



# PSY320H1F – Social Psychology Attitudes L0101

**SS 2105**

**Wednesdays, 9:00AM-12:00PM**

In-person teaching will begin from September 15 (Lecture 1)

- This means that the instructor will be present in the classroom and will conduct the lecture in the classroom

Students have the option of online learning until September 23 [Lecture 1 (September 15) & lecture 2 (September 22)]

- This means that students can, but are not required to be present in-person for the above lectures
- Although the instructor will conduct the above lectures in the classroom, lectures on these dates will be recorded and posted as videos to Quercus within 24 hours of the lecture for students to view at their own pace during that weeks
  - You will not be able to download the lecture videos. The accompanying slide decks will also be posted.

After September 23, the above online learning option will not be available, and in-person attendance at lectures is required. Please see Quercus for safety information regarding in-person classes.

| <b>Contact Information</b>   |  |
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| <b>Instructor:</b> Dr. Simone Walker<br><br>Quercus Inbox message (See contact policy below) | <b>Teaching Assistant:</b><br><br>Yi-Sha Lim<br>isabella.lim@mail.utoronto.ca          |
| <b>Office Hours:</b> Wednesdays 2PM-3PM EDT in Zoom (see Quercus for Zoom information)       | <b>Office Hours:</b> tba after return of term work<br><br><b>Final Paper Help:</b> tba |

**Contact policy: Please see Quercus for the full contact policy**

Always check Quercus before sending a message and allow 48 hours on business days for a response to a legitimate inquiry.

- Please use the weekly lectures, question-related discussion board on Quercus, and weekly instructor office hours for content-related questions
- Please use the TA office hours (See Quercus) for assignment help & grade inquiries

- Please use the appropriate forms (See Quercus) to request extensions and regrades
- Please use Quercus Inbox message to contact the instructor regarding personal questions/issues related (but not limited) to accessibility, accommodations, well-being, and class concerns outside of weekly office hours.

Please use Quercus inbox message to contact the instructor as email is not the preferred method of contact. If you use email to contact the instructor ([simone.walker@utoronto.ca](mailto:simone.walker@utoronto.ca)), only emails with legitimate inquiries that are sent from University of Toronto accounts and contain "PSY320" in the subject line will receive a response. It is important to include the course code when sending an email as the instructor/TAs are administering multiple courses this semester.

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## Course Description, Goals, and Prerequisites

This lecture course is an intensive study of social attitude development, description, measurement, modification, and organization.

### Learning Outcomes:

1. *Knowledge*: By the end of this course, you should be able to name and apply theories in the area of the social psychology of attitudes. Moreover, you should understand key research methods used in social psychology to explore topics related to attitudes.
2. *Application*: By the end of this course, you should be able to apply findings in social psychology of attitudes to your life and current events.
3. *Scientific Thinking*: By the end of this course, you should have a better understanding of common research methods used in psychology, and you should be able to think of ways to empirically examine research questions in the area of social psychology of attitudes.
4. *Communication*: By the end of this course, you should have improved your ability to construct arguments and to communicate your thoughts verbally and in writing.
5. *Professional Development*: By the end of this course, you should have improved your time-management skills and ability to respond appropriately to constructive feedback

**Note about prerequisites:** It is your responsibility to ensure that you have met *all* prerequisites listed in the Psychology section of the A&S Calendar for this course. If you lack any prerequisites you WILL BE REMOVED. No waivers will be granted.

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## Reading Material/Textbook(s)

Maio, G. R., Haddock, G., & Verplanken, B. (2018). *The Psychology of Attitudes & Attitude Change* (3rd edition). Los Angeles: Sage.

*(Testable content will come from this assigned edition. I recommend not purchasing any editions prior to the 3<sup>rd</sup> as they may be missing important testable content.)*

You have also been assigned media to listen/watch for a few lectures. Please see Quercus for media links.

You are not expected to come to each class with a thorough understanding of the assigned textbook reading and/or media for that class.

In-class participation will be completed and submitted using the "Top Hat" ([www.tophat.com](http://www.tophat.com)) classroom response system. You will be able to submit answers in class using wi-fi capable devices such as smartphones, tablets, and laptops. If you don't have a such a device in class, alternative means of completing in-class participation can be set up with the instructor before

each class (you can use a scantron sheet provided at the beginning of class and return it after each class).

Here is the Top Hat Join Code: 57079

Please use the link below to purchase Top Hat.

