

**PSYCHOLOGY 308A: Social Psychology (Fall 2014)**  
**Tues/Thurs, 11-12:30 (Section 1), 2-3:30 (Section 3)**  
**West Mall Swing Space rm. 221**

Instructors: Elizabeth Dunn, PhD & Kostadin Kushlev, MA  
 E-mail: kostadinpk@psych.ubc.ca  
 Course Website: <http://elearning.ubc.ca/connect/>  
 Office Hours: By appointment—email your TA or professor to arrange a time.

**Teaching Assistants**

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TBA	

**Course Description:** Social psychology uses scientific methodology to address core questions about human social life that most people are naturally curious about (e.g., Why do people behave the way they do? How do culture and social stereotypes shape people’s perceptions of each other and the world around them? What makes people happy?). In this course, we will cover a broad range of topics, from self and social perception to aggression, love, and prejudice. While covering rather diverse topics, we will trace consistent themes of social psychology, including the power of the social situation and the importance of subjective construal. **This section of Psyc 308 requires the completion of a term paper, as well as bi-weekly, cumulative quizzes with a teamwork component.**

**Instructors:** Both sections of this course will be co-taught by Dr. Elizabeth Dunn and Kostadin Kushlev (MA). Kushlev will teach the first half of the course (until Oct. 14) and Dunn will teach the second half of the course. Thus, if you need to contact the instructors, please contact Kushlev up until Oct. 14 and Dunn after this date.

**Required Materials:**

- 1) Gilovich et al. (2012). *Social psychology* (3<sup>rd</sup> edition). New York: Norton.
  - o You can purchase the text in e-book form from [www.nortonebooks.com](http://www.nortonebooks.com). If you prefer, you can also purchase the book in hardcover for \$125 (with ebook included) or paperback for \$106 (with ebook included) at the bookstore (or from an online retailer). Just make sure to get the 3<sup>rd</sup> edition!
- 2) You will need to subscribe to Top Hat for lecture participation. The cost is \$20 for one semester or \$38 for 5 years. <https://app.tophat.com/register/student/> Your username must be your first and last name (ex. KostadinKushlev).

**Grading**

Quizzes: 15% each (75% total)

Paper: 20%

Lecture participation: 5%

**NOTE** – Marks will be posted on the course website (by student ID# only). It is your responsibility to check these marks for accuracy. If you would rather not have your marks posted, you must make special arrangements with the instructor during the first week of class.

## Course Requirements & Expectations

1) *Quizzes*: Instead of a traditional midterm and final exam, you will take bi-weekly quizzes with a teamwork component. Each quiz will emphasize material covered in the two weeks since the preceding quiz, but all quizzes will be cumulative; this approach to testing is based on research showing that frequent, cumulative testing improves learning. You may be tested on any material covered in lectures or readings (including material that only appeared in class or only appeared in the readings). The quizzes will include multiple choice and short answer questions. Immediately after completing each quiz on your own, you will get together into small groups and re-take a portion of the quiz as a team. For your multiple choice mark, your team score will count for 10%, and your individual score will count for 90%; however, if your individual score is higher than your team score, your individual score will count for 100%, so the teamwork component can only help you. On some quizzes, you may also have the opportunity to complete the short answer portion of the quiz with your team, in which case you may choose to submit either your individual or group response for scoring. Research shows that this innovative approach to testing improves student engagement and learning; for references on this research, please see <http://ow.ly/ztdv6> Please bring a #2 pencil and eraser to all exams.

2) *Term Paper*: You will write one 3-page paper, in which you will (a) analyze a past experience you have had in terms of a theory covered in the course or (b) break a social norm and then analyze your experience in terms of social psychological concepts. Further information will be provided in lecture on October 16. You **MUST** submit a 2–3 sentence paper proposal by **October 28** to your teaching assistant (or earlier). You should not start working on your paper until the topic has been approved. **PAPER IS DUE NOVEMBER 18<sup>th</sup>**. Note that you will be asked to submit an electronic copy to Turn it In ([www.turnitin.com](http://www.turnitin.com)) in addition to a hard copy of your paper. Late submission of either the paper proposal or the paper (including hard or electronic copy) will result in stiff penalties.

