

***SOCIAL PSYCHOLOGY***  
**W2630x Fall 2014**

**TIME: Tu. & Th. 2:40-3:55**  
**ROOM: 501 Schermerhorn**

**INSTRUCTOR: E. Tory Higgins**  
**OFFICE: Room 401-C, Schermerhorn**  
**OFFICE HOURS: Tu. & Th. 4:00- 5:00**

**TA CONTACT & OFFICE HOURS:**

**Youval Aberman:** [yaberman@gmail.com](mailto:yaberman@gmail.com)  
Tues & Thurs, 1:00 – 2:00; 318c, Schermerhorn

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Mon & Wed, 9:00 – 10:00; 318c, Schermerhorn

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Thurs, 11:00 – 1:00; 329 Schermerhorn

**TEXTBOOK: E. R. Smith & D. M. Mackie**  
***SOCIAL PSYCHOLOGY (3<sup>rd</sup> Edition)***

**FINAL EXAM PROJECTED: THURSDAY, DECEMBER 18, FROM 1:10 PM- 4:00 PM**

**PART I: PEOPLE AS SCIENTISTS**  
*[ATTRIBUTION; CONSISTENCY]*

| <u>DATE</u>  |                     | <u>READINGS</u> |
|--------------|---------------------|-----------------|
| September 2  | <i>INTRODUCTION</i> |                 |
| September 4  |                     | Chpt. 1         |
| September 9  |                     | Chpt. 2         |
| September 11 |                     | Chpt. 3         |
| September 16 | HAND OUT EXERCISE 1 | Chpt. 7         |
| September 18 |                     | Chpt. 8         |
| September 23 |                     |                 |

**PART II: PEOPLE AS FAULTY COMPUTERS**  
*[MISATTRIBUTION; SOCIAL COGNITIVE BIASES]*

| <u>DATE</u>  |                     | <u>READINGS</u> |
|--------------|---------------------|-----------------|
| September 25 |                     |                 |
| September 30 |                     |                 |
| October 2    |                     | Chpt. 5         |
| October 7    | HAND OUT EXERCISE 2 |                 |
| October 9    |                     |                 |
| October 14   |                     |                 |
| October 16   | <i>MIDTERM EXAM</i> |                 |

**PART III: PEOPLE AS CIVILIZED BEINGS**  
*[SOCIALIZATION; NORMS; ROLES; SHARED REALITY]*

| <u>DATE</u> |                           | <u>READINGS</u> |
|-------------|---------------------------|-----------------|
| October 21  |                           |                 |
| October 23  |                           | Chpt. 9 & 10    |
| October 28  |                           |                 |
| October 30  | HAND OUT EXERCISE 3       |                 |
| November 4  | <i>UNIVERSITY HOLIDAY</i> | Chpt. 6         |
| November 6  |                           |                 |
| November 11 |                           | Chpt. 14        |

**PART IV: PEOPLE AS SELFISH BEASTS**  
*[SELF-INTEREST; FEELINGS; SOCIAL ECOLOGY]*

| <u>DATE</u> |                             | <u>READINGS</u> |
|-------------|-----------------------------|-----------------|
| November 13 |                             | Chpt. 4         |
| November 18 |                             | Chpt. 12        |
| November 20 |                             |                 |
| November 25 | HAND OUT EXERCISE 4         | Chpt. 13        |
| November 27 | <i>THANKSGIVING HOLIDAY</i> |                 |
| December 2  |                             | Chpt. 11        |
| December 4  | <i>LAST CLASS</i>           |                 |

## **EXAMS & OUT-OF-CLASS RESEARCH EXERCISES**

### **A. EXAMS**

There are two exams—a midterm exam (worth 35% of the final grade) and a final exam (worth 50% of the final grade). Each exam is divided into two parts. The first part (PART A) has multiple-choice questions. The second part (PART B) has an option—to continue with multiple-choice questions or to switch to essay questions.

### **B. OUT-OF-CLASS EXERCISES**

There will be 4 out-of-class research exercises—one related to each section of the course. Each exercise will involve collecting data from just one participant or from your own personal observations. They will involve activities that are common in everyday life, such as deciding how much to tip a waiter in a restaurant and evaluating advertisements on television. To collect and write-up the data for each exercise should take less than three hours. Each exercise will be graded as Fail (if not handed in or completed as instructed), C, B, and A (for exceptional work). The exercises as a whole are worth 15% of the final grade. It is expected that all students will complete and hand in all 4 exercises. Under exceptional circumstances, an alternative to conducting a specific exercise will be considered. A student should *not* take the course if he or she does not want to participate in the research exercises.

**NOTE.** These exercises are designed solely to provide the students in the class with an opportunity to practice various social psychology research methods as well as data analysis. The projects are quite limited in scope, do not lead to generalizable knowledge, and are not undertaken with that goal in mind. For example, a student may interview a peer when the interview does not involve any sensitive, personal information. The projects have been selected to not put you or the participants at any more risk than the minimal risk of any other common everyday activity. The data must and will be recorded anonymously (i.e., with no names, social security numbers, or any other codes that can be linked to a list of names). These projects are considered "classroom exercises" only. There is absolutely no anticipation that the results will be published or presented at a professional meeting. The data collected will be presented and discussed, in the form of general summary findings, only within the classroom.

## **From the Faculty Statement on Academic Integrity**

The intellectual venture in which we are all engaged requires of faculty and students alike the highest level of personal and academic integrity. As members of an academic community, each one of us bears the responsibility to participate in scholarly discourse and research in a manner characterized by intellectual honesty and scholarly integrity. . . . In practical terms, this means that, as students, you must be responsible for the full citations of others' ideas in all of your research papers and projects; you must be scrupulously honest when taking your examinations; you must always submit your own work and not that of another student, scholar, or internet agent.

## **Columbia College Honor Code**

The Columbia College Student Council, on behalf of the whole student body, has resolved that maintaining academic integrity is the preserve of all members of our intellectual community – including and especially students.

As a consequence, all Columbia College students will now make the following pledge:

We, the undergraduate students of Columbia University, hereby pledge to value the integrity of our ideas and the ideas of others by honestly presenting our work, respecting authorship, and striving not simply for answers but for understanding in the pursuit of our common scholastic goals. In this way, we seek to build an academic community governed by our collective efforts, diligence, and Code of Honor.

In addition, all Columbia College students are committed to the following honor code:

I affirm that I will not plagiarize, use unauthorized materials, or give or receive illegitimate help on assignments, papers, or examinations. I will also uphold equity and honesty in the evaluation of my work and the work of others. I do so to sustain a community built around this Code of Honor.