



PSY320H1F – Social Psychology of Attitudes L5101

SS 1088

Thursdays, 6:00PM-9:00PM

In-person

- Students are expected to attend lecture in-person
- Lectures will be recorded and uploaded (along with slide deck) to Quercus within 48 hours of the end of each lecture. You will be able to download the slide decks, but the recordings cannot be downloaded.
- Please see Quercus for more information regarding in-person classes.

Contact Information

<p>Instructor: Dr. Simone Walker</p> <p>Quercus Inbox message (See contact policy below)</p>	<p>Teaching Assistant:</p> <p>Alexa Sacchi alexa.sacchi@mail.utoronto.ca</p>
<p>Office Hours: Wednesdays 2PM-3PM in SS4001</p>	<p>Office Hours: tba after return of term work</p> <p>Final Paper Help: tba</p>

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), 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.

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.

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 3rd as they may be missing important testable content. If you purchase an older edition, you are responsible for any differences in content. The instructor is not able to provide a list of content differences).

Any additional readings/media is available on Quercus.

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) 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: 611262

Materials for this course can be purchased from the UofT Bookstore.

Course Evaluation/Marking Scheme

Component	Due Date	Weight
In-class participation	Ongoing (begins in lecture 2)	10%
Discussion Board Post Assignment	September 28	5%
Midterm test	October 12	30%
Final Paper	November 23	20%
Final Exam	Tba (December 9-20)	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 exam, 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 and final exam will be in-person.

The discussion board post assignment and final paper will be submitted 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 lecture 2 and continue throughout the semester.

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 that is submitted and recorded is worth 1 participation point.

Responses will be submitted via Top Hat or scantron sheet available from the instructor at the beginning of each class.

At the end of each week, participation points will be updated on Quercus.

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

80-100 points in total recorded = 100% participation

60-79 points in total recorded = 80% participation

< 60 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 before 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 100).

Discussion Board Post Assignment:

Students will be required to post on Quercus 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 question 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. For more information regarding the use of the University's plagiarism detection tool and use of generative artificial intelligence tools, please see the "Course Policies" section below.

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 after page 7

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 Exam:

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

Midterm test:

There will be an in-person midterm test for this course on October 12 in-class from 6:10PM to 8:10PM (there is no lecture after the midterm test).

- There will be 2 sections
 - Section 1: multiple choice/True-or-False questions
 - Section 2: short answer questions (point form accepted)

- Midterm tests that are not written during this time (or during the time arranged by ATS) will be considered missed unless the instructor has granted permission for the midterm to be missed (See course policies below & extension policy on Quercus).
- Detailed instructions, an FAQ and practice questions will be available on Quercus closer to the test date.

Midterm test scores will be posted approximately 2 weeks after the due date.

Final Exam:

There will be an in-person final exam for this course that will be scheduled by A&S.

- There will be 2 sections
 - Section 1: multiple choice/True-or-False questions
 - Section 2: short answer questions (point form accepted)
- Final exams that are not submitted during the scheduled time (or time arranged by ATS) will be considered missed (See your Registrar for what to do if you miss the final exam)
- Detailed instructions, an FAQ and practice questions will be available on Quercus closer to the exam date.

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

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.

Course Policies

Missed Test/Final Exam

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 to request special consideration.

Specific Medical Circumstances

If you become ill and it affects your ability to do your academic work, consult me right away. Normally, I will ask you for documentation in support of your specific medical circumstances. This documentation can be an Absence Declaration (via ACORN) or the University's Verification of Student Illness or Injury (VOI) form. The VOI indicates the impact and severity of the illness, while protecting your privacy about the details of the nature of the illness. You can submit a different form (like a letter from a doctor), as long as it is an original document, and it contains the same information as the VOI. For more information on the VOI, please see <http://www.illnessverification.utoronto.ca>. For information on Absence Declaration Tool for A&S students, please see <https://www.artsci.utoronto.ca/absence>. If you get a concussion, break your hand, or suffer some other acute injury, you should register with Accessibility Services as soon as possible.

If an absence extends beyond 7 consecutive days, or if you have a non-medical personal situation preventing you from completing your academic work, you should connect with your College Registrar. They can provide advice and assistance reaching out to instructors on your behalf.

If your request is approved the weight of the missed midterm test will be redistributed equally between the final paper and the final exam (i.e., one-half of the weight of the missed midterm test will be redistributed to the final paper and the remaining half to the final exam). There is no make-up midterm test.

Students who miss the final exam 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 14th*. 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.

Use of Generative Artificial Intelligence (AI) in Course Work

Students may use artificial intelligence (AI) tools for creating an outline for an assignment (i.e., the discussion Board assignment and final paper), but the final submitted assignment must be original work produced by the individual student alone. In the final submission of an assignment, representing as one's own an idea, or expression of an idea, that was AI-generated may be considered an academic offense in this course. Students may not use AI tools for taking tests/exams in this course. This course policy is designed to promote your learning and intellectual development and to help you reach course learning outcomes.

Religious Accommodations

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.

Students with Disabilities or Accommodation Requirements

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) (<https://studentlife.utoronto.ca/departments/accessibility-services/>) 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.

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.

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.

Students who do not wish their voice to be recorded on the lecture recordings can ask questions during the breaks or after class. There is also a discussion board on Quercus for questions and instructor office hours.

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.

In Class Student Recording of Course Content

Students may not create audio recordings of classes with the exception of those students requiring an accommodation for a disability, who should speak to the instructor prior to beginning to record lectures.

Students creating unauthorized audio recording of lectures violate an instructor's intellectual property rights and the Canadian Copyright Act. Students violating this agreement will be subject to disciplinary actions under the Code of Student Conduct.

Course videos may not be reproduced or posted or shared anywhere other than the official course Quercus site and should only be used by students currently registered in the course.

Because recordings will be provided for all lectures, students may not create additional audio or video recordings without written permission from the instructor. Permission for such recordings will not be withheld for students with accommodation needs.

Re-marking Policy – Timeline & Protocol

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 within 2 weeks of the return of the term work. 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.

Academic Resources

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/ . 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/osaj> and <http://academicintegrity.utoronto.ca/>

Mental Health and Well-Being

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>)

Equity, Diversity and Inclusion

The University of Toronto is committed to equity, human rights and respect for diversity. All members of the learning environment in this course should strive to create an atmosphere of mutual respect where all members of our community can express themselves, engage with each other, and respect one another's differences. U of T does not condone discrimination or harassment against any persons or communities.

Course Outline/Schedule

Date	Topic	Readings	Work Due
September 7	Introduction to attitudes	Ch. 1, Ch. 2	
September 14	Research methods & measurement	Ch. 1, Ch. 2	
September 21	Attitude content, structure & functions	Ch. 2, Ch. 3	
September 28	Attitude formation	Ch. 2, Ch. 6	Discussion post assignment due by 11:59pm on Quercus
October 5	Attitudes & behaviour	Ch. 3, Ch. 4	
October 12	Midterm Test (Lectures 1-5 & associated materials)		
October 19	Attitudes toward self & others I	Ch. 9, Ch. 10, Quercus reading #1	
October 26	Attitude change I	Ch. 5, Ch. 7, Ch. 8	
November 2	Attitude change II	Ch. 5, Ch. 7, Ch. 8	
November 16	Attitude change III	Ch. 5, Ch. 7, Ch. 8	
November 23	Marketing & advertising	Quercus reading #3	Final Paper due by 11:59pm on Quercus
November 30	Communication campaigns & resisting persuasion		
December 9-20	Final Exam (Lectures 6-11 & associated materials)		