[https://www.campusebookstore.com/integration/AccessCodes/default.aspx?bookseller\\_id=96&Course=STG+PSY320+TOP+HAT+CLASSROOM&frame=YES&t=permalink](https://www.campusebookstore.com/integration/AccessCodes/default.aspx?bookseller_id=96&Course=STG+PSY320+TOP+HAT+CLASSROOM&frame=YES&t=permalink)

### Course Evaluation/Marking Scheme

| Component                        | Due Date                   | Weight |
|----------------------------------|----------------------------|--------|
| In-class participation           | Ongoing (begins in week 3) | 10%    |
| Discussion Board Post Assignment | Week 4                     | 5%     |
| Midterm test                     | Week 6                     | 30%    |
| Final Paper                      | Week 10                    | 25%    |
| Final Assessment                 | Tba (December 10-21)       | 35%    |

Throughout the course there will be a combination of summative and formative forms of assessment. Summative forms of assessment are meant to test your knowledge of the content and see what you are learning in the course. These include the midterm test and the final assessment, as well as the final written paper. Formative assessments are meant to provide feedback to you so you may improve your work, and to provide feedback to me regarding how you are learning. These include the discussion board post assignment and in-class participation.

The midterm test, final assessment and discussion board post assignment will be delivered online via Quercus.

In-class participation will be delivered using Top Hat (see above section on required materials)

### In-class Participation:

In-class participation will begin in week 3 (lecture 3).

Participation is based on active engagement during class. In applicable classes, there will be 10 questions of various types (e.g., survey/opinion, review based on previous lecture, concept check of current lecture material) that will be asked throughout or an in-class activity.

Each response submitted and recorded via Top Hat or scantron is worth 1 participation point.

At the end of each week, participation points will be posted on Quercus for students.

At the end classes in December, participation % will be determined as follows:

72-90 points in total recorded = 100% participation

54-71 points in total recorded = 80% participation

< 54 points in total recorded = number of points recorded determines participation grade

There is no make up for missing in-class participation. However:

- A student can arrange with the instructor *at least 48 hours ahead of the missed lecture* to submit participation responses via an alternative means (no exceptions)
- An optional survey will be available on Quercus toward the end of the course as an opportunity to earn up to 10 participation points outside of synchronous class time

(NOTE: the maximum # of participation points that can be earned is 90).

### **Discussion Board Post Assignment:**

Students will be required to post a brief but substantive reply to either (i) the discussion question posted or (ii) a peer's response to the discussion question.

A 5% per day late penalty will be applied to late submissions unless an extension was granted.

Discussion questions and rubric are available on Quercus along with more detailed instructions.

### **Final Paper:**

For this course, you will have to complete a final writing assignment (See Quercus for detailed instructions).

No collaboration is authorized for this final paper.

Papers should be written in essay format and should be no more than 6 double-spaced pages long (excluding title page and reference page) with 12-point Times New Roman font.

- 6.5-7 pages – a penalty will be assigned (See Quercus for detailed instructions)
- Beyond 7 pages – the grader will stop reading the paper

The final paper will be submitted via Quercus as a MSWord document or .pdf file with no exceptions

- Emailed papers will not be accepted unless the instructor permitted this form of submission *beforehand*.
- You will have 3 attempts to submit your final paper and the most recent attempt will be graded
- Since you have 3 attempts to ensure the correct file is submitted and since Quercus allows students to preview submissions, the following will be automatically assigned a score of "0" (no exceptions):
  - Blank files
  - Corrupted/unreadable files
  - Non-MSWord/.pdf files
  - Papers for a different course

Final paper grades will be posted approximately 2 weeks **after** the due date.

### **Midterm Test & Final Assessment:**

The midterm test & final assessment are not open-book and no collaboration is authorized.

#### Midterm test:

There will be a midterm test for this course

- The midterm test will be open for online completion during week 6 (the completion window will be posted on Quercus)
- There will be 2 sections
  - Section 1 (60 minutes): multiple choice/True-or-False questions
  - Section 2 (75 minutes): long answer questions (point form accepted)

- The midterm test sections are time limited. This means that once a section is started, you will have the time specified above to complete that section and once this time has elapsed, your responses will be automatically submitted.
- Midterm tests that are not submitted by the close of the availability window will be considered missed unless the instructor has granted permission for the midterm to be missed (See course policies below & extension policy on Quercus).
  - In the case of technical difficulties during the midterm test, reports should be made *immediately* to the instructor via Quercus or email (See Quercus for more information).
- Detailed instructions, an FAQ and practice questions will be available on Quercus closer to the test date.

Midterm test scores will be posted approximately 1.5 weeks after the close of the completion window.

#### Final Assessment:

There will be an online final assessment for this course that will be scheduled by A&S.

- There will be 2 sections
  - Section 1 (60 minutes): multiple choice/True-or-False questions
  - Section 2 (75 minutes): long answer questions (point form accepted)
  - The final assessment sections are time limited. This means that once a section is started, you will have the time specified above to complete that section and once this time has elapsed, your responses will be automatically submitted.
- Final assessments that are not submitted by the close of the availability window will be considered missed (See your Registrar for what to do if you miss the final assessment)
  - In the case of technical difficulties during the final assessment, reports should be made *immediately* to the instructor via Quercus or email (See Quercus for more information)
- Detailed instructions, an FAQ and practice questions will be available on Quercus closer to the assessment date

Final assessment scores will be made available according to A&S policy.

