

Course Syllabus

[Jump to Today](#)

 [Edit](#)

Introduction to Social Psychology

Summer 2021

Instructor: Edward (Ed) Royzman, Ph.D

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Synchronous Meeting: Thursday*, 5:30 - 9:30 pm.

*the course will combine asynchronous and synchronous content (see the timeline below for further details), so it is important that you block off the time indicated above on a weekly basis; meeting "live" every Thursday (via a Zoom or BlueJeans link, which will be shared prior to each session) is a mandated part of our weekly schedule.

*Green ink indicates the asynchronous content that you'll explore on your own prior to each of the sessions

(please see this for an overview of using

[Zoom](https://www.youtube.com/watch?v=wbnyQwsVbiY) [_ \(https://www.youtube.com/watch?v=wbnyQwsVbiY\)](https://www.youtube.com/watch?v=wbnyQwsVbiY)



(<https://www.youtube.com/watch?v=wbnyQwsVbiY>)

as a student)

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Office: D-30 at Solomon Lab Building.

Office hour: by appointment

Partner assignment list for Discussion sets and the "Yes" exercise (to be posted)

Following a preamble on human cognition, the course will take on three fundamental issues in the psychology of social influence, namely (a) how the social world around us (the words and deeds of others) shapes our thoughts and deeds, (b) how, through our words and deeds, we ever attempt to shape the views that others hold of us, and (c) how, guided along by various social motives (aggression, altruism, sex), we are ever striving to shape world around us.

Readings: All the relevant readings are linked to below. You will also need to purchase or loan ["Yes! 50 scientifically proven ways to be persuasive"](http://www.amazon.com/Yes-Scientifically-Proven-Ways-Persuasive/dp/1416576142#reader_1416576142) (http://www.amazon.com/Yes-Scientifically-Proven-Ways-Persuasive/dp/1416576142#reader_1416576142) (exploring a variety of social heuristics and their application in business and daily life) by Noah Goldstein et al.

Grading/Assignments: There will be two take-home "exams." These will be comprised of some discussion questions that you and your partner will be asked to discuss (the logistics of the partner assignment will be discussed in class), reflect on and respond to within a specified time frame. Each take-home "exam" will be worth **25** points. There is also a [paired "influence strategies" exercise](#), for which you will be asked to apply one of the social strategies described in book "Yes!" to your interactions with someone within your social circle, then briefly describe what happened (once again, the logistics will be gone over in class). The completion of this assignment will count towards **20** points of the final grade. Class attendance/participation will be worth the remaining **30** points or 5 points per session.

Class attendance/participation: First of all, I expect you to "come to class" and to come prepared. Preparation is how ready you are to volunteer comments and observations, how well you know the relevant content (based on the readings and, if appropriate, viewings assigned for that class) and how much effort you put into making the class work. Because the material of the course deals with the substance of everyday life, a test of its usefulness and of your understanding is to make contact between it and your own everyday experiences. I expect that everyone will have something to contribute and I encourage you all to pose comments and questions whenever we meet "live".

Additional readings and opportunities for extra credit may be offered as we go along.

Points-to-grades cutoffs:

> 94 A

90-93A-

87-89 B+

84-86 B

80-83B-


76-79 C+

70 – 75C



Schedule (subject to change)

Lecture slides will be uploaded following each session. All guest lectures can be found in Class recordings

Week 1. July 1 (th) Introduction. The bi-modal mind. Heuristics and biases. Lecture 1 slides

Read: [How to read an article in social psychology](http://www.columbia.edu/itc/hs/medinfo/g6080/misc/articles/TverskyKahneman1974.pdf) . Supplementary reading [1a](http://www.columbia.edu/itc/hs/medinfo/g6080/misc/articles/TverskyKahneman1974.pdf) (<http://www.columbia.edu/itc/hs/medinfo/g6080/misc/articles/TverskyKahneman1974.pdf>), [1b](https://www.psychologytoday.com/us/blog/the-superhuman-mind/201611/linda-the-bank-teller-case-revisited) (<https://www.psychologytoday.com/us/blog/the-superhuman-mind/201611/linda-the-bank-teller-case-revisited>), [1c](https://zerodha.com/varsity/chapter/decision-making-biases-a-primer/) (<https://zerodha.com/varsity/chapter/decision-making-biases-a-primer/>), and [1d](https://escholarship.org/content/qt7p8135vh/qt7p8135vh.pdf) (Section 2) (optional) (<https://escholarship.org/content/qt7p8135vh/qt7p8135vh.pdf>). Watch (over the weekend): [Dan Ariely's TED talk](https://www.ted.com/talks/dan_ariely_are_we_in_control_of_our_own_decisions) (https://www.ted.com/talks/dan_ariely_are_we_in_control_of_our_own_decisions), Paul Rozin's guest lecture, pts.1 and 2 (pt.2 is optional).

Week 2. July 8 (th) Fundamentals of Social Influence. Conformity. Obedience. Lecture 2 slides

Read: [2a](https://video-alexanderstreet-com.proxy.library.upenn.edu/watch/aftershock-obedience-identity)  and [2b](https://video-alexanderstreet-com.proxy.library.upenn.edu/watch/obedience) . Watch (on Tuesday): [Obedience](https://video-alexanderstreet-com.proxy.library.upenn.edu/watch/aftershock-obedience-identity) (<https://video-alexanderstreet-com.proxy.library.upenn.edu/watch/aftershock-obedience-identity>) and [Experimenter](https://video-alexanderstreet-com.proxy.library.upenn.edu/watch/obedience) (<https://video-alexanderstreet-com.proxy.library.upenn.edu/watch/obedience>) and [/watch?token=328C631F04ADCA41](https://digitalcampus-swankmp-net.proxy.library.upenn.edu/upenn332129/watch?token=328C631F04ADCA41)) (streaming via Penn Libraries), Coren Apicella's guest lecture.


