

## **SOCIAL PSYCHOLOGY IN ACTION**

### **Winter 2023**

**Instructor:** Dr. Erica Speakman  
**Email:** hiltze@mcmaster.ca  
**Lecture:** Thursdays 8:30-11:20  
**Room:** MDCL 1110

**Office:** KTH 213  
**Office Hours:** Mondays 1-2pm  
**TA:**  
**TA email:**

### **Course Description**

This course will provide students with an introduction to Applied Social Psychology, focusing on the theory and methods that social psychologists adopt to understand contemporary issues and social problems, and how they apply their skills to remedy them. The first part of this course will examine the roots of applied social psychology, as well as provide students with an understanding of the predominant theoretical perspectives and methodologies that are employed in this field. We will then explore how these theories and methods are utilized in a number of different areas, including but not limited to the criminal justice system, the community, issues in diversity, and the media. Through lecture, tutorials, and general discussion, at the end of the term, students will have a solid understanding of the field of Applied Social Psychology, along with its relevance in the 'real-world.'

### **Course Objectives**

By the end of the course students should be able to:

- Understand the dominant theoretical and methodological perspectives that are utilized in the field of applied social psychology, as well as appreciate the strengths and limitations of these approaches
- Gain a critical understanding of the impact that social psychologists have on contemporary issues
- Be able to apply basic concepts learned to current situations and events in the community and around the world.
- Enhance students' critical thinking, writing, and organizational skills through course assignments and discussions.

## **Required Materials and Texts**

- Gruman, Schneider, and Coutts (eds). 2017. “Applied Social Psychology: Understanding and Addressing Social and Practical Problems.” – **This is a required textbook**
  - You can purchase the book either through the Campus store (new and used hard copies, along with the e-text), or online
- Additional reading material will be available on Avenue to Learn

## **Class Format**

Classes will be held in-person in room MDCL 1110. Provided the room is equipped with the required technology, recordings of lectures will be made and provided on Avenue to Learn for a maximum of 5 days. If you miss your window to access the material, I strongly encourage you to reach out to your peers and ask for their notes.

The first 2 hours of our time will be devoted to lecture. The remaining time will be treated like a tutorial where we will have the opportunity to flesh out concepts, as well as work on the skills you need to be successful in this class. Note, tutorials will not be held every week – a schedule will be posted on Avenue to Learn

## **Course Evaluation – Overview**

1. Research Statement/Annotated Bibliography - 20%, due February 16, 2023
2. Midterm Exam – 30%, due March 2, 2023
3. Presentations – 15%, due March 23/March 30, 2023
4. Final Group Paper – 35%, due April 6, 2023

## **Course Evaluation – Details**

### **Research Statement/Annotated Bibliography (20%), Due February 16, 2023**

For this assignment, you will work with your group members to develop a research statement and conduct preliminary research for your final paper. This will provide the opportunity to get feedback on your project prior to your presentations and final submission. Further details will be provided both in lecture and on Avenue to Learn

### **Midterm Exam (30%), Due March 2, 2023**

The midterm exam will be held during class time and will consist of multiple choice/true or false questions

### **Presentations (15%), Due March 23/March 30, 2023**

During the last few weeks of class, you and your group will present your project. Here, you will be able to gain feedback from myself and your peers, prior to submitting your final draft. Details will be provided on Avenue to Learn and in class

**Final Group Paper (35%), Due April 6, 2023**

The research paper will provide students with the opportunity to explore a topic they are interested in related to the field of applied social psychology. Here, students will work together to not only explore the academic literature pertaining to their topic but to also propose solutions to the problem that they will be covering in their paper. Further details will be provided both in lecture and on Avenue to Learn

**Weekly Course Schedule and Required Readings**

DATE	TOPIC	READINGS	DUE
Week 1 (Jan. 12)	Introduction to the Course	<b>No Readings</b>	
Week 2 (Jan. 19)	What is Applied Social Psychology?	Text: Ch. 1  Lewin, K. (1946). Action research and minority problems. <i>Journal of social issues</i> , 2(4), 34-46.	
Week 3 (Jan. 26)	Social Psychological Theory and It's Application	Text: Ch. 2	
Week 4 (Feb. 2)	Research Methods in Applied Social Psychology	Text: Ch. 3	
Week 5 (Feb. 9)	Intervention and Evaluation	Text: Ch. 4  <b>Supplemental:</b> <i>Introduction to Program Evaluation for Public Health Programs: A Self Study Guide – The CDC</i>	
Week 6 (Feb. 16)	Applying Social Psychology to Clinical and	Text: Ch. 5	<b>Research Statement/Annotated</b>

