



Social Psychology – Online

PSY 350



Your Instructor

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Office hours: By appointment only

Contacting Me: E-mail is the best way to contact me, rather than phoning my office. I will answer emails within 24 hours except on Saturdays and Sundays. I will be glad to call you if you e-mail me and request me to do so. Include your phone number in the email.

When emailing me, include your first name, last name, and CRN number (Social Psy 350) in the subject header. Emails without this information will not be answered.

Course Description: Psych 350 is an overview course examining the study of behavior and mental processes, including research methods, social behavior, motivation, personality, culture, gender, & individual differences. At the conclusion of this course, you will have a better sense of the variety of research subsumed under the title "social psychology". As an overview course during the Winter Term, we will cover a great deal of information very rapidly. I hope you find this introduction to the science of social psychology both challenging and interesting.

Course Objectives

Additionally, this course is designed to help students achieve the following objectives:

- To understand and recognize social psychology theories
--achieved through reading and learning the course material as assessed through reading quizzes and exams
- Determine the importance and uniqueness of the research presented in your text by comparing multiple experiments to each other
--assessed through reading quizzes, discussion board, videos, and exams
- To become critical thinkers by presenting and answering logical questions
--achieved through exams and discussion board
- To apply your own experiences to psychological principles
--achieved through reading and learning the course material, exams, and discussion board
- To develop professional communication skills, including computer skills
--achieved through communicating with me and others through email and discussion board in a timely manner

Additionally, this course meets the specifications for a Colonnade Connections Course. It is designed to meet and exceed the requirements for learning objectives under the Colonnade Plan. In this course, we will meet and exceed these requirements by:

- Analyzing the development of self in relation to others and society
- Examine diverse values that form civically engaged and informed members of society

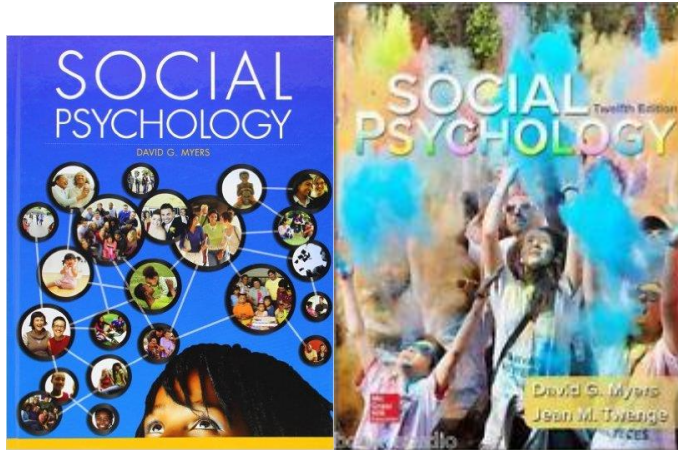


- Evaluate solutions to real-world social and cultural problems

Required Materials

1) *Social Psychology*, 11th or 12th edition, by Myers, E-BOOK, USED and/or LOOSELEAF recommended!

ISBN: 0077861973



2) Computer and Internet access (high speed recommended); your web browser should be within 1-2 years of the current browser (common web browsers Firefox, Google Chrome, or Safari). Typically one of these is loaded on home computers. Blackboard works very well with the latest version of Firefox. When taking quizzes and exams, I HIGHLY recommend that you use Firefox as your browser.

You can download this browser free for both WIN and Mac from the Blackboard homepage or by clicking here: this link into your current browser: [Firefox Download](#)

Once you are logged into Blackboard, see the box that says Web Browser recommendations

3) Microsoft Word or another word processor that allows you to create typed documents and save them into a rich text file (.rtf), document (.doc) or document x (.docx) format. Open Office is free software that will allow you to do this. Click here for the free download link: [Open Office Download](#)

Other free or discounted software such as Office 365 is also available through WKU Information Technology. Click here for the website: [WKU IT Software](#)

4) Adobe Acrobat Reader to access any .pdf files. Click here for the free download link: Adobe Reader Download

Being “Online”- The nature of this class

Using Blackboard

This class will be presented through “Blackboard,” which is the name of the website you will use to access materials, turn in assignments, participate in discussions, and take exams. To access Blackboard:

1) Go to the WKU home page by clicking here: [WKU Homepage](#), or by typing www.wku.edu into your search bar.

