

**Grand Valley State University**  
**Psychology 360: Social Psychology**



**TODD J. WILLIAMS, PhD**

1307 Au Sable Hall | Department of Psychology  
Grand Valley State University | Allendale | MI | 49401  
Co-Director: [Social Cognition Research Laboratory](#)

[willitod@gvsu.edu](mailto:willitod@gvsu.edu)

\*During busier parts of the semester there *may* be delay between your email and my response. This delay should not be more than 5 days for any email with a regular title and not more than 48 hours for any email with “Important” in the title. If you find yourself waiting longer than the aforementioned times, please send me a quick reminder email to make sure it was received.

\*Please include your course number and section in your email

**Office Hours:** Mondays 12:00 – 1:00 p.m.

My preferred modality for meeting is Zoom, but I am happy to accommodate in-person appointments.

<https://gvsu-edu.zoom.us/j/99213725167?pwd=bk13Mm5UUFNwaWtxVHhBQ2hoMUViUT09>

If you are unable to attend scheduled office hours, appointments can also be made via email. Please provide several meeting times for me to choose from in order to facilitate scheduling.

**Time/Location:** 11:30 – 12:45 pm; Lake Ontario Hall 174

**Course Description:** A general introduction to a branch of psychology that uses scientific methods to understand and explain how the thoughts, feelings, and behavior of individuals are influenced by the actual, imagined, or implied presence of other human beings.

**Objectives:** The course is designed to teach students how to identify and critically assess the social factors that influence human behavior. Emphasis will be placed on not only understanding the basic tenants of and evidence substantiating social psychological theory, but also the ability

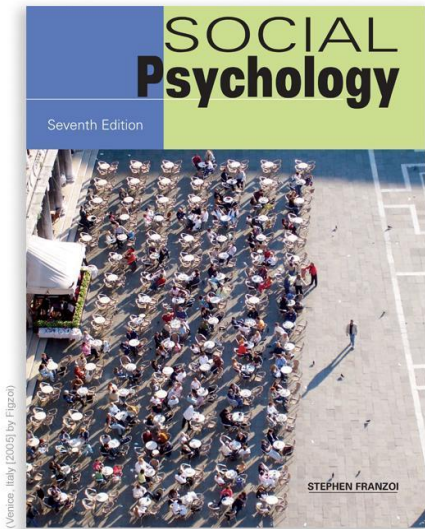
to apply this theory to real-world situations.

**Course Prerequisites:**

Prerequisite(s): PSY101 (Introductory Psychology) OR HNR234 (Society and Self: Psychological Perspective) OR SOC201 (Introduction to Sociology)

**Required: Text and Top Hat Classroom:**

-Use the email link you received from Top Hat for the most hassle free and cost-effective access to the course.



© BVT Publishing

**SOCIAL PSYCHOLOGY, 7<sup>TH</sup> EDITION  
FRANZOI**

ISBN: 9781517808204

**\$50.00**

**TOP HAT CLASSROOM – ONE SEMESTER  
ACCESS**

ISBN: 9780986615108

**\$30.00**

Research articles, supplemental readings, and lecture notes will be posted on Top Hat

**Grade Evaluation:**

	<b>Description</b>	
Assessments	While exams will be focused on the material covered since the last exam, material covered earlier in the course generally serves as a basis for those covered later.	Assessment 1 – 25% Assessment 2 – 25% Assessment 3 – 25%
Effective Learning Bonus assignment	Building efficient study habits is central to learning in this and any other context!	3% (Bonus)
Term Paper	You will write a 6-page paper that uses social psychological theory to describe a time in which you or someone close to you was a target of persuasion.	Term Paper - 25%

**Grades will be determined by adjusting the class average to 76% (B) and assigning letter grades based on the below distribution. Thus, your grade in this class is based on your performance relative to the rest of the class.** Notice that the grading distribution below is much more lenient than what most of you are used to. (this is to avoid ceiling effects in the grading distribution)

**This is a *tentative* grade distribution**

Rating	Letter Grade	Grade Point Value	Percentage Grades
Excellent	A	4.0	90-100%
Excellent	A-	3.7	85-89%
Good	B+	3.3	80-84%
Good	B	3.0	75-79%
Good	B-	2.7	70-74%
Satisfactory	C+	2.3	65-69%
Satisfactory	C	2.0	60-65%
Satisfactory	C-	1.7	55-59%
Poor	D+	1.3	50-54%
Minimal Pass	D	1.0	45-49%
Failure	F	0	0-44%

**Missed Exam:**

As many of you do not have adequate health coverage, I do not require notes for absences for missed classes. However, if you miss more than 1 scheduled exam or homework I may require that you to provide a certificate from a certified health professional. *If you miss an exam, you must report your illness to me within 48 hours of the exam/assignment due date.* In the case of a missed exam or assignment, I will either give an extension or have the weight of the missed examination/assignment added to the remaining assignments/exams.

