

Applied Social Psychology

Spring 2007
 Psyc 3511 (2 credits)
 Tues & Thur: 10:00 – 11:40 am
 Imholte Hall 113

Instructor Information:

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 Office Hours: Tues from 2:00 to 3:00, Wed from 10:00 to 12:00 or by appointment

Required Text:

Oskamp, S. & Schultz, P. W. (1998). *Applied Social Psychology*. Upper Saddle River, NJ: Prentice Hall.

Electronic Reserve Readings

Course Description

Oskamp & Schultz (1998) define applied social psychology as the “application of social psychological methods, theories, principles, or research findings to understanding or solution of social problems” (p. 3). As this definition implies, applied social psychology covers a wide range of topics. For example, we will cover such diverse topics as consumer psychology, legal psychology, terrorism, and environmental psychology. Additionally, we also discuss several research methodologies that are used to conduct applied social psychology.

Course Prerequisites: Psy 3501 or Psyc/Mgmt 3701 or instructor consent. If you do not have one of these prerequisites then you should see me at the end of the first class.

Social Psychology Goals:

At the end of this course, you should be able to accomplish the following goals:

1. List, identify, define, and apply the major research methodologies used in applied social psychology.
2. List, identify, define, and illustrate social psychological concepts, theories and research (SPCTRs).
3. List, identify, define and explain how SPCTRs relate to areas of applied social psychology.
4. Combine and apply SPCTRs to improve functioning for individuals and groups in a variety of situations.
5. Explain social problems from an interdisciplinary perspective.

Course Format:

The format of this course will include the use of lecture, discussion, and other activities (see tentative schedule for some examples). We will use class time to accomplish three interrelated goals:

1. We will clarify the material from the class readings. Therefore, it is important that you come to class having read the material for that day. Also, you should bring your textbook to class because you will need to refer to it periodically.
2. We will elaborate and illustrate the material from the class readings. Therefore, you should think about how the material relates to your own experiences and be prepared to share these experiences in class.
3. I will supplement the textbook with materials that cannot be found in it. Therefore, you will need to be in class and to take good notes to benefit from this additional material.

In order to help you accomplish these three goals, I will prepare outlines that illustrate the major points in the readings and in my lectures. These outlines should help you focus on the main points of the readings. These outlines should also help you organize your lecture notes. Finally, the outlines should help prepare you for the exams. Although the outlines will serve as an excellent study guide for your exams, I should note a word of caution about using them exclusively. **Ultimately, a student is responsible for all the material covered in class and in the readings.** Occasionally, we will cover material that is NOT on the outlines for a variety of reasons (e.g., current event, a topic that students want to discuss). Students are still responsible for knowing this non-outline material because it was covered in class. Additionally, students should keep in mind that an outline is simply a listing of the major points. It is not intended to contain the depth of information that students need to understand about the topics. Outlines will be made available on my website.

Course Requirements:

1. Percentages and Points

	Points	Your Points	%
A. In-Class Exams			
Exam 1	350	_____	_____
Exam 2	350	_____	_____
B. Take-Home Exam	300	_____	_____
Totals	1000		

C. Attendance and Participation (see section C in description section)

2. Description

A. **In-Class Exams:** The exams will be mixed-format: multiple-choice, fill-in-the-blank and essay questions. The exams are closed book and closed notes. The exams are NOT cumulative.

B. **Take-Home Exam:** These exams will consist of a series of questions related to applied social psychology. The questions on these assignments *may* include, but are not limited to: your reactions to a reading, responses to an experiential exercise from class, and applications of social psychology. Further details will be announced later in class.

C. **Attendance.** My expectation is that you will attend the entire class every time it meets unless there is either an emergency or a scheduled school event (i.e., Chancellor's excuse). However, there is no formal attendance policy, but you should be aware that missing class tends to hurt your grade because you may miss material covered on the exams. If you do miss class then you, AND NOT THE INSTRUCTOR, are responsible for finding out what you missed in class.

Grades:

Your grade is based on the 1000 points described in the above course requirements section. Your grade will be based on your cumulative point total:

Grade	Points	Grade	Points
A	930 – 1000	C+	770 - 799
A-	900 - 929	C	730 - 769
B+	870 - 899	C-	690 - 729
B	830 - 869	D+	670 - 689
B-	800 - 829	D	600 - 669
		F	Below 600 points

Students often want to know whether I will curve the grades. My answer is that I reserve the right to curve grades, but I will make no guarantees or promises about this either. In other words, if you want a certain grade in this class then you should earn the points that correspond with that grade (e.g., if you want an A in this class then you need to earn at least 930 points during the semester).

Academic Policies

1. **Approved absence.** This phrase or slight variants of it is used in numerous places in this syllabus. Absences will only be excused either in the case of extreme emergencies (e.g., illness, family emergency) or for scheduled school events (i.e., Chancellor's excused events). You must have proper documentation (e.g., doctor's note, Chancellor's excuse) for why you missed the class. Without written documentation it is extremely unlikely that I will allow you to make up an exam. Moreover, you need to remember that ultimately it is my decision as to whether I will let you make up an exam. You should be aware that travel for vacations or illness without a doctor's note do not generally count as acceptable reasons for missing an exam. Also, I am less sympathetic to a paper not being turned in on time due to missing class because even if you are not present in class you should still be able to turn it in (see email policy below).