2) In the lower left corner, you will see links to various sites, one of which is Blackboard. Click the word “Blackboard.”



- 3) You will be required to login using your WKU NetID and WKU NetID password (the same information needed to login to Portal).
- 4) After logging in, on the right-hand side of the screen, you will see the course name underlined, Social Psychology. Click on the course name.
- 5) Now you will see a screen that will have any current announcements in the center. To the left will be a list of menu items on white buttons, such as "Chapter Notes," "Journal Assignments," etc. Click on these, depending on what you want to do.

In general, I will communicate with the class through Announcements, rather than clogging up your e-mail inbox. However, if I need to contact an individual student, I will use e-mail. I count on you to check your e-mail at least daily during the week. I will check mine at least twice a day—usually throughout the day during the week. You can expect me to reply to your email within 24 hours, but usually it will be sooner.

Getting Course Materials

To access the syllabus, click "Start Here--Syllabus". Course notes will be organized in Chapters by folders. To access chapter notes, go to "Course Materials" then click on the folder corresponding to the chapter you need. Generally, "Chapter Notes" will have fill-in-the-blank notes that will help you study. Open the notes, print them out, and complete them as you read. I will post these fill-in-the-blank chapter notes in Adobe Reader (.pdf) format. However, other files in Course Materials will be in rich text format (.rtf) or Microsoft Word (.docx) format so they should download easily into any word processing program.

Within the Chapter folders, you will see links to assigned videos. Click on the link and you will be taken to the video website. If your computer does not have the software necessary to play the video, the video website will inform you of this need and provide a link for the free software download.

Checking Your Grade

You can check your grade anytime in Blackboard by clicking on the "My Grades" button.

Getting HELP!!

COMPUTER OR INTERNET ISSUES: If you are experiencing difficulty with your computer or the internet, please call the WKU IT Help Desk at 270-745-7000. While I am usually your best resource for helping you with Blackboard, I am not a good resource for helping you with technical problems concerning your computer and the way it might be interfacing with Blackboard. **PLEASE read important information on Blackboard that is on the screen immediately after you login, and before you click the name of the class.** There is a box in the middle of the screen that tells you which web browsers work best for Blackboard (Web Browser recommendations). Most technical problems can be solved by changing browsers. If you are having Blackboard problems and are using Internet Explorer, log out of Blackboard, close Internet Explorer, open up Firefox, and get back into Blackboard. Ironically, some newer browsers do not work well with Blackboard—so check.

What to do if your computer or internet fails!

This course is strictly online, therefore, computer or internet failure might prevent you from accessing this course. I do NOT accept late work, regardless of whether or not your computer/internet has failed. Because of this, I HIGHLY recommend that you have a backup plan. Some backup plans could be:



1. Each WKU campus has a computer lab that you may use for free with your WKU student ID. Call your closest campus for hours of operation.
2. Several coffee shops and bookstores have free internet access. Check with your local shops for this availability and hours of operation.
3. Libraries most likely have computers and internet access available to the public. Check with your local library for this availability and hours of operation.
4. Ask an acquaintance if you may use their computer/internet as a backup plan.
5. Ask your employer if you may use their computer/internet as a backup plan.

What to do if Blackboard fails!

Blackboard has been known to crash. If this happens to you, EMAIL ME IMMEDIATELY. I will be able to access the system, review your Blackboard attempt, and reset your quiz. However, I will not check my email after 8:00 pm Central Time, so I highly recommend that you complete and submit your work before 8:00 pm. If you are unable to submit a journal assignment through Blackboard, email it to me BY the due date.

