

Social Psychology

Brief description of course content (According to the programme's verification report)

Descriptors: The psycho-social approach, social cognition, attitudes: formation and change
Contents: - Definition and object of Social Psychology. History of Social Psychology - Main Theoretical and Methodological Approaches - Social Cognition - Perception of People - Attribution Processes - Stereotypes - Social Motivation - Attitudes, Persuasion and Change

Learning outcomes

- * To understand the main psycho-social theories about basic processes.
- * To understand the models, methods and concepts about basic psycho-social processes.
- * To understand the basic processes of social cognition.
- * To understand the basic processes of attitudes, their formation and change.

Planned learning activities

Theory Syllabus

TOPIC 1. DEFINITION AND OBJECT OF SOCIAL PSYCHOLOGY. HISTORY OF SOCIAL PSYCHOLOGY 1. Definition of Social Psychology. 2. Social Psychology vs. reductionism, metaphysics and common sense 3. History of Social Psychology 4. Individual and society: processes of socialisation

TOPIC 2. MAIN THEORETICAL AND METHODOLOGICAL APPROACHES 1. Main theoretical orientations 2. Methods, designs and techniques. 3. Validity in psycho-social research 4. Ethics in psycho-social research

TOPIC 3. SOCIAL COGNITION AND STEREOTYPES 1. Introduction. What is social cognition? 2. Social information processing 3. The way we organise and store information about others 4. Knowledge activation and social inference 5. Stereotypes

TOPIC 4. PERCEPTION OF PEOPLE AND ATTRIBUTION PROCESSES 1. Targets and goals in the perception of people 2. Impression formation. 3. Factors which have an influence on the perception of people 4. Heider: the naive psychology of action 5. Jones and Davies: Theory of Correspondent Inference 6. The attribution model of H. H. Kelley 7. Attribution errors, biases and functions

TOPIC 5. SOCIAL MOTIVATION 1. Definition of motivation 2. Approximation and avoidance 3. Basic social motivations

TOPIC 6. ATTITUDES 1. Definition. Attitude and its evaluative responses 2. How do attitudes arise? 3. Relationships between attitude and behaviour 4. Functions of attitudes

TOPIC 7. PERSUASION AND CHANGE IN ATTITUDES 1. Theoretical models in the study of persuasion 2. Key factors in the persuasive process 3. Resistance and persistence in the face of persuasion 4. Cognitive theories about changes in attitude. 5. The Theory of Cognitive Dissonance

Practical Syllabus

TOPIC 1. DEFINITION AND OBJECT OF SOCIAL PSYCHOLOGY. HISTORY OF SOCIAL PSYCHOLOGY Practical activities: Introduction to Social Psychology. Through different exercises, students will check how some of the psycho-social processes they will learn about throughout the course work.

TOPIC 2. MAIN THEORETICAL AND METHODOLOGICAL APPROACHES Practical activities: Psycho-social research. Different activities will be carried out so students analyse and identify the different methods and techniques used in psycho-social research, as well as knowledge of the main ethical principles and standards which research in this area is governed by.

TOPIC 3. SOCIAL COGNITION AND STEREOTYPES Practical activities: Schemas, biases and cognitive heuristics. Completion of a series of exercise which show how some of the main schemas, biases and cognitive heuristics work.

TOPIC 4. PERCEPTION OF PEOPLE AND ATTRIBUTION PROCESSES Practical activities: Social interaction and impression formation. Carrying out different activities to analyse people's perceptions and impression formation. Practical activities: Social explanations and attributions. Completion of activities which illustrate the spontaneous tendency to make causal explanations, as well as the factors which encourage these kinds of explanations.

TOPIC 5. SOCIAL MOTIVATION Practical activities: Social motivation: Doing different activities to analyse impression management, as well as different motivations.

TOPIC 6. ATTITUDES Practical activities: Social attitudes: attitude-behaviour formation and relationship Completion of activities regarding the concept of attitude and the theories which address the relationship between attitudes and behaviour Completion of an exercise which relates certain personality traits with attitudes.

TOPIC 7. PERSUASION AND CHANGE OF ATTITUDES Practical activities: Social attitudes: Change in attitudes Analysis and identification of the different factors which increase the persuasive power of messages which try to change our attitudes (social, educational, advertising campaigns...) Practical activities: Dissonance and balance The search for consonance and balance in relationships.