch or a glitch in cyberspace won't erase your efforts.
- When files are sent attached to an email, the files should be in either Microsoft Word, RTF, ASCII, txt, or PDF file formats.
- **Submission of Late Work:** Late work will only be accepted with written permission from the instructor.

Policy #2: Ground Rules for Online Communication & Participation

- **General email:** Students should use email for private messages to the instructor and other students. When sending email other than assignments, you must identify yourself fully by name and class in all email sent to your instructor and/or other members of our class.
- **Online threaded discussions:** are public messages and all writings in this area will be viewable by the entire class or assigned group members.
- **Online Instructor Response Policy:** Online Instructors will check email frequently and will respond to course-related questions within 24-48 hours.
- **Observation of "Netiquette":** All your Online communications need to be composed with fairness, honesty and tact. Spelling and grammar are very important in an Online course. What you put into an Online course reflects on your level of professionalism. Here are a couple of Online references that discuss writing Online <http://goto.intwg.com/> and netiquette <http://www.albion.com/netiquette/corerules.html>.
- Please **check the Announcements** area before you ask general course "housekeeping" questions (i.e. how do I submit assignment 3?). If you don't see your question there, then please contact your instructor.

Policy #3: What to do if you experience technical problems or have questions about the Online classroom.

- If you experience computer difficulties (need help downloading a browser or plug-in, you need help logging into the course, or if you experience any errors or problems while in

your Online course, click on the  button in your Online Classroom, then click on the helpdesk menu item, and then fill out the form or call the helpdesk for assistance.

- If the issue is preventing you from submitting or completing any coursework, contact your instructor immediately.

Policy #4: DISABILITY GUIDELINES

- Park University is committed to meeting the needs of all students that meet the criteria for special assistance. These guidelines are designed to supply directions to students concerning the information necessary to accomplish this goal. It is Park University's policy to comply fully with federal and state law, including Section 504 of the Rehabilitation Act of 1973 and the American with Disabilities Act of 1990, regarding students with disabilities. In the case of any inconsistency between these guidelines and federal and/or state law, the provisions of the law will apply.
- Additional information concerning the criteria for special assistance and Park University's policies and procedures related to disability can be found on the Park University web page: <http://www.park.edu/disability>.

Grading Policy

You will be able to track your grade throughout the term. Grades will be determined by your performance on a final exam, literature review, movie application analysis, weekly homework assignments, weekly quizzes and participation in online exploration class discussions. Points will be assigned as follows:

Final exam (Week 8)	100 points
Literature review	80 points
Weekly homework assignments	80 points
Weekly quizzes	70 points
Movie application analysis	50 points
Participation in online exploration discussions	120 points
Total	500 points

Final course grades will be determined as follows:

A	90% - 100%	448 points and higher
B	80% - 89%	398 – 447 points
C	70% - 79%	348 – 397 points
D	60% - 69%	298 – 347 points
F	59% and lower	297 points and lower

You will know in advance the standards for each assignment. My goal is to give you prompt, clear, and useful feedback to help you critically analyze psychometric information and communicate this knowledge in a professional manner. Each student is responsible for:

- Completing weekly reading assignments
- Completing weekly homework assignments
- Completing weekly quizzes
- Participating in weekly on-line class discussions
- Completing a literature review
- Completing an application movie analysis
- Completing a proctored final examination

Proctored final examination/Project - A final proctored examination will be taken in a proctored testing environment during the 8th week at one of the Park University sites around the country or at an alternative location. For proctored examinations, photo identification is required at the time of the test. [Guidelines for selecting an acceptable proctor](#) can be found on the Park University Website.

- **Other Information on proctored exams:**

- It will be the responsibility of the student to arrange for a proctor, by the 6th week of the term, who is accepted and approved by the course instructor.
 - Approval of proctors is the discretion of the Online instructor.
 - A proctor request form will be made available to you during the first week of class so that you can send your requested proctor to your instructor for approval.
 - Failure to take a final proctored exam (or submit your final project for some online graduate courses) will result in an automatic "F" grade.
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Academic Honesty

Academic integrity is the foundation of the academic community. Because each student has the primary responsibility for being academically honest, students are advised to read and understand all sections of this policy relating to standards of conduct and academic life.

Academic dishonesty includes committing or the attempt to commit cheating, plagiarism, falsifying academic records, and other acts intentionally designed to provide unfair advantage to the students.