In the case that you are notifying me about a medical condition, absence, or other important aspect of the course, please do so via email. I will always provide a confirmation note that I have recieved these types of email within 24 hours. If I have not done so, assume that I have not recieved your email and send another.

**Missed Class:**

If you miss class for a legitimate reason, I recommend that you ask a peer for their notes, complete the assigned readings. After you've done this, feel free to schedule a meeting with me to explain any concepts that you are struggling with.

**Student Responsibilities:**

**ACADEMIC INTEGRITY:** Grand Valley State University is committed to the highest standards of academic integrity and honesty. Students are expected to be familiar with these

standards regarding academic honesty and to uphold the policies of GVSU in this respect. Students are particularly urged to familiarize themselves with the provisions of the *Code of Student Behavior* (online at <http://www.gvsu.edu/studentcode/index.cfm>) and avoid any behaviour which could potentially result in suspicions of cheating, plagiarism, misrepresentation of facts and/or participation in an offence. Academic dishonesty is a serious offence and can result in suspension or expulsion from GVSU. No student shall represent another's substantial editorial or compositional assistance on an assignment as their own. Furthermore, no student shall submit in any course or program of study, without the written approval of the course instructor, all or a substantial portion of any academic writing, essay, thesis, research report, project assignment, presentation or poster for which credit has been obtained by the student or which has previously been or is being submitted by the student in another course or program of study at GVSU or elsewhere. All forms of dishonesty are unacceptable at GVSU. Cheating, plagiarism and misrepresentation of facts are serious offenses. Anyone who engages in these practices will receive a grade of zero for the exam or paper in question and no opportunity will be given to replace the grade or redistribute the weights. Any offense will be reported to the Dean of the CLAS who will determine the disciplinary action to be taken.

**EXAMS:** Students will not be allowed to begin an examination after it has been in progress for 30 minutes. Electronic equipment is not to be brought to exam.

**STUDENTS WITH DISABILITIES:** If there is any student in this class who has special needs because of a learning, physical, or other disability, please contact me and Disability Support Services (Room 200 STU; 616 331 2490). Furthermore, if you have a physical disability and think you will need assistance evacuating this classroom and/or building in an emergency, please make me aware so that I can develop a plan to assist you.

**ACADEMIC SUPPORT CENTRE:** Students who require additional help in developing strategies for better time management, writing, study or examination skills should contact the Advising Resource Centre (200 STU).

<b>Tentative Lecture Schedule August 30/ September 1</b>	
Introducing Social Psychology	Syllabus Top Hat: Module 1 Review Term Paper Criteria
<b>September 6 (Labor Day Recess) September 8</b>	
Tuesday: Introducing Social Psychology	Top Hat: Module 1
Conducting Research in Social Psychology	Top Hat: Module 2
<b>September 13/15</b>	

Conducting Research in Social Psychology	Top Hat: Module 2
Effective Learning	Bjork et al., 2013
<b>September 20/22</b>	
The Self	Top Hat: Module 3
<b>Effective Learning Assignment Due Sept 27 (Midnight)</b>	
<b>September 27/29</b>	
Social Cognition and Person Perception	Top Hat: Module 4
<b>Modules (Readings and Questions) 1, 2, 3 and 4 -- Due October 3 (Midnight)</b>	
<b>October 4/6</b>	
<b>Assessment 1 (Tuesday)</b> Attitudes and Persuasion	Top Hat: Module 5
<b>October 11/13</b>	
Stereotyping, prejudice, and discrimination	Top Hat: Module 6
<b>October 18/20</b>	
<b>No Class Tuesday October 18</b>	
Social Influence	Top Hat: Module 7
<b>Fall Break – October 23-25</b>	
<b>October 27</b>	
Group Behavior	Top Hat: Module 8
<b>November 1/3</b>	
<b>Modules (Readings and Questions) 5, 6, 7 and 8 -- Due November 2 (Midnight)</b>	
Group Behavior	Top Hat: Module 8
<b>Assessment 2</b>	
<b>November 8/10</b>	
Interpersonal Attraction	Top Hat: Module 9
Intimate Relationships	Top Hat: Module 10

<b>November 15/17</b>	
Intimate Relationships	Top Hat: Module 10
Aggression	Top Hat: Module 11
<b>November 22 Thanksgiving Day Recess November 23 - 27</b>	
Aggression	Top Hat: Module 11
Thursday: No Class	
<b>November 29 / December 1</b>	
Prosocial Behavior: Helping Others	Top Hat: Module 12
<b>December 6/8</b>	
Morality	Top Hat Module 13 Feinberg & Willer (2015) Graham et al., (2009)
<b>Modules (Readings and Questions) 9, 10, 11, 12 &amp; 13 Due December 12 (Midnight)</b>	
<b>Assessment 3</b>	
Tuesday, December 13, 10:00 – 11:50 a.m.	
*Assessment is non-cumulative	

*Disclaimer: This syllabus is subject to change.*