	Counselling Psychology		<b>Bibliography Due Feb. 16 by 11:59pm</b>
Week 7 (Feb. 23)	<b>Reading Week</b>	<b>No Readings!</b>	
Week 8 (Mar. 2)	<b>MIDTERM EXAM</b>	<b>No Readings</b>	<b>Exam will be In-Person and will take place at 9am-11am</b>
Week 9 (Mar. 9)	Applying Social Psychology to the Media	Text: Ch. 7  Kende et al. (2016) "The social affirmation use of social media as a motivator of collective action"	
Week 10 (Mar. 16)	Applying Social Psychology to the Criminal Justice System	Text: Ch. 11  Seltzer (2006) "Scientific Jury Selection: Does It Work?"	
Week 11 (Mar. 23)	Applying Social Psychology to the Community	Text: Ch. 12	<b>Presentations</b>
Week 12 (Mar. 30)	Applying Social Psychology to the Environment	Text: Ch. 13  St. John et al. (2010) "Conservation and human behaviour: lessons from social psychology"	<b>Presentations</b>
Week 13 (Apr. 6)	Applying Social Psychology to Diversity	Text: Ch. 14  McFalls et al. (2001) "Reducing Resistance to Diversity Through Cognitive Dissonance Instruction"	<b>Final Group Assignment Due April 6 by 11:59pm</b>

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## **Course Policies**

### **Submission of Assignments**

Please submit assignments to the appropriate assignment folder on Avenue to Learn. Faxed or e-mailed assignments will not be accepted. Your assignments should be double-spaced, 12-point Times New Roman or Arial font.

Note that all assessments must be completed to successfully finish this course. There will be no re-weighting of grades. If you miss a deadline, reach out to the professor as soon as possible to see if an arrangement can be made. If this is not done in a timely manner, a grade of zero for the assessment will be given.

### **Late Assignments**

The due dates for assignments are fixed and non-negotiable. There will be a deduction of 2% per day for all late assignments, unless you submit a McMaster Student Absence Form (<http://www.mcmaster.ca/msaf>). The MSAF is a self-reporting tool for Undergraduate Students to report absences for medical or other reasons that last up to 3 days and provides the ability to request accommodation for any missed academic work worth less than 25% of your overall. In these cases, students should review and follow the Academic Regulation in the Undergraduate Calendar "Requests for Relief for Missed Academic Term Work". Please note these regulations have changed beginning Fall 2015.

This form should be filled out when you are about to return to class after your absence. If you are absent for more than 3 days, or exceed one request per term, you MUST visit your Associate Dean's Office. You may be required to submit supporting documentation.

### **Avenue to Learn**

In this course we will be using Avenue to Learn. Students should be aware that, when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

## **University Policies**

### **ACADEMIC INTEGRITY**

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity. It is your responsibility to understand what constitutes academic dishonesty.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university. For information on the various types of academic dishonesty please refer to the [Academic Integrity Policy](https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/), located at <https://secretariat.mcmaster.ca/university-policies-procedures-guidelines/>

The following illustrates only three forms of academic dishonesty:

- plagiarism, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
- improper collaboration in group work.
- copying or using unauthorized aids in tests and examinations.

### **AUTHENTICITY / PLAGIARISM DETECTION**

Some courses may use a web-based service (Turnitin.com) to reveal authenticity and ownership of student submitted work. For courses using such software, students will be expected to submit their work electronically either directly to Turnitin.com or via an online learning platform (e.g. Avenue to Learn, etc.) using plagiarism detection (a service supported by Turnitin.com) so it can be checked for academic dishonesty.

Students who do not wish their work to be submitted through the plagiarism detection software must inform the Instructor before the assignment is due. No penalty will be assigned to a student who does not submit work to the plagiarism detection software. All submitted work is subject to normal verification that standards of academic integrity have been upheld (e.g., on-line search, other software, etc.). For more details about McMaster’s use of Turnitin.com please go to [www.mcmaster.ca/academicintegrity](http://www.mcmaster.ca/academicintegrity).

