



**Department of Psychology
University of Toronto
Course Outline**

**PSY320H1S – LEC0101
Social Psychology: Attitudes
Winter 2023**

Professor: Dr. Odilia Yim
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Office Hours: By appointment
Office: Online

Course Meeting Time: Friday 11:00am–2:00pm
Classroom: RW 143

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Office Hours: By appointment

Calendar Course Description

Intensive study of social attitude development, description, measurement, modification, and organization.

Prerequisite: PSY201H1/ ECO220Y1/ EEB225H1/ GGR270H1/ POL222H1/ SOC202H1/ STA220H1/ STA238H1/ STA248H1/ STA288H1/ PSY201H5/ STA215H5/ STA220H5/ PSYB07H3/ STAB22H3/ STAB23H2/ STAB57H3, and PSY220H1/ PSY220H5/ PSYB10H3/ SOC213H1 **Exclusion:** PSY320H5

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.

Intellectual Property Notice:

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Course Synopsis

The objective of this course is to review the theories and research of how attitudes are formed, how they influence behaviours, and how they can be influenced and changed. We will explore topics such as: measurement, prejudice, and persuasion. These and other questions will be examined from a variety of theoretical perspectives and will be applied to better understand real-world functioning between individuals and groups.

Course Objectives

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

- To name and apply theories in the area of social psychology of attitudes
- To understand key research methods used in social psychology to explore pertinent topics related to attitudes
- To apply findings in the social psychology of attitudes to your life and current events
- To retrieve and critically evaluate information from scholarly and non-scholarly sources
- To improve your ability to construct arguments and to communicate your thoughts verbally and in writing

Required Text

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

We will cover at least one chapter per week from the textbook (see Weekly Schedule). Other readings may be assigned to complement lecture and textbook content. Any other readings will be posted on Quercus.

Course Assignments and Evaluation

1.) Test 1	15%
2.) Test 2	15%
3.) Weekly Assignments	12%
4.) Research Paper	28%
5.) Final Exam (Test 3)	30%

1.) Test 1 (15%)

2.) Test 2 (15%)

There will be two tests over the course of the semester. The first two tests will focus on class material up to that point and will each be worth 15% of the course grade.

You are expected to be present for the tests and the tests must be taken as scheduled. Students are advised not to make work, holiday, or travel arrangements that might conflict with their taking of these tests as scheduled. It is the responsibility of the student to inform the instructor of any absences.

Last minute medical excuses or notifications of personal emergencies must be emailed to me by the date of the test, otherwise a grade of "0" will be entered for the test. If you miss a test, you must also follow the procedures described below (see Missed Test/Exam Policy).

3.) Weekly Assignments (12%)

Weekly assignments will act as "check-ins" to ensure students are progressing with the course content appropriately and efficiently. They will be in a variety of formats and delivered through Quercus.

4.) Research Paper (28%)

The Research Paper is comprised of a literature review on a topic relevant to the social psychology of attitudes. Further guidelines will be provided in class and on Quercus.

5.) Final Exam (30%)

The Final Exam will include questions on topics from the entire semester. The exam will be held during the final examination period.

You are expected to be present for the Final Exam. The exam must be taken as scheduled. Students are advised not to make work, out-of-province placement, holiday, or travel arrangements that might conflict with their taking of the final exam as scheduled. It is suggested that students not make any such commitments until the examination schedule is published.

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. Important announcements will be made here.

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

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.

Use of E-Mail

Student communications via e-mail must be sent from a University of Toronto e-mail account. Occasionally, important class announcements may be distributed via e-mail to students' e-mail accounts. Students are required to have a functional e-mail account which can receive these messages and to check for them regularly. Only emails with legitimate inquiries that are sent from University of Toronto accounts and containing "PSY320" in the subject line will receive a response. It is important to include the course code when sending emails as the instructor and TAs may be administering multiple courses this semester.