- **Cheating** includes, but is not limited to, intentionally giving or receiving unauthorized aid or notes on examinations, papers, laboratory reports, exercises, projects, or class assignments which are intended to be individually completed. Cheating also includes the unauthorized copying of tests or any other deceit or fraud related to the student's academic conduct.
- **Plagiarism** involves the use of quotation without quotation marks, the use of quotations without indication of the source, the use of another's idea without acknowledging the source, the submission of a paper, laboratory report, project, or class assignments (any portion of such) prepared by another person, or incorrect paraphrasing.
- **Falsifying academic records** includes, but is not limited to, altering grades or other academic records.
- **Other acts** that constitute academic dishonesty include:
 - Stealing, manipulating, or interfering with an academic work of another student or faculty member.
 - Collusion with other students on work to be completed by one student.
 - Lying to or deceiving a faculty member.

In the event of alleged academic dishonesty, an Academic Dishonesty Incident Report will be submitted to an Online Academic Director who will then investigate the charge. Students who engage in academic dishonesty are subject to a range of disciplinary actions, from a failing grade on the assignment or activity in question to expulsion from Park University. Park University's academic honesty policy and related procedures can be found in full in the [Park University Undergraduate and Graduate Catalogs](#).

Attendance

Professors are required to keep attendance records and report absences throughout the term. Excused absences can be granted by the instructor for medical reasons, school sponsored activities, and employment-related demands including temporary duty. The student is responsible for completing all missed work. Any student failing to attend class for two consecutive weeks, without an approved excuse from their instructor, will be administratively withdrawn and notified via email that you have been withdrawn and a grade of "WH" will be recorded.

An attendance report of "P" (present) will be recorded for students who have logged in to the Online classroom at least once during each week of the term. PLEASE NOTE: Recording of attendance is not equivalent to participation. Participation grades will be assigned by each individual instructor according to the criteria in the Grading Policy section of the syllabus.

More details on the attendance policy can be found in the [Park University Undergraduate and Graduate Catalogs](#).

Student Resources

- **McAfee Memorial Library** - Online information, links, electronic databases and the Online catalog. Contact the library for further assistance [via email](#) or at 800-270-4347.
 - **Park University Online Bookstore** - Select "Online Learning- Graduate," or "Online Learning - Undergraduate," and then click on the appropriate course code (ex. AC 201, PA 501) to see the list of required and optional texts for each course that you are enrolled in.
 - **Advising** - Park University would like to assist you in achieving your educational goals. Your Campus Center Administrator can provide advising to you, please contact them for assistance. If you need contact information for your Campus Center, [click here](#).
 - **Online Tutoring Services** - Park University has arranged for Online students to receive five hours of free access to Online tutoring and academic support through Smarthinking. If you would like Online tutoring, please contact me to receive their recommendation and information on how to access the Online tutoring.
 - **Career Counseling** - The Career Development Center (CDC) provides services for all stages of career development. The mission of the CDC is to provide the career planning tools to ensure a lifetime of career success.
 - **Online Classroom Technical Support** - For technical assistance with the Online classroom, email helpdesk@parkonline.org or call the helpdesk at 866-301-PARK (7275). To see the **technical requirements** for Online courses, please visit the <http://parkonline.org> website: click on the "Technical Requirements" link, and click on "BROWSER Test" to see if your system is ready.
 - **Park Helpdesk** - If you have forgotten your User ID or Password, or if you need assistance with your PirateMail account, please email helpdesk@park.edu or call 800-927-3024.
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Course Calendar

Week	Readings	Activities
Week 1	Chapters 1 and 2	<ul style="list-style-type: none"> • Personal introduction • Explore activity with two peer responses • Homework • Quiz • Submit topic and research question for literature review to the dropbox
Week 2	Chapters 3 and 4	<ul style="list-style-type: none"> • Explore activity with two peer responses • Homework • Quiz
Week 3	Chapter 5	<ul style="list-style-type: none"> • Explore activity with two peer responses • Homework • Quiz
Week 4	Chapters 6 and 7	<ul style="list-style-type: none"> • Explore activity with two peer responses • Homework • Quiz
Week 5	Chapter 8	<ul style="list-style-type: none"> • Explore activity with two peer responses • Homework • Quiz
Week 6	Chapter 9	<ul style="list-style-type: none"> • Explore activity with two peer responses • Homework • Quiz