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### **Course Webpage/Quercus**

This course uses the University's learning management system, Quercus, to post information about the course. This includes posting readings and other materials required to complete class activities and course assignments, as well as sharing important announcements and updates. The site is dynamic and new information and resources will be posted regularly as we move through the term, so please make it a habit to log in to the site on a regular, even daily, basis.

To access the course website, go to the U of T Quercus log-in page at <https://q.utoronto.ca>.

Once you have logged in to Quercus using your UTORid and password, you should see the link or "card" for PSY320. You may need to scroll through other cards to find this. Click on the PSY320 link to open our course area, view the latest announcements and access your course resources. There are Quercus help guides for students that you can access by clicking on the "?" icon in the left side column.

If you're confused about your UTORid or don't remember your password, please go to

<https://www.utorid.utoronto.ca/>.

Special note about grades posted online: Please also note that any grades posted are for your information only, so you can view and track your progress through the course. No grades are considered official, including any posted in Quercus at any point in the term, until they have been formally approved and posted on ACORN at the end of the course. Please contact the instructor as soon as possible if you think there is an error in any grade posted on Quercus.

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## Course Policies

### Missed Test/Final Assessment

If you miss the midterm test, you must contact the instructor via the extension of term work form available on Quercus (See extension policy on Quercus) within 1 week of the missed test. If your request is approved the weight of the missed midterm test will be redistributed equally between the final paper and the final assessment. There is no make-up midterm test.

Supporting documentation in the form of a screenshot of the confirmation number from ACORN's absence self-declaration is required. Though not required, the following may be submitted as supporting documentation: a Verification of Student Illness or Injury form, an email from the student's College registrar's office.

Students who miss the final assessment should file a petition for a deferred exam with their College Registrar's Office.

### Penalties for Lateness

For the discussion board post assignments and final paper, 5% will be deducted for each day (including weekends) the assignment is late, unless an extension has granted (See Quercus for extension policy).

Any term work that will be handed in **after** the final exam period is subject to a petition for extension of term work. This petition should be filed with the student's College Registrar's Office.

### University's Plagiarism Detection Tool

Normally, students will be required to submit their course essays to the University's plagiarism detection tool for a review of textual similarity and detection of possible plagiarism. In doing so, students will allow their essays to be included as source documents in the tool's reference database, where they will be used solely for the purpose of detecting plagiarism. The terms that apply to the University's use of this tool are described on the Centre for Teaching Support & Innovation website (<https://uoft.me/pdt-faq>).

Students who wish to opt-out of using the University's plagiarism detection tool for the final paper must notify the instructor (via Quercus inbox message/email) *no later than 5PM on September 23<sup>rd</sup>*. Upon receipt of notification, the instructor will request that the student provide *all* rough work (including, but not limited to, call numbers and/or URLs for all cited sources) when submitting their final paper.

### Religious Accommodation

As a student at the University of Toronto, you are part of a diverse community that welcomes and includes students and faculty from a wide range of backgrounds, cultural traditions, and spiritual beliefs. For my part, I will make every reasonable effort to avoid scheduling tests, examinations, or other compulsory activities on religious holy days not captured by statutory

holidays. Further to University Policy, if you anticipate being absent from class or missing a major course activity (like a test, or in-class assignment) due to a religious observance, please let me know as early in the course as possible, and with sufficient notice (at least two to three weeks), so that we can work together to make alternate arrangements.

### **Accommodation for Personal Reasons**

There may be times when you are unable to complete course work on time due to non-medical reasons. If you have concerns, speak to me or to an advisor in your College Registrar's office; they can help you to decide if you want to request an extension or accommodation. They may be able to provide you with a College Registrar's letter of support to give to your instructors, and importantly, connect you with other resources on campus for help with your situation.

### **Privacy and Copyright Disclaimer**

Video recording and sharing (download and re-use prohibited)

This course, including your participation, will be recorded on video and will be available to students in the course for viewing remotely and after each session.

Course videos and materials belong to your instructor, the University, and/or other sources depending on the specific facts of each situation and are protected by copyright. Do not download, copy, or share any course or student materials or videos without the explicit permission of the instructor.

For questions about the recording and use of videos in which you appear, please contact your instructor.

### **Course Materials, including lecture notes**

Lecture recordings and slide decks are only for the exclusive use of enrolled students, for their personal learning. Lecture recordings are not to be shared in any way beyond enrolled students.