4) *Lecture Participation*: We will be using an interactive system called Top Hat to facilitate lecture participation. <https://www.tophat.com>. In most lectures, you'll be given a chance to participate and check your understanding of the material by answering questions through Top Hat. In addition, we will reserve the last 3-5 minutes of every lecture to give you time to compose your own brief take-home message from the lecture, as well as a question about something you didn't understand or want to know more about. These comprehension checks are extremely important in helping us to ensure that you understand the course material, and should be submitted through Top Hat. We will address common points of confusion (and interest) during each subsequent class. Of course, not all submitted questions will be answered in class, but you are always welcome to see us before/after class or during office hours about your question. If you complete all Top Hat questions and comprehension checks, you will automatically receive full marks for lecture participation. To allow for illness or technical problems, you can miss up to 20% of participation opportunities, and we'll still give you full marks. You can connect with Top Hat using any device with wifi (e.g., laptop, iPad) or with your mobile phone. If you do not have such a device, contact us and we can help make special arrangements for you. Please visit the Top Hat website to register for a student account right away; we will begin using this system on Tuesday September 9. You can register using the info below for your section:

Section 1: <http://app-ca.tophat.com/e/796716>

Section 3: <http://app-ca.tophat.com/e/760519>

For more information on how to use tophat, please see the following links:

*Quick Start Guide*: <https://s3.amazonaws.com/thm-corporate/Support/Guides/Student+Quick+Start+Guide+-W2014-.pdf>

*Student Manual:* <https://s3.amazonaws.com/thm-corporate/Support/Guides/Top+Hat+Student+Manual+-+Winter+2014.pdf>

**Extra Credit:** Because this course emphasizes active involvement in psychology, we will give you up to 3 extra credit points (i.e., 3% added to your final course grade) for participating in accredited psychology experiments. To take advantage of this opportunity, you must visit the HSP website at <http://hsp.psych.ubc.ca> in order to create an account and profile. As an alternative to participating in studies, you may choose to complete library writing projects, in which you read and summarize a research article; each article summary counts as one hour of research participation. See the HSP website for detailed information including due dates and submission procedures for the library project.

## Communication

*Office hours & appointments:* If you have questions about the course material or would like to discuss issues related to the course in more detail, you are always welcome to make an individual appointment with the instructors or TA's, or to talk to us before/after class.

### EMAIL POLICY

*Who to contact for your concerns or questions:* If you have a question, please first consult this syllabus and the course website; there's a good chance your question can be answered through these resources, especially regarding course logistics or content (e.g., deadlines, course materials). If you cannot find an answer to your question on the syllabus or course website, you may contact your instructors. Please direct inquiries to Kushlev by October 14 and to Dunn after October 14, unless your question is directly relevant to the content taught by each instructor. The TA's are also available to answer questions regarding exams and the term paper.

*Email inquiries to instructors:* The instructors (Kushlev & Dunn) will only provide 1-sentence responses via email. If you have a question that cannot be answered in a single sentence or less, please see us right before or after class or make an appointment and we will be happy to discuss it with you. Emails requiring responses longer than 1-sentence will not be answered by the instructors. For all email responses, please permit 24 hours before a response can be expected (e.g., you are unlikely to receive a response the night before an exam/assignment). Emails will rarely be answered over the weekend.

## Additional Course Policies

*Lecture notes:* We will post our Powerpoint slides on the course website following each class (usually the morning after). The point of posting the notes is to save you from having to scribble down every detail we present and to help you check the notes you take. The posted notes are not meant to stand alone and will often be hard to follow if you haven't been in class. We recommend that you take your own notes in class, writing down key points, and then use the posted notes as a supplement. Notes will never be posted before class; the lectures will often contain twists, turns, and surprises that would be ruined if the notes were given ahead of time. If you do not own a copy of Powerpoint, you can download a free copy of Powerpoint Viewer (but this will not allow you to edit the slides, which you may wish to do).

*Attendance:* If you miss all or part of any lecture, it is your responsibility to speak with one of your classmates to find out what course materials and announcements you missed.

*Quizzes:* If you are severely ill and have to miss a quiz, you or a caregiver must (1) notify the instructor before the exam start time and then (2) provide a doctor's note within one week; unless both conditions are

met, you will receive a zero. If you miss one quiz due to a documented illness, the other four quizzes will simply count more heavily toward your total quiz grade. If you miss more than one quiz due to illness, you may be given a make-up quiz in a different format (e.g., one-on-one oral exam with the instructor).

*Term Paper:* Absolutely NO extensions will be given on the paper. Sudden illness will not be considered grounds for an extension, as you will have weeks to complete the paper.

*Special Accommodations:* The University accommodates students with disabilities who have registered with the Disability Resource Centre and students whose religious obligations conflict with attendance, submitting assignments, or completing scheduled tests and examinations. Please let us know in the first week of class if you will require any special requirements, in which case we will discuss group testing procedures with you. Absences due to *varsity athletics, family obligations, vacations, work scheduling, or other similar commitments WILL NOT receive special accommodation.*

*Electronics:* Please turn off all electronic devices to a silent mode during class. Laptops, phones, and other mobile devices may only be used for taking notes and responding to Top Hat questions during class. Using these devices for non-course related purposes (e.g., texting, Facebook, email) is extremely distracting for everyone, and we reserve the right to deduct participation marks in lecture for this. No electronics will be permitted in any exam (e.g., electronic dictionary).