Course Requirements

1) Exams

You are required to take 2 proctored exams. You must schedule these exams yourself through the Distance Learning (DL) Testing Center within the time frame for the exam (see daily schedule at the end of this document). For more information, go to the DL testing site by clicking here: [DL Testing Site](#)

DL asks that you schedule your exams at least 10 days in advance. If you will be using the Garret Conference Center in Bowling Green, you should schedule your exams as soon as possible. Dates and times do fill up and if you wait, you may not get your first choice. Always e-mail in advance as soon as you know of a problem. The person whom oversees testing for web classes is Tabatha Spain Phillips (tabatha.phillips@wku.edu). If you need to contact someone directly with a testing question, you may direct it to her. She is incredibly helpful and resourceful.

Most WKU students will probably take their exams at the Garret Conference Center. If this applies to you, you will actually schedule your exam through TopNet (instructions at the DL site above). **You may also schedule your exam at any facility listed at the DL Testing Center instructions, including WKU regional campuses, other university campuses, and many community colleges.** Students can also take exams at their local public library if it has internet. You will have to fill out a different online form for this. Again, follow the instructions at the above site. You may have 1 hour and 45 minutes to take each exam. Most students will not need the entire time. If you schedule your exam at a site that is not affiliated with WKU, you may have to secure a proctor. Contact Tabatha Spain Phillips (email above) about how to get a proctor. My understanding is that this is a fairly easy procedure.

Exams will consist of approximately 110 multiple choice questions, each worth 1 point. The exam will be counted out of a possible 100 points, but you can score more than 100 points. In other words, each test will have at least 10 bonus points available. You should expect most of the questions to be "application." That is, most questions will have an example of a concept, and ask you to identify the example (in contrast to having you identify a definition.) You will have 1 hour and 45 minutes to take each exam. Most students will not need the entire time.



- a) **Exam Preparation:** An online study center for this text is available by clicking here: [Myers Online Study Center](#). I highly recommend that you utilize the practice quizzes for each chapter before you take the assigned reading quizzes in Blackboard and the exams. You may also have a sheet of notes with you during the exam. Specifically, you may have notes that are typed, or handwritten, on the front and back of a standard 8x10" sheet of paper. You must turn your notes in to your proctor after the exam.

2) Discussion Board: *Throughout the course, we will watch videos and be exposed to controversial topics. To encourage critical thinking and application, you will be required to complete discussion question assignments addressing these activities. **Everyone is required to 1. read Dr. Clayton's Thread, 2. respond to Dr. Clayton's Thread, 3. at the end of your response to Dr. Clayton's Thread, write his/her own Discussion Question (known as a DQ), and 4. respond to one other student's DQ.** Each student question must meet the criteria of being a Bloom's Taxonomy question on a topic covered by the assigned articles, videos and PowerPoint material. A Bloom's Taxonomy question must include **three** question cue categories. The question cue categories are as follows:*

Knowledge: list, define, tell, describe, identify, show, label, collect, examine, tabulate, quote, name, who, when, where

Comprehension: summarize, describe, interpret, contrast, predict, associate, distinguish, estimate, differentiate, discuss, extend

Application: apply, demonstrate, calculate, complete, illustrate, show, solve, examine, modify, relate, change, classify, experiment, discover

Analysis: analyze, separate, order, explain, connect, classify, arrange, divide, compare, select, explain, infer

Synthesis: combine, integrate, rearrange, substitute, plan, create, design, invent, what if?, imagine, compose, formulate, prepare, generalize

Evaluation: assess, decide, rank, grade, test, measure, recommend, convince, select, judge, explain, discriminate, support, conclude, compare, summarize.

Concrete Experience: How does that influence/impact/change/emphasize your feelings/thoughts/ behaviors?

For example, questions that simply ask for a "yes" or "no" will not generate a variety of answers, such as:

"Do you think cultures that encourage spousal abuse should be held legally accountable for their actions?"

Some people might explain a reason for their answer, but the way the question is asked doesn't require it. The way to write a DQ is as follows:

"**Identify** a culture that encourages spousal abuse. **Compare** this culture to the American culture. What are the differences and similarities between the two? How does this culture's encouragement of spousal abuse **make you feel** about this culture?"