		<ul style="list-style-type: none"> • Submit complete literature review to the dropbox
Week 7	Chapters 10 and 11	<ul style="list-style-type: none"> • Explore activity with two peer responses • Homework • Quiz • Submit complete movie application paper to the dropbox
Week 8	Chapter 12 or Chapter 13 or Chapter 14	<ul style="list-style-type: none"> • Explore activity with two peer responses • Homework • Final Exam

Assignments

Through the course of this term, you will complete two major projects related to social psychology: a literature review and an application movie analysis. In addition, you will complete 8 weekly discussions, homeworks, and quizzes. The following pages provide more detailed information about each of these assignments.

Literature Review:

Social psychology is a broad, empirically-based discipline that studies a vast range of topics and issues. Your task in the literature review is to identify a topic relevant to social psychology, formulate a research question, and conduct a literature review to address your target question.

The first two steps in this process work hand-in-hand. Start by browsing the table of contents in your textbook to gain a sense of the different topics addressed by social psychology. When you find a topic that is interesting to you, you will then want to read a bit further to identify specific issues or questions relevant to that topic. For example, one topic area in social psychology is "helping behavior". In reading about helping behavior, you will notice that there are many situational factors that influence helping. So, a more narrow research question might be "Are individuals living in rural areas more likely to help than individuals who live in the city?". As you work to form your research question, it is important to ensure that the question is specific and answerable. Look at the following table of examples highlight good and bad research questions:

Poor Research Question	Good Research Question
Who is most aggressive?	Are American men more aggressive than Asian men?
Why do people hold racist attitudes?	What is the correlation between racial thoughts and discriminatory behavior?
Are teenagers aggressive?	Have levels of violence in teenagers increased over the last 50 years?
What causes people to make poor choices when they are with their friends?	What situational factors impact the tendency for an individual to conform to group pressure?
What causes riots?	Under what conditions are riots most likely to happen?

Once you have formed your research question, its time to begin the literature review. A literature review is not simply a report or an annotated bibliography; a literature review is a summary of the available information on a specific topic organized by common themes, trends or findings. In addition, a literature review may highlight controversies or areas of disagreement on a particular topic. View the following websites for more detailed information on writing literature reviews:

- [The Literature Review: A few tips on conducting it](#)
- [How to Write a Literature Review](#)
- [Writing a Psychology Literature Review](#)

As highlighted previously, a literature review is a summary of the accumulated body of research on a particular topic. This means that all of your resources for the literature review must be peer-reviewed and scientific (this eliminates most websites and many books). To collect the relevant information for your

literature review, you will need to go to the [Park University Library](#). Once in the library, follow these steps to identify potential resources for your literature review:

1. Under "Databases" on the right-hand side of the screen, select "Ebsco".
2. Login to the library using your OPEN login and password (if you have trouble with this step, utilize the online help request form that is provided directly above the login area).
3. Select "EBSCOhost Web".
4. Remove the checkmark next to "MasterFILE Elite".
5. Scroll down and select (check) "PsycINFO" and "PsycARTICLES".
6. Scroll to the bottom and click "Continue".
7. In the "find" box, type keywords related to your specific research question (you may need to try different words, word combinations or phrases).
8. Before clicking "search," in the "refine search" area, check "full text," "exclude book reviews," and "English."
9. Scroll back to the top and click "search."
10. A list of articles should appear. If no article are found, go back to Step 7 and try a different set of key words.
11. To view the articles, select "linked full text" or "PDF full text" under the relevant article title.

You are likely to find a number of different articles related to your particular research question. As you read the abstract to each article, decide if it is relevant, appropriate and useful for your literature review. You will need to select 6-10 empirical, peer-reviewed, research articles to utilize for your literature review. An empirical, peer-reviewed article is one that is written by the person that actually conducted the study (as opposed to being a secondary report by another person) and has been judged appropriate for publication by professionals working in the field. You will typically find these in published journals (such as "The Journal of Personality and Social Psychology" or "The Journal of Social Behavior"); journals such as these are appropriate for your literature review. On the other hand, articles found in magazines or newspapers are NOT appropriate for your literature review. Once you select your articles, you will likely want to print a copy so that you have easy access to the information when you begin writing.