### **COURSES WITH AN ON-LINE ELEMENT**

Some courses may use on-line elements (e.g. e-mail, Avenue to Learn, LearnLink, web pages, capa, Moodle, ThinkingCap, etc.). Students should be aware that, when they access the electronic components of a course using these elements, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The

available information is dependent on the technology used. Continuation in a course that uses on-line elements will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

## **ONLINE PROCTORING**

Some courses may use online proctoring software for tests and exams. This software may require students to turn on their video camera, present identification, monitor and record their computer activities, and/or lock/restrict their browser or other applications/software during tests or exams. This software may be required to be installed before the test/exam begins.

## **CONDUCT EXPECTATIONS**

As a McMaster student, you have the right to experience, and the responsibility to demonstrate, respectful and dignified interactions within all of our living, learning and working communities. These expectations are described in the Code of Student Rights & Responsibilities (the “Code”). All students share the responsibility of maintaining a positive environment for the academic and personal growth of all McMaster community members, whether in person or online.

It is essential that students be mindful of their interactions online, as the Code remains in effect in virtual learning environments. The Code applies to any interactions that adversely affect, disrupt, or interfere with reasonable participation in University activities. Student disruptions or behaviours that interfere with university functions on online platforms (e.g. use of Avenue 2 Learn, WebEx or Zoom for delivery), will be taken very seriously and will be investigated. Outcomes may include restriction or removal of the involved students’ access to these platforms.

## **ACADEMIC ACCOMMODATION OF STUDENTS WITH DISABILITIES**

Students with disabilities who require academic accommodation must contact [Student Accessibility Services](#) (SAS) at 905-525-9140 ext. 28652 or [sas@mcmaster.ca](mailto:sas@mcmaster.ca) to make arrangements with a Program Coordinator. For further information, consult McMaster University’s [Academic Accommodation of Students with Disabilities](#) policy.

## **REQUESTS FOR RELIEF FOR MISSED ACADEMIC TERM WORK**

In the event of an absence for medical or other reasons, students should review and follow the Policy on Requests for Relief for Missed Academic Term Work.<sup>3</sup>

## **ACADEMIC ACCOMMODATION FOR RELIGIOUS, INDIGENOUS OR SPIRITUAL OBSERVANCES (RISO)**

Students requiring academic accommodation based on religious, indigenous or spiritual observances should follow the procedures set out in the RISO policy. Students should submit their request to their Faculty Office normally within 10 working days of the beginning of term in which they anticipate a need for accommodation or to the Registrar's Office prior to their examinations. Students should also contact their instructors as soon as possible to make alternative arrangements for classes, assignments, and tests.

## **COPYRIGHT AND RECORDING**

Students are advised that lectures, demonstrations, performances, and any other course material provided by an instructor include copyright protected works. The Copyright Act and copyright law protect every original literary, dramatic, musical and artistic work, including lectures by University instructors

The recording of lectures, tutorials, or other methods of instruction may occur during a course. Recording may be done by either the instructor for the purpose of authorized distribution, or by a student for the purpose of personal study. Students should be aware that their voice and/or image may be recorded by others during the class. Please speak with the instructor if this is a concern for you.

## **EXTREME CIRCUMSTANCES**

The University reserves the right to change the dates and deadlines for any or all courses in extreme circumstances (e.g., severe weather, labour disruptions, etc.). Changes will be communicated through regular McMaster communication channels, such as McMaster Daily News, Avenue to Learn and/or McMaster email.

## **Faculty of Social Sciences E-mail Communication Policy**

Effective September 1, 2010, it is the policy of the Faculty of Social Sciences that all e-mail communication sent from students to instructors (including TAs), and from students to staff, must originate from the student's own McMaster University e-mail account. This policy protects confidentiality and confirms the identity of the student. It is the student's responsibility to ensure that communication is sent to the university from a McMaster account. If an instructor becomes aware that a communication has come from an alternate address, the instructor may not reply at his or her discretion.

## **Course Modification**

The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable



notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check his/her McMaster email and course websites weekly during the term and to note any changes.

## **Grades**

Grades will be based on the McMaster University grading scale:

<b>MARK</b>	<b>GRADE</b>
90-100	A+
85-89	A
80-84	A-
77-79	B+
73-76	B
70-72	B-
67-69	C+
63-66	C
60-62	C-
57-59	D+
53-56	D
50-52	D-
0-49	F