



PSY320H1F-L0101 - Social Psychology: Attitudes

SUMMER 2025

Monday and Thursday 9am – 12pm

Prerecorded Lecture + Online Synchronous Companion Lecture *Monday/Thursday 9-10am*

Course Delivery

ONLINE VIA QUERCUS: Lectures will be delivered as recorded content the week before the Companion Lecture. Students are expected to watch the lecture before, then attend live Zoom Companion Lecture (Monday/Thursday 9-10am). Midterms & Final Exam will be held on Quercus. Papers will be handed in through Quercus.

Contact Information

Professor:

Dr. Will Huggon

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Office Hours: by appointment

Teaching Assistant:

Lucy Muir

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Office Hours: by appointment

Course Description

An intensive study of social attitude development, description, measurement, modification, and organization. This course explores theories of how attitudes are formed, how they influence our behaviour, and how they can be influenced and changed. Specific topics include but are not limited to: attitude measurement, stereotypes and prejudice, dissonance, persuasion, and advertising.

Course Materials

[Perloff, R. \(2023\). The Dynamics of Persuasion: Communication and Attitudes in the 21st Century \(8th edition\). Routledge. ISBN 9781032268187](#)

Course Evaluation

Assessment Method	Weight	Date
Topic Idea	0%	May 12 th at 11:59pm on Quercus
Midterm	25%	May 22 nd 9am-11am on Quercus
Annotated Bib	5%	June 2 nd at 11:59pm on Quercus
Study Proposal*	30%	June 9 th at 11:59pm on Quercus
Final Exam	40%	Final Exam Period
Total	100%	

***MUST HAND IN TO PASS COURSE**

Academic Guidelines:

Prerequisites: PSY201H1/ ECO220Y1/ EEB225H1/ GGR270H1/ IRW220H1/ POL222H1/ SOC202H1/ STA220H1/ STA238H1/ STA248H1/ STA288H1/ ECO220Y5/ PSY201H5/ STA215H5/ STA220H5/ PSYB07H3/ STAB22H3/ STAB23H3/ STAB57H3, **and** PSY220H1/ PSY220H5/ PSYB10H3/ SOC213H1

Corequisites: None. **Exclusions:** PSY320H5. **Recommended Preparation:** None. **Credit Value:** 0.5

It is your responsibility to ensure that you have met all prerequisites listed in the College Calendar for this course. If you lack any prerequisites for this course, the Department may cancel your registration at any time. Further information about academic regulations, course withdrawal dates and credits can be found in the University of Toronto Calendar. <http://www.artsci.utoronto.ca/>

Course Learning Outcomes

By the end of this course, students should be able to;

- Identify key concepts, principles, and theoretical approaches to Attitudes and Persuasion
- Describe how social factors interact to shape mental processes and behaviour
- Describe psychological research techniques and their assumptions
- Analyze and interpret data using quantitative and/or qualitative techniques
- Develop insights into the behaviour and mental processes of one's self and others
- Access and interpret scientific literature
- Communicate clearly and concisely
- Critically evaluate psychological research
- Explore interests in Attitudes and Social Psychology through independent inquiry and research
- Demonstrate an understanding and application of the material

Course Webpage

Log in through the Quercus portal: <https://q.utoronto.ca/courses/389475>

Lecture slides (for the most part) will be posted the week before class, download and use these slides attending lecture – that way you can concentrate on noting important points and extras instead of writing out notes.

Course Materials, Including Lecture Notes

Course materials are provided for the exclusive use of enrolled students. These materials should not be reposted, shared, put in the public domain, or otherwise distributed without the explicit permission of the instructor. These materials belong to your instructor, the University, and/or other sources depending on the specific facts of each situation and are protected by copyright. Students violating these policies will be subject to disciplinary actions under the Code of Student Conduct.

