

***SOCIAL PSYCHOLOGY***  
**UN2630X Fall 2020**

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

**ROOM: Online Class**

**INSTRUCTOR: E. Tory Higgins**

**OFFICE HOURS: To be arranged**

**TEXTBOOK: E. R. Smith & D. M. Mackie & H. M. Claypool**  
***SOCIAL PSYCHOLOGY (4th Edition 2014/2015)***  
**Psychology Press ISBN-10: 1848728948**

**FINAL EXAM PROJECTED: Thursday, December 17 (1:10-4:00)**

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

<b><u>DATE</u></b>		<b><u>READINGS</u></b>
September 8	<b><i>INTRODUCTION</i></b>	
September 10		<b>Chpt. 1</b>
September 15		<b>Chpt. 2</b>
September 17		<b>Chpt. 3</b>
September 22		<b>Chpt. 7</b>
September 24		<b>Chpt. 8</b>
September 29		

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

<u>DATE</u>	<u>READINGS</u>
October 1	
October 6	Chpt. 4
October 8	Chpt. 5
October 13	
October 15	Chpt. 6
October 20	HAND OUT EXERCISE 1
October 22	<i>MIDTERM EXAM</i>

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

<u>DATE</u>	<u>READINGS</u>
October 27	Chpt. 9
October 29	Chpt. 10
October 31	
November 3	ELECTION DAY
November 5	Chpt. 11

**November 10**

**Chpt. 12**

**November 12**

**PART IV:**

**PEOPLE AS EMOTIONAL BEASTS**

*[ANIMAL PASSION; AROUSAL; FEELINGS]*

**DATE**

**READINGS**

**November 17**

**Chpt. 13**

**November 19**

**HAND OUT EXERCISE 2**

**November 24**

**November 26**

**THANKSGIVING HOLIDAY**

**December 1**

**Chpt. 14**

**December 3**

**December 8**

**December 10**

***LAST CLASS***

## ***EXAMS & OUT-OF-CLASS “CRITICAL ANALYSIS” 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.

Exams will be administered on Canvas. Each exam will be made available beginning at the scheduled exam start time and ending 36 hours later. Although students will only have the allotted amount of time to complete the exam after they start to take it (75 minutes for the midterm; 170 minutes for the final), students can choose to start taking the exam at any time during this 36-hour window. This flexible schedule is intended to ensure the exams are accessible to students located in various time zones. More detailed instructions for accessing the exams will be posted on Canvas.

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

There will be 2 out-of-class “critical analysis” exercises. Each exercise will involve evaluating commercial advertisements in a manner that relates to the lessons of the first half or the second half of the course. 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 *both* exercises.

## ***LECTURES & PARTICIPATION***

Lectures will take place on Zoom, and we ask that all students make their best effort to join these Zoom lectures during the scheduled class period. Additionally, each lecture will be recorded and posted to Canvas.

Despite the remote format of the course, we hope to create a vibrant atmosphere that replicates the classroom experience as closely as possible. With this goal in mind, we ask that all students please turn on their cameras during the Zoom lectures. Additionally, we encourage students to participate actively in discussions by either clicking the “Raise Hand” button or submitting a chat message to ask or answer a question.

## **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.