*Grade Scaling:* In order to reduce grade inflation and maintain equity across multiple course sections, all psychology courses are required to comply with departmental norms regarding grade distributions. According to departmental norms, the mean grade in a 300-level class is 70 for a good class, 68 for an average class, and 66 for a weak class (with a standard deviation of 13). Scaling is likely to be used in order to comply with these norms; grades may be scaled up or down as necessary by the professor, department, or school. Therefore, grades are never official until they appear on a student's academic record, as per department policy.

#### *Psychology Department's Position on Academic Misconduct*

Cheating, plagiarism, and other forms of academic misconduct are very serious concerns of the University, and the Department of Psychology has taken steps to alleviate them. In the first place, the Department has implemented software that can reliably detect cheating on multiple-choice exams by analyzing the patterns of students' responses. In addition, the Department subscribes to *TurnItIn*—a service designed to detect and deter plagiarism. All materials (term papers, lab reports, etc.) that students submit for grading will be scanned and compared to over 4.5 billion pages of content located on the Internet or in TurnItIn's own proprietary databases. The results of these comparisons are compiled into customized "Originality Reports" containing several, sensitive measures of plagiarism; instructors receive copies of these reports for every student in their class.

In all cases of suspected academic misconduct, the parties involved will be pursued to the fullest extent dictated by the guidelines of the University. Strong evidence of cheating or plagiarism may result in a zero credit for the work in question. According to the University Act (section 61), the President of UBC has the right to impose harsher penalties including (but not limited to) a failing grade for the course, suspension from the University, cancellation of scholarships, or a notation added to a student's transcript.

If you have any questions as to whether or not what you are doing is even a borderline case of academic misconduct, please consult your instructor. For details on pertinent University policies and procedures, please see Chapter 5 in the UBC Calendar (<http://students.ubc.ca/calendar>) and read the University's Policy 69 (available at <http://www.universitycounsel.ubc.ca/policies/policy69.html>).

**BOTTOM LINE: ACADEMIC DISHONESTY WILL NOT BE TOLERATED.**

Tentative Schedule of Topics, Readings, & Assignments

Please read assigned readings after the day they were covered in class.

<b>Date</b>	<b>Lecture Topic</b>	<b>Reading</b>	<b>Instructor</b>
Tues Sept 2	Imagine Day (NO CLASS)		NO CLASS
Thurs Sept 4	Course Introduction & Groups	Ch. 1	Kushlev
Tues Sept 9	Groups & Methods (Tophat use begins)	Ch. 12	Kushlev
Thurs Sept 11	Self-knowledge	Ch. 2	Kushlev
Tues Sept 16	Self-esteem & self-control	Ch. 3	Kushlev
Thurs Sept 18	<b>QUIZ 1</b>		Kushlev
Tues Sept 23	Social Cognition	Ch. 4	Kushlev
Thurs Sept 25	Social Perception	Ch. 5	Kushlev
Tues Sept 30	Emotion	Ch. 6	Kushlev
Thurs Oct 2	Happiness		Kushlev
Tues Oct 7	<b>QUIZ 2</b>		Kushlev
Thurs Oct 9	Attitudes	Ch. 7	Kushlev
Tues Oct 14	Persuasion	Ch. 8	Kushlev
Thurs Oct 16	Conformity (paper assignment given)	Ch. 9	Dunn
Tues Oct 21	Obedience		Dunn
Thurs Oct 23	<b>QUIZ 3</b>		Dunn
Tues Oct 28	Attraction (paper proposal due)	Ch. 10	Dunn
Thurs Oct 30	Relationships		Dunn
Tues Nov 4	Stereotyping and Prejudice	Ch. 11	Dunn
Thurs Nov 6	<b>QUIZ 4</b>		Dunn
Tues Nov 11	Remembrance Day (NO CLASS)		NO CLASS
Thurs Nov 13	Aggression	Ch. 13	Dunn
Tues Nov 18	Prosocial behaviour (paper due)	Ch. 14	Dunn
Thurs Nov 20	Law & Course Review	Application Module 4	Dunn
Tues Nov 25	Catch-up day		Dunn
Thurs Nov 27	<b>QUIZ 5</b>		Dunn

Note that adjustments to this schedule may be made at any time! For the most up-to-date version of the syllabus, please refer to the course website on UBC Connect.