

**Introduction to Social Psychology**  
**Spring 2006**  
**900-104**  
**T-TH 11:00-11:50**  
**Bus S151**

Sociology 104 carries General Education (GER) Social Science distribution credit because it provides broad knowledge of sociological theories and methods as they apply to the study of social psychology.

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Office Hours: Tuesday, 12:00-1:00 and Wednesday 11:00-2:00  
Feel free to call me or email me any time at all.

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## **I. Course Description**

This course is an introduction to the concepts, issues, theories, and methods of social psychology. Social psychology draws from both sociology and psychology, thus it is broad in scope. What unites the two disciplines is the shared belief that social factors influence human behavior. The emphasis in social psychology is placed on understanding behavior as a product of the interaction between the self and society. This course is designed for anyone interested in understanding the effects of the social environment upon the human organism. The course will help us understand ourselves and our behavior as we interact with one another in the social environment.

## **II. Course Objectives**

By the end of this course you should be able to:

- A. Discuss the focus and the goals of social psychology;
- B. Analyze the research methodologies employed by social psychology;

- C. Propose how knowledge of social psychology can lead to a better understanding of self and others, a more satisfying and productive life, and sharper insights into an ever-changing and increasingly complex world;
- D. Identify and appraise the theoretical, methodological and ethical controversies of social psychology that have stimulated intellectual debate and empirical research;
- E. Relate the material presented to problems and issues in everyday life.

### **III. Course Materials**

#### **A. Text**

Von Der Haar, Christine M. (2005) *Social Psychology*. Pearson.  
This book is available in the UWM Bookstore

#### **B. Student Response System (SRS)**

TurningPoint “clicker” available in the UWM Bookstore.  
See below.

#### **C. Electronic Reserve**

Selected readings available on electronic reserve. (See directions on D2L.)

### **IV. Class Participation and the Student Response System (“clickers”)**

The purpose of using a Student Response System in the classroom is to allow students to be active learners and to permit students to interact individually with the instructor and other students during class periods. It is an invitation to students to participate in the course rather than to simply witness my performance as a lecturer.

Here’s how the system works! Each student will purchase a “clicker” at the UWM Bookstore. You need to pick up a blue coupon (located by our textbooks downstairs) and take that to the checkout counter (register). The clicker is a small keypad with keys marked for numbers and letters. It is battery powered and transmits a radio frequency.

The classroom will have a receiver that is able to pick up as many as 1000 signals at once! When a question is posed by the instructor, students enter their responses via each of their clickers. Responses are instantly tallied and can be displayed for all to see. The process resembles that used in the game show “Who wants to be a Millionaire?” when the player asks the audience for help.

Clickers will be used often throughout the semester. Ways of using clickers include the measurement of attitudes or opinions, determining what is already known, testing understanding of concepts, connecting a new idea to one previously learned, measuring comprehension of readings or lecture material, determining how attitudes or understanding of the content changes over time, and the application of principles to real life situations. I can assure you that I will spare no effort in trying to implement this technology in such a way that each student gets his or her money’s worth!

In order to save data gathered during class, **each student will need to register his or her clicker** online at <http://clickers.uwm.edu>. Students will be required to log-in using their ePantherID and password. Then, they will be required to re-enter their ePantherID, enter their clickerID, and first and last names. Lastly, students will choose the course in which they will be using their clicker (SOC 104: Introduction to Social Psychology). *Be very careful to enter correct numbers!* You are responsible for the safekeeping of your clicker. Lost remotes should be turned in to me or the TAs so we can return it to its proper owner. Batteries will need to be replaced at your expense. Academic honesty forbids you to use another student's clicker. At the end of the semester, students will be able to re-sell their clickers to the UWM Bookstore.

**Clickers will be used in the third class period so make sure you purchase and register your clicker before or within the first few days of the semester. Bring the clicker with you to each class!** You cannot participate at the same level of intensity without a clicker. Ten percent of your grade is based on your participation using your clicker. If you participate 80 percent of the time you will be given the entire 10 percent.

