Psychology 3CB3E: Attitudes and Beliefs  
Course Outline: June – August 2010

Instructor: Katie Corrigall  
Office: PC 123  
Office hours: By appointment  
Email: corrigka@mcmaster.ca  
Phone: 905-525-9140 ext. 27114  
Time: Tuesdays & Thursdays 6:30 – 9:30pm  
Dates: June 22 – August 5  
Classroom: JHE 264  
Website: https://elm.mcmaster.ca/

Course Description  
This course will explore social psychological theories and research relating to attitude formation and change, and the relationship between attitudes and behaviour. We will also consider the relevance of these theories and findings to applied fields such as advertising and political beliefs.

Prerequisites  
PSYC 2C03: Introduction to Social Psychology

Learning Objectives  
By the end of this course, students will be able to:  
1. Define the concepts of attitudes and beliefs and explain their functions  
2. Identify and evaluate several different ways of measuring attitudes  
3. Discuss the structure and qualities of attitudes  
4. Describe the ways in which attitudes are hypothesized to form  
5. Describe and critique the major theories and research findings regarding attitude change and persuasion  
6. Engage in critical discussion with peers on empirical articles in the field  
7. Prepare discussion questions and lead discussions on experimental articles in social psychology

Required Readings  
There is no required textbook for this course. However, assigned journal article readings are to be completed before each class so that all students come prepared to discuss the articles with their assigned groups. Students will also complete a short quiz each class on the assigned readings.

Course Website  
The course website can be accessed by logging in to E-Learn@Mac (ELM) using your MacID and password. ELM will contain important course announcements, discussion forums, and your grade record. I will also post questions and links for discussion on ELM – students are welcome and encouraged to respond to these posts as well as to create their own discussion questions. Participation in online discussions will also contribute to the participation grade.
A Note About the Use of ELM
In this course we will be using ELM. Students should be aware that, when they access the electronic components of this course, private information such as first and last names, user names for the McMaster e-mail accounts, and program affiliation may become apparent to all other students in the same course. The available information is dependent on the technology used. Continuation in this course will be deemed consent to this disclosure. If you have any questions or concerns about such disclosure please discuss this with the course instructor.

Format of the Course
During each class, approximately half of the time will be devoted to lecture material, and half of the time will be devoted to small group discussion on the assigned readings. Discussion groups will consist of roughly 4 students per group and will be assigned during the first week of class. Each class, one student will lead the rest of the group in discussing the assigned readings. The discussion leader will prepare and submit 2 discussion questions, which will be graded and will serve as a basis for discussion. Each student will lead 2 discussions during the term. Following the small group discussions, we will reconvene as a class to discuss the main issues and points.

Evaluation
Your final grade in the course will be determined by the following measures:

- In-Class Quizzes: 10%
- Discussion Questions: 10%
- Participation: 10%
- Midterm Exam: 25% (held in class on Tuesday, July 13th)
- Final Exam: 45% (held in class on Thursday, August 5th)

* In-class quizzes will consist of multiple-choice and short answer questions on the required readings for each class. The dates of these quizzes are outlined in the course schedule. To ensure good performance on these quizzes, students should carefully read the assigned readings, and arrive to class on time.

* Each student will submit 2 discussion questions on each of the 2 days that he or she is leading the small group discussion (for a total of 4 discussion questions). Discussion questions must be submitted before the start of class (by email and/or by submitting a paper copy before 6:30pm).

* Participation is essential for small group discussions to be engaging and thought provoking. As such, participation will be graded according to:
  - Class attendance
  - Participation in small and large group discussion
  - Peer evaluations of discussion leading and participation
  - Participation in online (ELM) discussion questions

* The midterm and final exams will be comprised of multiple-choice, short answer, and essay questions on lecture material and course readings. The final exam is cumulative.

Missed Work
If you miss a class for documented medical or compassionate reasons, you should complete a Missed Work form in the office of the Associate Dean (Studies) of your Faculty. Missed work without appropriate documentation will receive a mark of zero.
A Note About Emailing the Instructor
Please use your Mac e-mail address in all correspondence with me. Unfortunately, I will not be able to respond to your email if it comes from a different e-mail address (e.g., hotmail, gmail, etc.). There are several reasons for this policy: first, it protects you from having your information released to others; second, it protects me from spam and viruses; and third, these e-mails often go automatically to my junk mail folder and are not opened.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tues, June 22</td>
<td>Introduction to Attitudes and Beliefs</td>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>Thurs, June 24</td>
<td>The Measurement of Attitudes</td>
<td>1. (Instructor will lead discussion)</td>
<td>Quiz 1 *Group assignment</td>
</tr>
<tr>
<td>Tues, June 29</td>
<td>The Structure and Qualities of Attitudes</td>
<td>2.</td>
<td>Quiz 2</td>
</tr>
<tr>
<td>Thurs, July 1</td>
<td>NO CLASS – HAPPY CANADA DAY!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tues, July 6</td>
<td>Attitude Formation</td>
<td>3.</td>
<td>Quiz 3</td>
</tr>
<tr>
<td>Thurs, July 8</td>
<td>Attitude Change: The Yale Group</td>
<td>4.</td>
<td>Quiz 4</td>
</tr>
<tr>
<td>Tues, July 13</td>
<td>MIDTERM EXAMINATION</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thurs, July 15</td>
<td>Attitude Change: Affect and Cognitive Mechanisms</td>
<td>5.</td>
<td>Quiz 5</td>
</tr>
<tr>
<td>Tues, July 20</td>
<td>Attitude Change: Affect and Cognitive Mechanisms</td>
<td>6.</td>
<td>Quiz 6</td>
</tr>
<tr>
<td>Thurs, July 22</td>
<td>Attitude Change: Affect and Cognitive Mechanisms</td>
<td>7. (Guest lecturer will lead discussion)</td>
<td>Quiz 7 *Guest lecturer</td>
</tr>
<tr>
<td>Tues, July 27</td>
<td>Attitude Change: Behavioural Approaches</td>
<td>8.</td>
<td>Quiz 8</td>
</tr>
<tr>
<td>Thurs, July 29</td>
<td>Attitude Change: Behavioural Approaches</td>
<td>9.</td>
<td>Quiz 9</td>
</tr>
<tr>
<td>Tues, August 3</td>
<td>Attitude Change: Behavioural Approaches</td>
<td>10.</td>
<td>Quiz 10</td>
</tr>
<tr>
<td>Thurs, August 5</td>
<td>FINAL EXAMINATION</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Readings


**Academic Integrity**

You are expected to exhibit honesty and use ethical behaviour in all aspects of the learning process. Academic credentials you earn are rooted in principles of honesty and academic integrity.

Academic dishonesty is to knowingly act or fail to act in a way that results or could result in unearned academic credit or advantage. This behaviour can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: “Grade of F assigned for academic dishonesty”), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various types of academic dishonesty please refer to the Academic Integrity Policy, located at http://www.mcmaster.ca/academicintegrity

The following illustrates only three forms of academic dishonesty:

1. **Plagiarism**, e.g. the submission of work that is not one’s own or for which other credit has been obtained.
2. **Improper collaboration in group work.**
3. Copying or using unauthorized aids in tests and examinations.