This question has three question cues: identify (Knowledge), compare (Analysis), and feeling (Concrete Experience).

Also, questions that are already asked in course notes, in your reading assignments, or other course materials will NOT earn ANY points. Therefore, write unique questions.

Each acceptable DB question that you post at the end of your response to Dr. Clayton's thread is worth 5 points.



- The question includes all 3 required areas of Bloom's Taxonomy: 3 points
- The question included a topic, theme, theory, or quote from the assigned material. That is, the question clearly addresses the lecture/video/article material. 1 point
- The question is well written and well organized. It is easy to read and understand, and has few grammatical or spelling errors: 1 point

You are also required to respond to Dr. Clayton's Thread and at least 1 DQ written by another student. Responses that count for credit must be thoughtful, address each portion of the question, and add new ideas or information with real-world examples.

For instance, suppose you are responding to the example DQ given above about spousal abuse. An example response might be:

"I think spousal abuse is never acceptable. I don't like any culture that encourages spousal abuse. Americans don't like spousal abuse, but it is hard to determine spousal abuse in American courts."

This response does not address each area of the DQ and does offer support or an explanation for each statement. Furthermore, the response is not organized well. It jumps from feelings to the American court system. Finally, this response does not incorporate a real-world example or connection to assigned materials.

Each response for each discussion board will be graded using the following rubric:

- The response addresses each question asked in the post: 4 points
- The response shows some depth of thinking and connection to real-world examples. That is, the idea is well developed and fully explained. 4 points
- The response is well written and well organized. It is easy to understand, and has few grammatical or spelling errors: 2 point

Each response is worth 10 points, for a total of 20 points (10 points for responding to each of Dr. Clayton's Threads and 10 points for responding to a student's DQ) per chapter. (The way I would score the first response above is: the response addresses only one of the presented questions/issues, 1 point; shows depth of thinking, 1 point since it could use more explanation; well written and organized, 0.5 point, since it jumps from thought to thought without any kind of logical connection). **DBs are worth 25 points total (20 points for responses and 5 points for a DQ). If you do not post a question by the due date, you will only be allowed to earn up to 5 points per response.**

Introductory Discussion Board: The first Discussion Board is introductory. That is, I am asking you to introduce yourself to the class, discuss your major, year in school, and something you are looking forward to learning about in this class. I also ask, if you are comfortable, to tell the class about your hobbies, family life, pets, and anything else you would like to share. This discussion board **ONLY** will be graded simply by you giving this information. That is, it does not have to meet the criteria for other Discussion Board responses and is worth 5 points. Feel free to respond to each other's introductions and get to know each other! I would also like to encourage everyone to attach a picture in the Intro DB. If you are comfortable, attach a picture of yourself, you with your family or pet, or if you would rather not share a personal photo, you may submit an "icon" that symbolizes something about you. In the Intro DB, tell us about your photo or icon. To attach the file, click the link that says "Attach a file." You will then be given a



few options. Click the Browse button next to Attach a local file. Browse your computer for your saved picture file, click the file to highlight it and click Open. The name of your file will appear in the box next to the Browse button. When you are totally finished, click Submit.

Professional Conduct is REQUIRED. I expect you to treat me, your classmates, and all of the people you encounter during all course activities with utmost respect. AT ALL TIMES, STUDENTS MUST RESPOND IN WAYS THAT ARE RESPECTFUL AND UNOFFENSIVE. I WILL REMOVE ALL INAPPROPRIATE RESPONSES. YOU MAY NOT PUT DOWN OTHER STUDENT'S RESPONSES, RESPOND IN OFFENSIVE OR PREJUDICIAL WAYS, OR USE LANGUAGE THAT IS INAPPROPRIATE (NO "CURSE WORDS"). STUDENTS WHO MAKE AN INAPPROPRIATE RESPONSE WILL BE GIVEN ONE WARNING. IF A SECOND INAPPROPRIATE RESPONSE IS MADE, I WILL BLOCK YOUR PARTICIPATION FROM THE DISCUSSION AND YOU WILL NOT HAVE THE OPPORTUNITY TO EARN FURTHER POINTS THROUGH THE DISCUSSION BOARD.