Student response systems are cutting edge technology on campuses across the US and this is just the second semester they are being implemented across the UWM campus. I hope you will find, as others have, that the clickers increase your interest in the subject matter as well as your enjoyment of the class.

#### **V. Desire 2 Learn (D2L)**

Some parts of this course will be accessible through an online management system called Desire to Learn (D2L). There are directions for accessing D2L at the end of this syllabus. I will use this management tool to post announcements and assignments, provide links to internet sites, post the syllabus and post quizzes. You will use it to access all the posts mentioned above, and submit the quizzes. Also, it is on D2L where you can communicate with each other, if you so choose, via the Discussion Board. See the Content page of D2L for directions on how to post to the Discussion Board. There is a discussion board for every chapter where you are encouraged to post a comment/question/observation.

#### **VI. Attendance**

Participation is required in the lecture component of this class and if you are not in class then you can neither participate nor benefit from the participation of others. Therefore, attendance is mandatory. If you can't be here for all classes then drop this course. The second requirement is that you come to class on time. If you are late for a play the ushers won't take you to your seat until there is a suitable break in the performance. Think of our class as a live performance (which it is) and know that it is imperative that you arrive on time. Coming in late is discourteous and disruptive to all.

Attendance is also required in your discussion section where attendance will be taken. You have two "free" absences from the discussion sections. A third absence will lower your grade by an increment, a fourth by two increments, etc.

## VII. Quizzes

There is a quiz every week that will cover the text reading assignment for that week. Each quiz contains 15 randomly selected multiple-choice questions from a pool of 60. The quizzes will be given online on D2L and they are open book. You are on your honor to take the quizzes alone. If it is determined that you took the quiz with the help of another person you will be given a zero. The quiz must be completed by the due date, always a Monday, at 11:59 pm. You can take the quiz 2 times and we will count only your highest grade. Each time you take the quiz you have 45 minutes to complete it. Immediately after submitting the quiz you will be given your grade and you will see the correct answers. (See more about quizzes on the Content page of D2L under “Directions for Quizzes.”)

There are 11 quizzes. The first quiz, called “Sample Quiz,” is required but your grade on that quiz will not be factored into your final grade. The purpose for this is so that you have one “practice” quiz. Out of the remaining 10 quizzes you are required to submit 8. If you would like to take all 10 we will drop your two lowest scores. If you miss a quiz (or two) then that score, a zero, will be one of the ones we drop. **There are no make-up quizzes for any reason.** The quizzes constitute 20% of your grade.

## VIII. Exams: Midterm

There are two midterm exams and you are required to take each one. Each exam will cover 4 chapters. These exams will consist of objective questions only. Exam material will be drawn from all reading and lecture material. Each midterm is worth 15 % of your grade. **There are no make up exams unless you see me before the exam and the reason for missing is an emergency.**

## IX. Exams: Final

The final exam is required. It is a cumulative exam, that is, it will cover material from the beginning of the semester. The final is worth 20% of your final grade. The date for the final exam is Wednesday, May 17<sup>th</sup>, 10:00-noon in our classroom.

## X. Paper Assignments

Three times during the semester you are required to complete a relatively short writing assignment. All of the assignments will be slightly different. The length requirement for each paper is about 500 words. (That’s about 1 ½ double spaced pages.) At a later date you will be given precise directions explaining what, how, when, where, etc.

## XI. Grades

Clicker participation	10%
Weekly quizzes	20%
Exam 1	15%
Exam 2	15%
Final Exam	20%
Paper assignments	20%
Total	100%

The following is the grade distribution.