When writing your paper, refer back to the guidelines for writing literature reviews. Your information must be organized, presented and referenced using APA style. For information on APA style, see the following links:

- [APA Style](#)
- [Using APA Format](#)

Of particular interest, you will want to visit [Landmarks Citation Machine](#) which is an automated site to help you convert your resources into correct APA citation and reference format.

Requirements:

- Utilizes a minimum of 6 empirical, peer-reviewed, research articles as the basis of the literature review.
- Information must be organized, presented and referenced using APA style.
- Literature review should be approximately 10-12 pages (plus title and reference pages).
- Includes an explicit section examining multicultural implications, findings, relevance and/or significance.

Application Movie Analysis:

One of the interesting things about social psychology is that its principles can be seen applied everywhere: daily life, current events, television shows, movies, etc. Your task in the movie analysis is to analyze the application of your target phenomenon in a movie. You should select a movie that you know illustrates your target phenomenon (see the list below for help with this process). View the film you choose at least once; then highlight how relevant social psychological phenomena are depicted in the film.

In your movie analysis, you should:

- introduce the movie and briefly describe the relevant scene (½ to 1 page)
- describe in detail the social psychological principle that you believe is relevant (½ to 1 page)
- elaborate on how the selected scene conforms and/or fails to conform to the social psychological principle you have identified (3 to 4 pages)
- conclude with a short discussion to tie things together

The movie analysis will be approximately 5-7 pages (including title and reference pages) and must be written in APA style.

Movies that illustrate social psychological phenomena:

- *Being John Malkovich*
- *Summer of Sam*
- *Boys Don't Cry*
- *Pretty Woman*
- *American Beauty*
- *Philadelphia*
- *The Abyss*
- *Fight Club*
- *Shaft*
- *Eat, Drink, Man, Woman*
- *Cast Away*
- *Remember the Titans*
- *Quiz Show*
- *Twelve Angry Men*
- *The Joy Luck Club*
- *The Boiler Room*
- *Mississippi Burning*
- *Lord of the Flies*

You are not restricted to movies on this list. You are welcome to use any movie that you like as long as you can clearly and directly relate it back to social psychological concepts and theories; if you are unsure about the relevance of a movie you have selected, please contact me for more information.

Weekly Discussions:

All exploration discussions will adhere to the following guidelines:

- **Due Dates** - Initial response due on Thursday by midnight; two peer replies due on Sunday by midnight. Peer replies should be substantial responses and/or insightful questions. Responses that simply state "I agree" or something similar to this will not be accepted.
- **Grading** - Your exploration posting will be graded according to the quality of your response. In order to earn the full 15 points, your posting should be clear, complete, insightful and original; in addition, you must have high-quality peer replies. Responses that are incomplete, vague, lack-detail or repeat previous postings will receive reduced grades. Remember, you should always relate your postings to social psychology. Postings are not simply your opinion; they involve your opinion but include an application to the relevant social psychological principles.

For example:

Week 1 – Exploring Social Psychology

One way to get a quick glimpse of what social psychologists do and think about is to read the web pages of several social psychologists. Your task this week is to explore the Internet to find social psychologists and gain a better understanding of the vast field of social psychology. For this exploration, I would like you to focus on individual social *psychologists* rather than general social psychological topics.

There are several approaches to finding social psychologists on the Internet:

- One way is to use a list of social psychologists and their web pages, such as the lists at <http://www.socialpsychology.org/> or <http://www.psych-central.com/professor.htm>. You can use lists such as these ones and arbitrarily select several social psychologists to read about.
- Another approach is to use a search engine to look for the home pages of particular universities or colleges, and to go from there to find the faculty who teach social psychology courses. For example, you might do a search for University of X, then select the most relevant-looking option such as Departments, and then select Psychology, and then Faculty, and then look at the faculty research descriptions for social psychology interests. Schools vary considerably in how their pages are set up, but it's usually pretty easy to find the social psychology faculty, if the school has any.
- A third approach is to search by the names of particular social psychologists. Skim through the textbook and select the names of a few social psychologists mentioned there, perhaps one per chapter. Not all of the social psychologists mentioned will have a web page (indeed, several people whom students select might not be alive today), but it shouldn't take many tries to find several who do have web pages.

Once the web pages are found, you should peruse the page and any links from the page, and take note of the kinds of questions that the social psychologists are interested in. Individuals' web pages vary dramatically in how much information they have, how personal they are, and so forth, but often one can learn a good deal about the research and interests of the person. Your job is to find a different social psychologist that meets each of the following criteria:

1. Research that is most unusual or unique.
2. Research that is most surprising.
3. Research that has the most practical relevance or application.

