

THE UNIVERSITY OF WESTERN ONTARIO  
LONDON, CANADA

Department of Psychology

**Psychology 9703a**  
**PROSEMINAR IN SOCIAL PSYCHOLOGY**  
**September – December, 2010**

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Course Organizer: Dr. Bertram Gawronski; SSC 6324  
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Office Hours: By Appointment

Meetings: Wednesdays, 1:30 pm to 4:30 pm, SSC 8409

First Meeting: September 15, 2010

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## OVERVIEW

The purpose of the course is to provide broad knowledge of historical and conceptual developments in social psychology through the study of classic articles on attitudes and persuasion; social cognition; prejudice, stereotyping, and intergroup relations; close relationships; evolutionary perspectives on social behavior; conformity; group dynamics; social motivation; prediction of behavior; and the historical crisis in social psychology. The course will be co-taught by the social area faculty, such that each faculty member will be responsible for two thematic sessions. Course participation is limited to MSc students in social psychology, which will be evaluated as “complete/incomplete.” Zero weighted course; one term.

## CLASS FORMAT

The class will meet once a week to discuss the assigned readings on a particular topic. Participants are expected to complete the weekly reading assignments and to actively contribute to the discussions. To facilitate the discussions in class, participants are required to prepare thought papers on the weekly readings and to submit their thought papers to the respective course instructor before class (see below).

## EVALUATION

Course participation will be evaluated as “complete/incomplete” on the basis of regular attendance, submission of the required thought papers, and contribution to the discussions in class.

## **THOUGHT PAPERS**

Students are required to write thought papers on the weekly readings for all of the ten sessions. The thought papers should include critical discussions of the assigned readings, which may involve historical, empirical, or theoretical issues. Each thought paper should be approximately one page (single-spaced; 12-point Times New Roman). Thought papers should be submitted electronically to the respective course instructor who is in charge of the relevant session by 10:00 am on the day of class.

## **READINGS**

Most readings for the course are available electronically through Western's library. For articles that are not available through Western's library system, the respective course instructors will provide template copies.

## **DATES, TOPICS, AND READINGS**

### **Sept 15    General Introduction (Gawronski)**

(no reading assignments)

### **Sept 22    Social Cognition: I. Automaticity and Control (Gawronski)**

Fazio, R. H., Sanbonmatsu, D. M., Powell, M. C., & Kardes, F. R. (1986). On the automatic activation of attitudes. *Journal of Personality and Social Psychology*, *50*, 229-238.

Devine, P. G. (1989). Stereotypes and prejudice: Their automatic and controlled components. *Journal of Personality and Social Psychology*, *56*, 5-18.

Bargh, J. A., Chen, M., & Burrows, L. (1996). Automaticity of social behavior: Direct effects of trait construct and stereotype activation on action. *Journal of Personality and Social Psychology*, *71*, 230-244.

### **Sept 29    Social Cognition: II. Feeling and Thinking (Gawronski)**

Zajonc, R. B. (1980). Feeling and thinking: Preferences need no inferences. *American Psychologist*, *35*, 151-175.

Bower, G. H. (1981). Mood and memory. *American Psychologist*, *36*, 129-148.

Schwarz, N., & Clore, G. L. (1983). Mood, misattribution, and judgments of well-being: Informative and directive functions of affective states. *Journal of Personality and Social Psychology*, *45*, 513-523.

### **Oct 6        No Class – [SESP Conference]**

(no reading assignments)

### **Oct 13     Dissonance Theory (Sorrentino)**

Festinger, L. & Carlsmith, J. M. (1959). Cognitive consequences of forced compliance. *Journal Abnormal and Social Psychology*, *58*, 203-210.

Janis, I. L. & Gilmore, J. B. (1965). The influence of incentive conditions on the success of role playing in modifying attitudes. *Journal of Personality and Social Psychology*, *1*, 17-21.

Carlsmith, J. M., Collins, B. E., & Helmreich, R. L. (1966). Studies in forced compliance: I. The effect of pressure for compliance on attitude change produced by face-to-face role playing and anonymous essay writing. *Journal of Personality and Social Psychology*, 4, 1-13.

Bem, D. J. (1967). Self-perception: An alternative explanation of cognitive dissonance. *Psychological Review*, 74, 183-200.

Zanna, M. P., & Cooper, J. (1974). Dissonance and the pill: An attribution approach to studying the arousal properties of dissonance. *Journal of Personality and Social Psychology*, 29, 703-709.