Classroom Environment

In class, we will strive to create a positive climate of mutual respect in which we can work together as a community of learners and teachers. It is expected that students attend all classes for the full time period.

Arriving late, leaving early, failing to turn off or mute cell phones, and using laptops or other electronic devices for non-course-related purposes all show disrespect for the instructor and classmates. Full attention, diligent preparation, and active participation are all signs of respect and are key to successful learning. Please be careful to avoid remarks that may be offensive to others based on their race, class, gender, faith, age, ability, appearance, or sexual orientation.

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.

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Submitting Work

Please ensure that name(s), student number(s), instructor's name, course code and title, and submission date are on the front page of any work submitted. Students are recommended to keep photocopies or electronic copies of all assignments.

Penalties for Lateness

All course assignments must be submitted as specified by the due date. Failure to do so will result in a late penalty of five points per calendar day, up to seven calendar days. After seven days, the work will no longer be accepted and a grade of "0" will be given.

Plagiarism Detection Tools

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 no later than Friday, February 17, 2022. 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.

Re-marking Policy

Please consider carefully before contesting your grade for an assignment or test. 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 first meet with the TA who graded your term work. If after your meeting you still would like to have your term work re-graded, please submit the request to the instructor. If your request is granted, the instructor will then 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. Students have a maximum of two weeks from when the work was returned (or receive any term work grades) to make such a request to the instructor or TA regarding re-marking, review, or ask about grading.

Missed Test/Exam Policy

If you miss a test, you must contact the instructor as soon as possible (along with proof of the ACORN Absence Declaration) and no later than one week after the missed test date to request special consideration.

Students who miss a test for any reason (e.g., COVID, cold, flu and other illness or injury, family situation) and request special consideration must report their absence through the online absence declaration tool. The declaration tool is available on ACORN under the Profile and Settings menu. Students can use a screenshot of the confirmation number from the declaration tool to accompany their request.

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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 test will be redistributed equally between the Research 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 assessment). There are no make-up tests.

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

Accommodations

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 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.

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 <http://www.studentlife.utoronto.ca/as/new-registration>. 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.

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

Academic Integrity

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.

The penalties for academic misconduct are severe. If you are in any doubt as to whether something you are considering constitutes academic misconduct, please feel free to ask the instructor 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 <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://academicintegrity.utoronto.ca> and <https://www.artsci.utoronto.ca/current/academic-advising-and-support/student-academic-integrity>.

Resources

Writing

As a University of Toronto student, 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/>.

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.

An important part of the University experience is learning how and when to ask for help. Please take the time to inform yourself of available resources. 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>)

PSY320 – Weekly Schedule

WEEK	DATE	TOPIC	ASSIGNMENT
1	Jan. 13	Introduction to Attitudes Review course syllabus, assignments, expectations ➤ Chapter 1	
2	Jan. 20	Research Methods and Measurement ➤ Chapter 1 (cont'd)	
3	Jan. 27	Content, Structure, and Function ➤ Chapter 2	DUE: Check-in #1
4	Feb. 3	Attitudes on Information Processing ➤ Chapter 3	DUE: Check-in #2
5	Feb. 10	Attitudes and Behaviours ➤ Chapter 4	➤ TEST 1
6	Feb. 17	Cognitive Influences ➤ Chapter 5 ❖ Research Writing ❖ Guest presentation by PSY subject librarian	DUE: Check-in #3
7	Feb. 24	READING WEEK	
8	Mar. 3	Affective Influences ➤ Chapter 7	DUE: Research Paper topic + preliminary search
9	Mar. 10	Behavioural Influences ➤ Chapter 8 ❖ Literature Review discussion	DUE: Check-in #4
10	Mar. 17	Implicit Attitudes ➤ Chapter 9	❖ TEST 2
11	Mar. 24	External Influences ➤ Chapter 10	DUE: Check-in #5
12	Mar. 31	Issues and Applications ➤ Chapter 11	DUE: Research Paper
13	Apr. 10 (make-up)	NO CLASS – Study Day	