

Psychology 456: Social Psychology I (Attitude and Social Behavior)

Dr. Shinobu Kitayama

The objective of this course is to review theories and empirical findings in several substantive areas of social psychology. We will focus among others on attitude, social influence, social cognition, emotion, and culture.

Textbook:

Baron, R. A., & Byrne, D. (1991). Social Psychology.

Course Packet:

Available at the EMU copying center

Evaluation:

(1) Two exams (Midterm [30%] and Final [40%]); the exams cover the relevant chapters of the textbook, the additional readings in the packet, and the lectures). Note that Final is scheduled in the deadweek.

(2) Term paper (30%; 10 pages with double space; due on May 26). In the paper, you are to address one of the main themes of the course, as listed in this syllabus (e.g., attitude and behavior; self-justification; obedience; emotion and social behavior; altruism; prejudice). You are expected to present a in-depth review of the theories and findings in one of these areas. I suggest that you first read the relevant assigned readings. Then pick up research articles from the reference sections of those readings (two at minimum), go to the library, find the journals, and read the articles. Journals that are most relevant to this course and that tend to carry high-quality papers include Journal of Personality and Social Psychology, Journal of Experimental Social Psychology, Psychological Review, Psychological Bulletin, Journal of Social Issues, and Social Psychology Quarterly, among others. Then try to integrate the materials within a coherent paper. In so doing, it is always a good idea to use some real life examples to illustrate the main points of your paper. These examples can come from your own life, but they can also be widely known social events relevant to the topic (e.g., Jones town -- conformity, Vietnam war -- aggression, prejudice toward ethnic minorities in the US -- prejudice, etc.). The paper must be typed with double space and is due at the beginning of the class on May 26. Keep a Xerox copy and submit the original. Late papers will be penalized with a half letter grade for each day.

Office: 309 Straub

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Office Hours: Monday 1-3; Friday 1-3

Schedule

Date	Main theme	Readings
<u>Introduction</u>		
3/31	Introduction	(Chapter 1)
<u>Attitude</u>		
4/2	Attitude and social behavior	(Chapter 4, Ajzen)
4/7	Self-justification	(Aronson)
4/9	Milgram film	(Milgram)
4/14	Conformity and obedience	(Chapter 8)
4/16	Persuasion	(Kitayama & Burnstein)
4/21	Group decision making	(Chapters 11, 13)
<u>Social Cognition</u>		
4/23	Zimbardo slide show	
4/28	Person perception	(Chapters 2, 3, 12)
4/30	Social inference	(Baron)
5/5	Social categorization	
5/7	Midterm exam	
<u>Emotion</u>		
5/12	Theories of emotion	(Ellsworth)
5/14	Cognition and emotion	(Kitayama)
5/19	Interpersonal attraction	(Chapters 6,7)
5/21	Altruism	(Chapter 9, Darley & Latane)
5/26	Aggression	(Chapters 5, 10)
	Paper due	
<u>Culture</u>		
5/28	Cultural values	(Markus & Kitayama)
6/2	Culture and social behavior	(Weisz et al.)
6/4	Final Exam	

Study Sheet #3 (Psychology 456; Kitayama)

Person Perception

1. Prior knowledge influences every step of the information processing involved in person perception, including attention and encoding, retrieval from memory, interpretation, and planning of future action. For each of these steps, illustrate the nature of the influence and describe a relevant experiment.
2. What is "trait centrality" in impression formation? Why does it happen? Use the notion of implicit personality theory and explain the reason why some traits are more "central" than the others?
3. What is the primacy effect in impression formation? Explain why this effect occurs.

Emotion

1. Explain what Schachter and Singer proposed in their theory of emotion.
2. What is appraisal theory of emotion? Explain the theory, and illustrate how the theory works with concrete examples.