For each criterion, you need to report the name of the psychologist, their school/institution/corporation, and a brief description of their research.

Homeworks:

The homework assignments highlight key topics for each week. All homework assignments are due on Sunday at midnight and must be submitted through the dropbox.

For example:

Week 1 – Research in Social Psychology

This week you will be conducting your own "mini-study" (using a field experiment, as opposed to a laboratory experiment) to examine the power of the situation. Specifically, you will be examining the impact of nonverbal cues on social responding. This homework gives you the chance "to explore the expression of emotions, including individual and sex differences in such expression; to demonstrate the power of nonverbal communication; to increase awareness of how self-image is affected by the responses of others; to develop students' skills as experimenters; and to study the influence of experimental variables."

Your task is to look at strangers and either smile or not smile, and to record these strangers' responses to you. Specifically, you must make eye contact with each stranger and, on the basis of a random assignment determined before you choose the stranger with whom you will make eye contact, you should smile or not smile at this person, and should maintain this eye contact for a few seconds. If the stranger has not already done so, you should end the eye contact and move away. Then, you should record whether the stranger (a) smiled, (b) neither smiled nor acknowledged your smile in any way, (c) acknowledged without a smile -- as by nodding the head or showing some other form of greeting without smiling, (d) showed avoidance -- as by looking away and avoiding further response, or (e) other, which you should describe in your notes. You should choose only one of these categories to describe each stranger's response. You should also be sure to note the gender of each stranger

and which condition he or she was in (i.e., did you smile or not?). Finally, your own sex should be recorded.

It is very important that you use random assignment (such as a flip of a coin) to determine whether or not you will smile at a person, and this random assignment should be done before you select the stranger with whom to make eye contact. Also, you should try to select strangers who are alone.

You need to collect data on three men and three women in each condition (so, smile at three men, don't smile at three men, smile at three women, don't smile at three women - total of 12 targets).

Condition	Men	Women
Smile	3 participants	3 participants
Don't Smile	3 participants	3 participants

When the data have been collected, calculate the number and the percentage of strangers in each condition who smiled, the number and the percentage who did not smile, the number and the percentage who acknowledged without a smile, and so on. Then do these calculations separately for each condition, as well as separately for males in each condition and females in each condition. Examine your results and look for differences between conditions and between male and female strangers. Provide an interpretation of the results. Suggest a theoretical reason to account for any differences that you found between or among conditions.

In addition to submitting the results and interpretation of your study, what did you learn about experimentation by conducting this "mini-study"?

Activity adapted from Walls, J. W. (1981). Experiment on smiling. In L. T. Benjamin, Jr., & K. D. Lowman (Eds.), Activities Handbook for the Teaching of Psychology (Vol. 1, pp. 162-163). Washington, DC: A. P.A.

Quizzes:

Each week, you will complete a set of multiple-choice questions regarding the key information for that chapter. Quizzes consist of 10 multiple-choice questions. You may complete the mastery quiz assignment as many times as you like *prior to the due date for each quiz*; only the highest score you receive prior to the due date will be recorded.

Final Exam:

The final exam must be completed during the 8th week of the course. The final exam is worth 100 points, thus is an important component of your overall learning experience and course grade. The final exam is:

- proctored
- closed-book
- 80 multiple-choice questions (1 point each)
- 4 essay questions (5 points each)

There are several review exams posted to help your prepare for the final; you are strongly encouraged to take advantage of these resources.

The questions in the review tests are drawn from the same testbank as the questions for the final exam. The computer randomly selects the questions that are drawn for each student, so each student will get a different and unique set of questions. While it is possible that some of the questions that are randomly drawn for the review will appear on the final exam, it is mathematically unlikely that there will be more than a couple that overlap verbatim.

The point of the review test is NOT to memorize a set of questions, rather it is to use the questions to test your understanding of the material found in each chapter. Once you complete a review, you can go over the questions to see which ones you got right and which ones you got wrong; you then use this knowledge to determine which chapters of the text you need to study more. If you are getting all the items from one chapter correct, then you don't need to spend as much time on that chapter. But, if you discover that you are consistently missing all the items from a given chapter, it would be wise to spend more of your time and effort on that material.