Course materials are provided for the exclusive use of enrolled students. Do not share them with others. I do not want to discover that a student has put any of my materials into the public domain, has sold my materials, or has given my materials to a person or company that is using them to earn money. The University will support me in asserting and pursuing my rights, and my copyrights, in such matters.

### **Contesting your grade**

Please think carefully before contesting your grade for an assignment or test. Your course instructors and TAs work very hard to mark course assignments and tests as fairly as possible. If you have concerns about how an assignment was graded, please see the "Term work Regrade" policy on Quercus. Per the policy, you must first meet with the TA who graded your term work during that TA's office hours. If after your meeting you still would like to have your term work re-graded, you must submit the instructor regrade request form. If your request is granted, the instructor will re-grade an item of term work once and re-grading may result in an increase in grade, a decrease in grade or no change in grade.

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## **Academic Resources**

### **Accessibility Needs:**

Students with diverse learning styles and needs are welcome in this course. If you have an acute or ongoing disability issue or accommodation need, you should register with Accessibility

Services (AS) ([www.accessibility.utoronto.ca](http://www.accessibility.utoronto.ca)) at the beginning of the academic year. Without registration, you will not be able to verify your situation with your instructors, and instructors will not be advised about your accommodation needs. AS will assess your medical situation, develop an accommodation plan with you, and support you in requesting accommodation for your course work. Remember that the process of accommodation is private: AS will not share details of your condition with any instructor, and your instructors will not reveal that you are registered with AS.

### **Writing:**

As a student here at the University of Toronto, you are expected to write well. The university provides its students with a number of resources to help them achieve this. For more information on campus writing centres and writing courses, please visit <http://www.writing.utoronto.ca/>.

### **Academic Integrity and Plagiarism:**

All students, faculty and staff are expected to follow the University's guidelines and policies on academic integrity. For students, this means following the standards of academic honesty when writing assignments, collaborating with fellow students, and writing tests and exams. Ensure that the work you submit for grading represents your own honest efforts. Plagiarism—representing someone else's work as your own or submitting work that you have previously submitted for marks in another class or program—is a serious offence that can result in sanctions. Speak to me or your TA for advice on anything that you find unclear. To learn more about how to cite and use source material appropriately and for other writing support, see the U of T writing support website at [www.writing.utoronto.ca/](http://www.writing.utoronto.ca/). Consult the Code of Behaviour on Academic Matters for a complete outline of the University's policy and expectations. For more information, please see <http://www.artsci.utoronto.ca/osai> and <http://academicintegrity.utoronto.ca/>

### **Other Resources**

As a student, you may experience challenges that can interfere with learning, such as strained relationships, increased anxiety, substance use, feeling down, difficulty concentrating and/or lack of motivation, financial concerns, family worries and so forth. These factors may affect your academic performance and/or reduce your ability to participate fully in daily activities. Everyone feels stressed now and then – it is a normal part of university life. Some days are better than others, and there is no wrong time to reach out. There are resources for every situation and every level of stress.

Here are some ways to access the many helpful resources available:

Student Life Programs and Services (<http://www.studentlife.utoronto.ca/>)

Academic Success Services (<http://www.studentlife.utoronto.ca/asc>)

Counselling and Psychological Services (<http://www.studentlife.utoronto.ca/hwc>)



## Course Outline/Schedule

| Date           | Topic   | Readings                          | Work Due                                  |
|----------------|---|-----------------------------------|---|
| Week 1         | Introduction to attitudes                               | Ch. 1, Ch. 2                      |   |
| Week 2         | Research methods & measurement                          | Ch. 1, Ch. 2                      |   |
| Week 3         | Attitude content, structure & functions                 | Ch. 2, Ch. 3                      |   |
| Week 4         | Attitude formation                                      | Ch. 2, Ch. 6                      | Discussion post assignment due by 11:59pm |
| Week 5         | Attitudes & behaviour                                   | Ch. 3, Ch. 4                      |   |
| Week 6         | Midterm Test (Lectures 1-5 & associated materials)      |                                   |   |
| Week 7         | Attitudes toward self & others I                        | Ch. 9, Ch. 10, Quercus reading #1 |   |
| Week 8         | Attitudes toward self & others II                       | Ch. 9, Ch. 10, Quercus reading #2 |   |
| Week 9         | Attitude change I                                       | Ch. 5, Ch. 7, Ch. 8               |   |
| Week 10        | Attitude change II                                      | Ch. 5, Ch. 7, Ch. 8               | Final Paper due by 11:59pm                |
| Week 11        | Marketing & Advertising                                 | Quercus readings #3 & 4           |   |
| Week 12        | Resisting Persuasion                                    | Quercus reading #5                |   |
| December 10-21 | Final Assessment (Lectures 6-11 & associated materials) |                                   |   |