2. **The following rules apply to make-up exams.**

- A. A make-up exam is defined as any exam that is taken at a time other than the scheduled time for the exam.
- B. You must have an approved absence for a make-up exam (see above approved absence policy).
- C. You should notify me before you miss an exam.
- D. If I grant a make-up exam then I reserve the right to modify or completely change the exam.
- E. I also reserve the right to take a penalty on the exam.
- F. You have to make up an exam in a reasonable time period (i.e., generally a day or two from the time of the original exam). The time to make up the exam must be convenient for the instructor.

3. **Late Assignments (i.e., anything other than an in-class exam)** All assignments will be due at the beginning of class on the assigned date. A late penalty will be assessed for people who cannot turn assignments in on time (minus 5% for each day or any portion of a day that the assignment is late). If the assignment is turned in after it has been collected in class, but before 5:00 pm that same day then a 2.5% penalty will be assessed. For example, if the paper is due at 10:00 am and you turn it in at 1:00 pm that same day then there is a 2.5% late penalty. However, if you turn it in after 5:00 pm of the day it is due then the penalty for the first day will be 5%. The second day late would be a 10% penalty; the third day late would be a 15% penalty and so forth. If the assignment is more than one week late then the instructor will determine whether to accept the paper. If the paper is late then the student should contact the instructor in advance of it being late. **If you do not turn the paper directly into me then you should make sure that you get a signature of a UMM faculty/staff member to verify the time it was turned in.**

4. **Email:**

- a. You need to make that you have an active UMM email account. This will be my primary way of contacting students.
- b. You should make every attempt to deliver the paper in class on the due date. However, in case of an emergency, you may email your paper to me. However, you assume full responsibility for its arrival. You should not assume that I have received your paper until you have written/phone notification from me. If the paper does not arrive on time by email then all my late policies will apply to your paper. Also you need to turn a hard copy of the paper in by the next class.

5. **Pass/Fail:** Students taking the course under "Pass/Fail" need to achieve at least a "C-" grade overall in the course to receive an "S" grade. Decisions to take the course A-F or S-N need to be made by the end of the 2nd week of classes. Students are also responsible for familiarizing themselves with the university rules for **incompletes and withdrawals.**

6. **Academic Dishonesty:** Academic Dishonesty is an extremely serious offense. I will handle academic dishonesty issues in a manner that is consistent with UMM's policy on academic dishonesty. Students are also responsible for familiarizing themselves with the university rules for academic dishonesty.

7. **Special Needs:** Reasonable accommodation will be provided for students with physical, sensory, learning, and psychiatric disabilities. If you have a disability and need accommodations, please contact Colleen Frey at the UMM Disability Services office, 362 Briggs Library, extension 6163.

8. **Completed exam sheets:** I will return the answer sheet to you. However, I will keep a copy of your answer sheet and I will not return actual copies of the exam.

9. **Sexual Harassment:** Sexual harassment is prohibited by the University of Minnesota policy (see <http://www1.umn.edu/regents/policies/humanresources/SexHarassment.pdf>)

Miscellaneous Issues

1. Don't be late and don't leave early.
2. I don't like to make snap decisions, so count on me needing a day or two to think about it.
3. I don't like things that beep, buzz or play little songs in class. Therefore, please turn off watch alarms, cellular phones, pagers and so forth.
4. You should keep track of your own grade. I have provided spaces for you to write down your score for each assignment.
5. At times, we will cover controversial topics and readings during this class. I encourage all students to express their views on these topics. I will respect all views even if those opinions disagree with my own. I also ask that students treat each other in a respectful manner during such discussions.

Concluding Note:

I have made every attempt to create a detailed and comprehensive syllabus. However, I reserve the right to modify or add to any part of this syllabus based upon class interest or unforeseen events.

Tentative Schedule

This represents an idealized schedule. If certain topics take more time than others then the schedule may change. Although I am extremely unlikely to move exam dates, students should be aware that it is possible that an exam date could be changed and that they would be responsible for showing up for the new exam date.

Dates	Topic	Reading Assignment
Jan 16	Introduction	Oskamp & Schultz (O & S) Chap. 1
Jan 18, 23 & 25	Methods	O & S Chapter 6 Electronic Reserve (ER): Peterson & Luthans (2006) O & S Chapter 7
Jan 30 & Feb 1	Environmental Issues	O & S Chapter 11 ER: Schmuck & Vlek (2003) ER: McKenzie & Mohr (2000)
Feb 6	Exam 1	
Feb 8 & 13	Consumer Psychology	O & S Chapter 14 ER: Bushman & Bonacci (2002)
Feb 15, 20, and 22	Legal Psychology	O & S Chapter 15 ER: Wells, Memon & Penrod (2006)
Feb 27 and Mar 1	Social Psychology of Evil Terrorism	TBA TBA
Mar 6	TBA	
Mar 8	Exam 2	