

## Social Psychology Nb. 722

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Curso de Mestrado na segunda e quarta feira: 14:00 horas

Texto: *The Handbook of Social Psychology* by E. Aronson and G. Lindzey, New York: Random House

*"There is nothing so practical as a good theory."* – Kurt Lewin

Course Syllabus: Welcome to Social Psychology 722

Ola! Sejam Bemvidos! (E agora vou terminar o meu português)

I earned my PhD from the University of Michigan, a leading institution for the study of psychology. We had some 100 Ph.D. professors in the department with 12 subdivisions who offered 402 psych courses! They are famous for thousands of research articles, hundreds of books, securing major funding to establish various research institutions throughout the United States from Harvard to Stanford, while having mentored many young doctoral scholars who did the same at prestigious universities across the globe. A number of them have been leaders of APA and dozens of other psychology academic associations. Some of the greatest social psychology faculty with whom I studied, took courses from and/or did research with include Rensis Likert (father of survey research), Daniel Katz, Norm Maier, Stan Seashore, Robert Khan, Angus Campbell, Ronald Lippitt, Dorwin Cartwright, Alvin Zander, Arnie Tannenbaum, Robert Zajonc, and Floyd Mann.

*"If the only tool you have is a hammer, you tend to see every problem as a nail."* – Abraham Maslow

Social Psychology 722 Learning Processes

Weekly attendance at all classes, good study, class participation, and collaboration with other students will assist you in learning the fundamental principles of social psychology.

Course Introduction

This course will introduce you to the fundamental principles of social psychology so as to understand how people's thoughts, feelings, and behaviors are influenced by the actual, imagined, and implied presence of others. At the heart of social psychology is the recognition that people are dramatically influenced by social situations. Our behaviors are not simply the products of our individual personalities, but rather are shaped and molded by the social context around us, often without even realizing it. This course will provide you with an overview of research and theory in social psychology. Not only will you learn about interesting, relevant, and timely research findings, you'll also learn how social psychologists have discovered this evidence. What makes the social psychological approach to

understanding human behavior different than, say, a philosophical or historical approach is that social psychology is a science. It applies the scientific method to the study of the human condition. In this course, we'll learn about the psychological science of topics such as attitudes, persuasion, conformity, obedience, perceptions of others, stereotyping and discrimination, romantic relationships, aggression, and helping behavior. The course emphasizes an understanding of important scientific methods, findings, and principles in the field of social psychology, which it then applies to everyday life and to broader societal problems. It has been designed to not only provide you with the tools necessary for the study of this field but to present you with a sampling of the major areas of research.

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This course includes classic studies by some of the field's greatest social psychologists who built and then furthered the field

- K Lewin (1940s) – the “father” of social psychology who gave us group dynamics, experiential learning, Force field analysis, and action research
- F.H Allport (1920s) – Social Facilitation
- S. Asch (1950s) - The Psychology of Group Pressure and Conformity
- A Bandura (1960s) – Social Learning Theory
- L. Festinger (1950s) – Cognitive Dissonance
- S. Milgram (1960s) – Authoritarianism and his Shock Experiments
- R. Likert (1960s) – Likert Survey Research Methodology
- M. Sherif (1950s) – Robbers Cave Experiments in Group Conflict
- E. Fromm (1960s) – Freedom Over Authoritarianism
- P. Zimbardo (1970s) – Stanford Prison Research
- D. Cartwright & A. Zander (1970s) – Group Dynamics
- E. Aronson (1970s) – Cognitive Dissonance
- K. Weick (1970s) – Organizational theorist of "loose coupling," etc.

“The line between good and evil is permeable and almost anyone can be induced to cross it when pressured by situational forces” — Philip Zimbardo

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### Agenda and Themes

- 1: Introduction to the Course and Syllabus, History and Methods of Social Psychology
- 2: The Social Self, Perceiving Others, Attitudes and Change
- 3: Stereotypes, Prejudice, and Discrimination
- 4: Individuals' Performance in Social Contexts
- 5: Group Dynamics Processes
- 6: Conflict and Aggressive Behaviors
- 7: Helping and Serving Others
- 8: Social Influence, Leadership

- 9. Attitudes: Bias, Prejudice, Discrimination, and Stereotyping
- 10. Power, Minority vs. Majority Control
- 11: Social Psychology in Organizations and Business
- 12. Brazilian Social Psychology
- 13: Course Conclusions

### Course Learning Outcomes

Hopefully, upon successful completion of this course, you will be able to:

- demonstrate an understanding of the general history of the field of social psychology;
- demonstrate familiarity with social science research methods;
- understand the steps of the scientific method, how it applies to research methods on social psychology, and the types of analysis common in psychological research;
- explain the nature versus nurture argument
- demonstrate an understanding of the sub fields of social psychology

"The human mind is an organ for the discovery of truths rather than of falsehoods." — *Solomon Asch*

Throughout this course, you will also see learning outcomes in each unit. You can use those to help organize your studies and gauge your progress.

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### Course Materials

The primary learning materials for this course are the Introduction to Social Psychology text, articles, lectures and group meetings of students.

I encourage you to also study at least one additional classic on social psychology such as the following:

*The Farther Reaches of Human Nature* by Abraham H Maslow

*Beyond Freedom and Dignity* by BF. Skinner

*Man's Search for Ultimate Meaning* by Viktor Frankl

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### Grade Evaluation and Passing Score

The final exam makes up the major portion of your evaluation when awarding you a grade for this course. In order to pass, you will need to earn a 70% or higher on the final exam. Your score on the exam will be calculated as soon as you complete the semester.

There are also small, informal assessments as you proceed in this course. These are designed to help you study, and factor only slightly into your final grade. You should study these as much as you want until you understand the concepts and material covered. In addition, your grade will also be calculated based on three brief quizzes. Each of them counts for 8% of your grade. In order to pass this course, you will need to earn a total course grade of 70% or higher.

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### Tips for Success

Social Psychology 722 requires that the "average" student will take a full semester to complete this course. It's a good idea to also schedule your study time in advance and try as best as you can to stick to that schedule.

Learning new material can be challenging, so I've compiled a few study strategies to help you succeed

- Take notes on the various terms, practices, and theories. This can help you put each concept into context and will create a refresher that you can use as you study later.
- As you work through the materials, take some time to test yourself on what you remember and how well you understand the concepts. Reflecting on what you've learned is important for your long-term memory, and will make you more likely to retain information over time.
- Although you may work through much of this course independently, you may find it helpful to connect with other Rio students.
- Hopefully you will use this course to enhance not just theories of social psychology, but how they may apply to your own life.

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"The programming wasn't done surgically or electrically, or by any other sort of neurological intrusiveness. It was done socially, with nothing but talk, talk, talk" — Kurt Vonnegut