

Psychology 456: Attitude and Social Behavior
(Winter, 1993)
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Overview: In this course, we review and critically examine a variety of substantive issues in social psychology, especially those pertinent to attitude and social behavior, from a current cognitive perspective. The course begins with analysis of thinking processes in social situations. It then moves on to motivational processes, with specific emphasis on self, nonconscious processes, and emotion. The course then concludes with discussion of attitude and social behavior. Along the way, we will emphasize cultural differences and similarities wherever pertinent empirical data are available.

Textbook: Fiske, S. T. & Taylor, S. E. Social Cognition (2nd Ed).

Office: 329 Straub (346-4905)

Office Hours: 1:30-3:00 (Monday, Wednesday)

Evaluation: Midterm (30%), Final (30%), and Paper (40%)

Exams: Questions will be from both the textbook and the lectures. The format of the exams will be announced later. The final is not cumulative; it covers only those materials discussed after the midterm. Note that the final is scheduled on the Friday of the deadweek.

Paper: The paper must be typed with double space, approximately 10 pages long. It is due on **March 5th**. The topic can be chosen from the following list. You can also define your own topic after consulting with the instructor.

1. Social inference (e.g., how do we make inferences in social situations?; what are biases and errors and why do they happen?)
2. Social category (e.g., what are the basic elements of social perception?; How does content of social perception influence social perception?)
3. Impression formation (e.g., what are the psychological processes underlying first impressions we form of other people or groups?; how will stereotypes influence impression formation?; what are common biases in impression formation and why do they occur?)
4. Self (e.g., In what sense can the self be seen as a "social product"?; What are the consequences of various self-related motives?; Are there any cross-cultural differences in self-concepts and, if so, what are the consequences of these differences?)
5. The unconscious (e.g., What is the cognitive perspective to the

unconscious?; How is it different from, say, the Freudian view of the unconscious?; What are the findings that led the researchers to believe the operations of the unconscious?)

6. Emotion (e.g., What are major components of emotion? How do cognitive processes shape emotional experience? How does emotional arousal influence perception, cognition, judgment, etc?)

7. Attitude (e.g., What are the major elements of attitude?; Can attitude predict behavior and, if so, under what conditions?; Can behavior shape attitude and if so, how? What are some major psychological mechanisms underlying persuasion?)

Course Schedule

Date	Topic	Reading
J. 4	Overview	Ch 1
	Attribution	Ch 2, 3
6	Correspondence inference	
8	Covariance model	
11	Causal schemas	
13, 15	Biases in attribution	
	Social Category	Ch 4
20	Contents of social perception	
22	Psychological essentialism	
25	TBA	
	Impression formation	Ch 5, 9
27	Models of impression formation	
29	Perceiver determinants	
F. 1, 3	Target determinants	
5	Midterm exam	

	Self	Ch 6
8	Self-presentation	
10	Self-enhancement and self-verification	
12	Self perception	
15	Culture and self	
	The unconscious	Ch 7
17	Cognitive perspective	
19	Mere exposure effect	
22	Mental control	
	Emotion	Ch 10
24	Theories of emotion	
26	Cultural factors in emotion	
M.1	Emotion and social cognition	
	Attitude	Ch 11, 12
3	Attitude as determinant of behavior	
5	Behavior as determinant of behavior	
8	Persuasion	
10	TBA	
12	Final Exam	