Week 3. July 15 (th) Obedience continued. Dehumanization (Zimbardo's Mock Prison Study). Lecture 3 slides

Read: [3a](https://www.semanticscholar.org/paper/Rethinking-the-psychology-of-tyranny%3A-the-BBC-Reicher-Haslam/fadb67dd6bb54b7dc07eb577fde1c0a33a7ba3a1) (<https://www.semanticscholar.org/paper/Rethinking-the-psychology-of-tyranny%3A-the-BBC-Reicher-Haslam/fadb67dd6bb54b7dc07eb577fde1c0a33a7ba3a1>) and [3b](http://www.bbcprisonstudy.org/pdfs/bjsp%20(2006)%20zimbardo%20commentary.pdf) ([http://www.bbcprisonstudy.org/pdfs/bjsp%20\(2006\)%20zimbardo%20commentary.pdf](http://www.bbcprisonstudy.org/pdfs/bjsp%20(2006)%20zimbardo%20commentary.pdf)). Watch (on Tuesday): [Quiet Rage](https://video-alexanderstreet-com.proxy.library.upenn.edu/watch/quiet-rage-the-stanford-prison-experiment) (<https://video-alexanderstreet-com.proxy.library.upenn.edu/watch/quiet-rage-the-stanford-prison-experiment>) (streaming via Penn Libraries) and [The Stanford Prison Experiment](https://www.amazon.com/Stanford-Prison-Experiment-Billy-Crudup/dp/B017O67TJ2/ref=tmm_aiv_swatch_0?encoding=UTF8&qid=&sr=) (https://www.amazon.com/Stanford-Prison-Experiment-Billy-Crudup/dp/B017O67TJ2/ref=tmm_aiv_swatch_0?encoding=UTF8&qid=&sr=) (optional) (streaming via Amazon).

Midterm Discussion Questions/Discussion Set 1 (please see Assignments to submit online) (due: 7/20, 11:59am Eastern time).

Week 4. July 22 (th) Cognitive dissonance (and a little Self-Presentation). Altruism. Lecture 4

dissonance slides. Lecture 4 altruism slides.

Read: [4a](#) , [4b](#) [_\(https://webpace.ship.edu/cgboer/socpsy.html\)_](https://webpace.ship.edu/cgboer/socpsy.html), [4c](#) [_\(optional\) \(https://www.researchgate.net/publication/282939604_Moral_Coherence_Processes_Constructing_Culpability_and_Consequences\)_](https://www.researchgate.net/publication/282939604_Moral_Coherence_Processes_Constructing_Culpability_and_Consequences). Watch (on Tuesday): [Elliot Aronson on Cognitive Dissonance and Self-Presentation](https://www.youtube.com/watch?v=Q7L3zLVnhSs) [_\(https://www.youtube.com/watch?v=Q7L3zLVnhSs\)](https://www.youtube.com/watch?v=Q7L3zLVnhSs)



[_\(https://www.youtube.com/watch?v=Q7L3zLVnhSs\)](https://www.youtube.com/watch?v=Q7L3zLVnhSs)

Week 5. July 29 (th) Sex. Lecture 5 slides

Read: [5a](#) [_\(https://www.psychologytoday.com/us/blog/cultural-animal/201012/the-reality-the-male-sex-drive\)](https://www.psychologytoday.com/us/blog/cultural-animal/201012/the-reality-the-male-sex-drive) and [5b](#) [_\(http://www-personal.umich.edu/~preston/Downloads/DC/pdfs/Conley_CDPS2011.pdf\)_](http://www-personal.umich.edu/~preston/Downloads/DC/pdfs/Conley_CDPS2011.pdf). Watch: [Intro to evolutionary psychology.](https://www.youtube.com/watch?v=lb8fH9wouYI) [_\(https://www.youtube.com/watch?v=lb8fH9wouYI\)](https://www.youtube.com/watch?v=lb8fH9wouYI)









[_\(https://www.youtube.com/watch?v=lb8fH9wouYI\)](https://www.youtube.com/watch?v=lb8fH9wouYI)
[Kristina Durante's TED talk](https://www.youtube.com/watch?v=nrMMZRKok5o) [_\(https://www.youtube.com/watch?v=nrMMZRKok5o\)_](https://www.youtube.com/watch?v=nrMMZRKok5o).

Final Discussion Questions/Discussion Set 2 (please see Assignments to submit online) (Due date: 8/3, 11:59 am Eastern time).

Week 5 1/2. August 5 (th) Influence strategies presentations. Concluding remarks

Course Summary:

Date	Details	Due
Mon May 21, 2018	 Test Event (https://canvas.upenn.edu/calendar?event_id=3212469&include_contexts=course_1573556)	12am
Tue Jul 20, 2021	 Discussion Set 1 (https://canvas.upenn.edu/courses/1573556/assignments/8799755)	due by 11:59am
Tue Aug 3, 2021	 Discussion Set 2 (https://canvas.upenn.edu/courses/1573556/assignments/8799756)	due by 11:59am

Date	Details	Due
Thu Aug 5, 2021	 Influence strategies exercise (https://canvas.upenn.edu/courses/1573556/assignments/8799758)	due by 5:30pm
	 Extra credit (https://canvas.upenn.edu/courses/1573556/assignments/8799757)	
	 Participation (https://canvas.upenn.edu/courses/1573556/assignments/8799759)	