100-95=A    94-92=A-    91-88=B+    87-84=B  
 83-81=B-    80-78=C+    77-74=C    73-71=C-  
 70-68=D+    67-64=D    63-61=D-    <61=F

## XII. Course Outline

1-24	Lecture: Introduction to Course
1-24 or 1-25	Discussion Section: Introduction of TAs, classmates, syllabus, etc.
1-26	Lecture: Introduction to course continued
<b>1-30</b>	<b><i>Sample Quiz due</i></b>
1-31	Lecture: Chapter 1, The Scientific Foundations of Social Psychology
1-31 or 2-1	Discussion Section: Read: McIntyre, "Doing the Right Thing"
2-2	Lecture: Chapter 1 continued
<b>2-6</b>	<b><i>Quiz on Chapter 2 due</i></b>
2-7	Lecture: Chapter 2, Primary Socialization
2-7 or 2-8	Discussion Section: Discuss Paper 1, Read: Gould, "X:A Fabulous Child's Story"
2-9	Lecture: Chapter 2 continued
<b>2-13</b>	<b><i>Quiz on Chapter 4 due</i></b>
2-14	Lecture: Chapter 4, The Self
2-14 or 2-15	Discussion Section: Paper 1 due, Read: Goffman, "The Presentation of Self in Everyday Life"
2-16	Lecture: Chapter 4 continued
<b>2-20</b>	<b><i>Quiz on Chapter 5 due</i></b>
2-21	Lecture: Chapter 5, Person Perception
2-21 or 2-22	Discussion Section: Read: Rosenthal and Jacobson, "Teacher Expectations for the Disadvantaged"
2-23	Lecture: Chapter 5 continued
<b>2-27</b>	<b><i>No Quiz due</i></b>
2-28	Lecture: Midterm 1 on Chapters 1,2,4,5
2-28 or 3-1	No Discussion Section
3-2	No Lecture
<b>3-6</b>	<b><i>No Quiz due</i></b>
3-7	Lecture: Guest Speaker (Peer Mentoring, Writing Center, Tutoring Center, etc.)
3-7 or 3-8	Discussion Section: Return Exam, Discuss Paper 2
3-9	Lecture: Guest Speaker (Library, Norris Health Center, Counseling, etc.)

<b>3-13</b>	<b><i>Quiz on Chapter 6 due</i></b>
3-14	Lecture: Chapter 6, Attitudes and Attitude Change
3-14 or 3-15	Discussion Section: Paper 2 due, Read: Fazio, "Acting As We Feel"
3-16	Lecture: Chapter 6 continued
<b>3-20</b>	<b><i>No Quiz due</i></b>
3-21	Spring Break
3-23	Spring Break
<b>3-27</b>	<b><i>Quiz on Chapter 7 due</i></b>
3-28	Lecture: Chapter 7, The ABCs of Interpersonal Relationships
3-28 or 3-29	Discussion Section: Read: Cash and Janda, "Eye of the Beholder"
3-30	Lecture: Chapter 7 continued
<b>4-3</b>	<b><i>Quiz on Chapter 9 due</i></b>
4-4	Lecture: Chapter 9 Altruism and Moral Development
4-4 or 4-5	Discussion Section: Read: Christy and Voigt, "Bystander Responses to Public Episodes of Child Abuse"
4-6	Lecture: Chapter 9 continued
<b>4-10</b>	<b><i>Quiz on Chapter 11 due</i></b>
4-11	Lecture: Chapter 11, Prejudice
4-11 or 4-12	Discussion Section: Read: Fish, "How the Pot-Got to Call the Kettle Black"
4-13	Lecture: Chapter 11 continued
<b>4-17</b>	<b><i>No Quiz due</i></b>
4-18	Lecture: Midterm 2 on Chapters 6,7,9,11
4-18 or 4-19	No Discussion Section
4-20	No Lecture
<b>4-24</b>	<b><i>Quiz on Chapter 12 due</i></b>
4-25	Lecture: Chapter 12, Conformity, Compliance, and Obedience
4-25 or 4-26	Discussion Section: Return Exam, Discuss Paper 3, Read: Meyer, "If Hitler Asked You to Electrocute a Stranger, Would You?"
4-27	Lecture: Chapter 12 continued
<b>5-1</b>	<b><i>Quiz on Chapter 13 due</i></b>
5-2	Lecture: Chapter 13, Groups and Organizations
5-2 or 5-3	Discussion Section: Paper 3 due, Read: Chambliss, "The Saints and the Roughnecks"
5-4	Lecture: Chapter 13 continued
<b>5-8</b>	<b><i>Quiz on Chapter 14 due</i></b>
5-9	Lecture: Chapter 14, Collective Behavior