Email:

E-mails need to come from an utoronto account (**NOT QUERCUS!**). E-mails regarding class material should be **directed to the TA**, who may choose to forward more difficult inquiries on to the Instructor. Students can expect a response to a **legitimate inquiry** within **48 hours**, not including weekends. If you don't receive a reply in this time period, please re-send your message. The **course code (PSY320 STG)** should appear in the **subject-heading** of all e-mails, to prevent messages from being discarded as spam. E-mail should not be seen as an alternative to meeting with the instructor (or the TA). Nor should e-mail be used as a mechanism to receive private tutorials (especially prior to tests) or to explain material that was covered in lectures you missed.

Policy on Missed Tests:

Students who are absent from academic participation for any reason (e.g., COVID, cold, flu and other illness or injury, family situation) and who require consideration for missed academic work have been asked to record their absence through the [ACORN](#) online absence declaration **OR** provide a [U of T Verification of Illness or Injury Form \(VOI\)](#) **OR** a Letter from your College Registrar's Office **OR** a letter from your Accessibility Advisor. **Students should also advise their instructor of their absence within seven calendar days of the missed test. If your request is approved, the value of the test will be redistributed to the final study proposal paper and final exam.** Students who miss the **final exam** should file a petition for a deferred exam with their College Registrar's Office. Medical notes for late essays are NOT acceptable (unless circumstances warrant).

Penalties for Lateness:

Term work must be submitted by the assigned date. Penalties of 5% per calendar day (including weekends) up to and including the last day of the term, will be applied by the Instructor. Note you cannot pass the course if you do not hand in the final paper.

Remarking Policy

A&S policy on re-mark requests for term work specifies that students **have two weeks** from when the work was returned to make such a request. Students should wait at least 24 hours, review their work, and contact their TA **first** to discuss. After the TA has explained their grading, if there are still questions, the Professor will take a look.

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 cultural and religious traditions. 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 (such as 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.

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. If you cannot submit a VOI due to limits on terms of use, 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 (including dates, academic impact, practitioner's signature, phone and registration number). 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.

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 other forms of academic consideration. They may be able to email your instructors directly to provide a College Registrar's letter of support and connect you with other helpful resources on campus.

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) at the beginning of the academic year by visiting <https://studentlife.utoronto.ca/departments/accessibility-services>. 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 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 needs or condition with any instructor, and your instructors will not reveal that you are registered with AS.

Academic Integrity and Plagiarism *READ*:

All suspected cases of academic dishonesty will be investigated following procedures outlined in the [Code of Behaviour on Academic Matters](#). If you have questions or concerns about what constitutes appropriate academic behaviour or appropriate research and citation methods, please reach out to me. Note that you are expected to seek out additional information on academic integrity from me or from other institutional resources. For example, 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 <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 [A&S Student Academic Integrity](#) and the University of Toronto Website on [Academic Integrity](#).

Turnitin (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](#).

AI and Large Language Learning Models:

Using programs like ChatGPT to write your paper for you is an academic offence as you probably realize you cannot obtain marks for work you didn't produce yourself (it's the same as plagiarism). That being said, doing the research, writing the paper, and getting someone to help you with edits (a friend in the class or ChatGPT) is okay, as long as it's an edit, and they are not writing the paper for you. Remember, ChatGPT is not a true AI. It's a very smart probability "filler-inner" it produces answers based on most common responses. I find ChatGPT papers repeat common info rather than making a true argument – repeating specific wording. Large language models can also write plausible-sounding but incorrect (or nonsensical) answers (which won't make sense to the grader and will be a red-flag). It is **always** better to write your own work from both a learning and ethical standpoint.

To be fair to the other students in the class, **All** suspected cases of academic dishonesty will be investigated.

Equity, Diversity, and Inclusion Statement

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.

As a course instructor, I will neither condone nor tolerate behaviour that undermines the dignity or self-esteem of any individual in this course and wish to be alerted to any attempt to create an intimidating or hostile environment. It is our collective responsibility to create a space that is inclusive and welcomes discussion. Discrimination, harassment and hate speech will not be tolerated.

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.