**Oct 20 Social Motivation (Sorrentino)**

Atkinson, J. W., & Birch, D. (1978). *Introduction to motivation* (2<sup>nd</sup> Edition). New York: Van Nostrand. (Chapter 5; Stages in Thought About Human Motivation; pp. 183-246).

Bargh, J. A., Gollwitzer, P. M., Lee-Chai, A., Barndollar, K. & Trötschel, R. (2001). The automated will: Nonconscious activation and pursuit of behavioral goals. *Journal of Personality and Social Psychology*, 81, 1014-1027.

**Oct 27 Conformity (Seligman)**

Asch, S. E. (1956). Studies of independence and conformity: A minority of one against a unanimous majority. *Psychological Monographs: General and Applied*, 70, 1-70.

Milgram, S. (1963). Behavioral study of obedience. *Journal of Abnormal and Social Psychology*, 67, 371-378.

Sherif, M. (1935). A study of some social factors in perception. *Archives of Psychology*, 27, 1-60.

**Nov 3 Group Dynamics (Seligman)**

Schachter, S. (1951). Deviation, rejection, and communication. *Journal of Abnormal and Social Psychology*, 46, 190-207.

Wallach, M. A., Kogan, N., & Bem, D. J. (1962). Group influence on individual risk taking. *Journal of Abnormal and Social Psychology*, 65, 75-86.

Zajonc, R. B. (1965). Social facilitation. *Science*, 149, 269-274.

Zimbardo, P. (1970). The human choice: Individuation, reason, and order versus deindividuation, impulse, and chaos. In W. J. Arnold & D. Levine (Eds.), *Nebraska Symposium on Motivation*. Lincoln: University of Nebraska Press.

**Nov 10 Prejudice and Stereotyping (Esses)**

Allport, G. W. (1954/1979). *The nature of prejudice*. Cambridge, MA: Perseus Books. (Chapters 1, 2, 5, 8, 12, 13)

Brigham, J. C. (1971). Ethnic stereotypes. *Psychological Bulletin*, 76, 15-38.

McConahay, J. B. (1986). Modern racism, ambivalence, and the modern racism scale. In J. F. Dovidio & S. L. Gaertner (Eds.), *Prejudice, discrimination, and racism* (pp. 91-125). Orlando, FL: Academic Press.

**Nov 17 Intergroup Relations (Esses)**

Sherif, M., Harvey, O. J., White, B. J., Hood, W. R., & Sherif, C. W. (1961). *Intergroup conflict and cooperation: The Robbers Cave experiment*. Norman, OK: The University Book Exchange. (Chapters 2, 3, 4, 5, 6, 7)

Levine, R. A., & Campbell, D. T. (1972). *Ethnocentrism: Theories of conflict, ethnic attitudes, and group behavior*. New York: John Wiley & Sons. (Chapter 3)

Tajfel, H. & Turner, J. C. (1986). The social identity theory of intergroup behavior. In S. Worchel & W. G. Austin (Eds.), *Psychology of intergroup relations* (pp. 7-24). Chicago: Nelson-Hall.

**Nov 24 Close Relationships (Campbell)**

Byrne, D., Ervin, C. R., & Lamberth, J. (1970). Continuity between the experimental study of attraction and real-life computer dating. *Journal of Personality and Social Psychology*, 16, 157-165.

Dutton, D. G., & Aron, A. P. (1974). Some evidence for heightened sexual attraction under conditions of high anxiety. *Journal of Personality and Social Psychology*, 30, 510-517.

Hazan, C., & Shaver, P. (1987). Romantic love conceptualized as an attachment process. *Journal of Personality and Social Psychology*, 52, 511-524.

Rusbult, C. E. (1983). A longitudinal test of the investment model: The development (and deterioration) of satisfaction and commitment in heterosexual involvements. *Journal of Personality and Social Psychology*, 45, 101-117.

**Dec 1 Evolutionary Perspectives (Campbell)**

Hamilton, W. D. (1964). The genetical evolution of social behaviour, II. *Journal of Theoretical Biology*, 7, 17-52.

Tooby, J., & Cosmides, L. (1992). The psychological foundations of culture. In J.H. Barkow, L. Cosmides, & J. Tooby (Eds.), *The adapted mind: Evolutionary psychology and the generation of culture* (pp. 19-136). New York, NY: Oxford University Press

Trivers, R. (1972). Parental investment and sexual selection. In B. Campbell (Ed.), *Sexual selection and the descent of man* (pp. 136-179). Chicago, Aldine Publishing Company.