5-9 or 5-10	Discussion Section: Read: TBA
5-11	Lecture: Chapter 14 continued
<b>5-17</b> <b>(Wednesday,</b> <b>May 17<sup>th</sup>,</b> <b>10:00-noon)</b>	<b><i>Final Exam on Chapters 1,2,4,5,6,7,9,11,12,13,14 (Special emphasis on Chapters 12, 13, 14.)</i></b>

### **Getting access to & getting help for a course that uses Desire2Learn (D2L) for its Web site**

Materials for this course are available on a Desire2Learn (D2L) course Web site. You may see these materials there anytime you wish, using a standard Web browser. If you have a PC-compatible computer, it is preferable to use Internet Explorer 6 as your browser for D2L. If you have a Mac, it is preferable to use Mac OS X and Netscape 7.1. You should also make sure that your browser has “Java-scripts” enabled for Java version 1.3 or higher. (If you have any questions about these preferences, contact Help as described at the bottom of the page.)

In order to find and browse the course Web site:

1. Call up your Web browser and go to the UWM home page: **<http://www.uwm.edu>**
2. From the UWM home page, click on the “**E-learning, D2L**” link near the top right of the screen.
3. On the next screen, click on the Desire2Learn **logo**.
4. This will bring up the Desire2Learn **welcome** screen. You will see a location to enter your **Username** and **Password**.
5. Your **Username** is your ePanther username (the same username as your ePanther campus email), without the “@uwm.edu” part. Do not hit Enter after you have typed in your username! Either hit the Tab key on your keyboard, or use the mouse to click in the box next to Password.
6. Your **Password** is your ePanther password. After you have typed in your ePanther password, then please hit Login.
7. You should then see a **My Home** screen. You will see on the screen a list of **My Milwaukee Courses**. There is a + next to the phrase **Fall\_05**; click on the + sign. You will then see a + next to the name of any department in which you are enrolled in a course that uses D2L, for example, + BUS-Business Management or + L&S-Biological Sciences. Click on that + too. Finally, you will see a course title underlined in blue. That is a hot link: click on it and you will enter your course Home Page.

8. Once you are on the **My Home** screen, you will see links on the left side of your screen that allow you to **change** your ePanther password or **forward** your ePanther email to your preferred private email address.
  9. If you have any difficulty getting on the course Web site, please close down your Web browser completely and open it up again, then try logging on again using the instructions above. If you do not know your ePanther username or password, please get help as indicated below.
  10. When you are finished looking around the course Web site, always click on **Logout** if you are in a computer lab, or at least shut down your Web browser. Otherwise, the next person who uses the machine will be using *your* course account!
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### **What to do if you have problems with Desire2Learn (D2L)**

If you have problems with your login (e.g., you forgot your password, or if you just can't get on) or if you run into any other typical Desire2Learn difficulties, help is available 24 hours a day, 7 days a week. You may do one of the following:

- Send an email to **help@uwm.edu**
- Pick up a phone and call 414.229.4040 if you are in Metro Milwaukee (or just 4040 on a UWM campus phone)
- Go to Bolton 225 (this lab is not open all day or on weekends – check for specific hours)
- Go to EMS E173A (this is a 24/7 lab)
- If you are calling from off campus but within Wisconsin or within the USA, call 1.877.381.3459.