Your mental health is important. Throughout university life, there are many experiences that can impact your mental health and well-being. As a University of Toronto student, you can access free mental health and wellbeing services at Health & Wellness (<https://studentlife.utoronto.ca/departments/health-wellness/>) such as same day counselling, brief counselling, medical care, skill-building workshops, and drop-in peer support. You can also meet with a Wellness Navigation Advisor who can connect you with other campus and community services and support. Call the mental health clinic at **416-978-8030 ext. 5** to book an appointment or visit <https://studentlife.utoronto.ca/task/find-easy-access-to-mental-health-support/> to learn about the services available to you.

You can also visit your College Registrar to learn about the resources and supports available: <https://www.artsci.utoronto.ca/current/academic-advising-and-support/college-registrars-offices>

If you're in distress, you can access immediate support: <https://uoft.me/feelingdistressed>

Resources:

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

Academic Success Services (<https://studentlife.utoronto.ca/department/centre-for-learning-strategy-support/>)

Counselling and Psychological Services (<https://studentlife.utoronto.ca/department/health-wellness/>)

Writing Centre:

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/>

Departmental Guidance for Undergraduate Students in Psychology

The Department of Psychology recognizes that, as a student, you may experience disruptions to your learning that are out of your control, and that there may be circumstances when you need extra support. Accordingly, the department has provided a [helpful guide](#) to clarify your and your instructor's responsibilities when navigating these situations. This guide consolidates Arts & Science Policies for undergraduate students in one place for your convenience. As an instructor in the department, I will frequently consult with these recommendations when providing you with support, and I recommend that you also consult it to learn more about your rights and responsibilities before reaching out to me.

Course Outline

Date	Topic	Assignments
May 5th	Lecture 1: Introduction to Attitudes/ Course Overview Start making Study Notes #1 (SQ3R Method)	Read & Make Notes on Chapter 1 Skim Chapter 9 Read ALL Assignment Instructions
May 8th	Lecture 2: Attitude Measurement Start making Study Notes #2	Read & Make Notes on Chapter 9 Skim Chapter 4 & 6 Read ALL Assignment Instructions
May 12	Lecture 3: Structure & Function of Attitudes Start making Study Notes #3 Lecture 4: Attitude Formation (and Midterm Prep) Start making Study Notes #4	Read & Make Notes on Chapter 4 Read & Make Notes on Chapter 6 Topic Idea DUE tonight 11:59pm
May 15	No Meeting today (live Colloquium at UTM)	Review Lecture Study Notes 1,2,3,4; Chapters 1,4,6,9
May 19	VICTORIA DAY No Zoom	Review Lecture Study Notes 1,2,3,4; Chapters 1,4,6,9
May 22	MIDTERM: Lecture Study Notes 1,2,3,4; Chapters 1,4,6,9	Skim Chapter 5
May 26	Lecture 5: Attitudes and Behaviour Start making Study Notes #5	Read & Make Notes on Chapter 5 Skim Chapter 15
May 29	Lecture 6: Consistency Theories Start making Study Notes #6	Read & Make Notes on Chapter 15 Skim Online Readings & Ch 8
June 2	Lecture 7: Intergroup Relations Start making Study Notes #7	Read & Make Notes on ch 8 Skim Chapter 2 Annotated Bibliography DUE @ 11:59pm
June 5	Lecture 8: Introduction to Attitude Change Start making Study Notes #8	Read & Make Notes on Chapter 2 Skim Chapter 10, 11
June 9	Lecture 9: Elaboration Likelihood Model & the Source Start making Study Notes #9	Read & Make Notes on Ch 10 & 11 Skim Chapter 13, 14, 16 FINAL PAPER DUE @ 11:59pm
June 12	Lecture 10: the Message and Techniques (& Final Prep) Start making Study Notes #10	Read & Make Notes on Ch 13, 14, 16
June 16	No Class – reserve for overlap AND STUDY!	
Final Exam Period		Review Study Notes 5-10 Chapters 2,5,8,10,11,13,14,16

****It is *the student's* responsibility to be available for the *entire* term and final exam period.****