Any student who does not adhere to this professional conduct policy will receive the following:

1. On the first offense— grade deduction of 25% on Chapter 1 assignments.
2. On the second offense—grade deduction of 50% on Exam I.
3. On the third offense—you automatically fail the course.

Blackboard Instructions: Participating in the Discussion Board

Click the Discussion Board button from the main menu. Click on the forum in which you wish to participate. From there you can click the option to add a new thread (a new DQ). You can also click on and read other people's responses and respond to them. If you want to reply to a particular post, make sure you click the "**Reply**" button on the right in the box of that particular post. This will allow you to craft your response. In a thread where there are lots of posts, there may be several buttons showing. Just make sure you click the right one.

I encourage you to use the training videos for the Discussion Board feature. You can find these videos by clicking here: [Blackboard Orientation](#)

The DB material is as follows:

Introductory Discussion Board (#1)

Discussion Board (#2) covers *Introduction to Social Psychology*

Discussion Board (#3) covers *The Self in a Social World*

Discussion Board (#4) covers *Social Beliefs and Judgments*

Discussion Board (#5) covers *Behavior and Attitudes*

Discussion Board (#6) covers *Genes, Culture, and Gender*

Discussion Board (#7) covers *Conformity and Obedience*

Discussion Board (#8) covers *Persuasion*

Class Questions Discussion Board

You will notice that one of the DB forums is titled Class Questions. I am asking that if you have general class questions (not personal ones—use email for that) that you use this DB. For example, if you have questions about exams, assignments, or need clarification about class notes or book material, please use this DB. Also, you might find the answer to a question you have by going to this DB. So by posting your questions here, everyone has equal access to that information, and I only have to answer the question one time! Everyone wins!! Obviously,



anything that you do not want the class to know should not be posted here. Email me. This DB is informational only and is not graded. It will be available for the duration of the class.

4) Reading Quizzes

Reading Quizzes will cover the pages specified in this syllabus. Each quiz is worth 10 points and may be taken from home. There will be 9 Reading Quizzes throughout the term. You do NOT have to schedule quizzes with the DL Testing Center. Quizzes will have a time limit, so completing the quiz while looking up the answers for every question will be impossible. You only have one chance to complete the quiz, so I highly suggest that you read the assigned pages for the designated quiz before you take it. The quizzes can be accessed by clicking on the "Exams and Quizzes" link in the Blackboard menu, and then clicking on the Quizzes folder. From there, a list of available quizzes will appear. Simply click on the Reading Quiz you want to take.

Once the due date has passed for the quiz, it will be removed from Blackboard. **I will not allow any student to take a late quiz!** Therefore, be mindful of the quiz due dates located in your syllabus. **Also available in the Quizzes folder is the Syllabus Quiz. This quiz is worth 5 points and will cover information only available in this syllabus.**

To give you some experience in taking quizzes on Blackboard, you may take a Practice Quiz. The Practice Quiz will be set up just like a Reading Quiz on Blackboard. You can take the quiz from any computer. To access the quiz, click Exams & Quizzes, on the next Window click Practice Quiz. When the quiz appears, you will have directions to follow. You may take the quiz as many times as you want. It does NOT COUNT for a grade. All Practice Quiz scores will be removed.

Office for Student Disability Services: Students with disabilities who require accommodations (academic adjustments, and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services (OFSDS), DUC A200. The OFSDS telephone number is (270) 745-5004 V/(270) 745-3030/TDD. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Final Grades

To summarize, your grades will be determined by:

Exams (2 exams worth 100 points each)	200 points
Reading Quizzes (9 quizzes worth 10 points each)	90
Discussion Board (8 discussions worth 25 points each)	200
Introductory DB	5
Syllabus Quiz	5
TOTAL	500 points

Final grade will be assigned as follows:

TOTAL POINTS EARNED	LETTER GRADE ASSIGNED
449.5 or more	A
399.5 – 449.4	B
349.5 – 399.4	C
299.5 – 349.4	D
299.4 and below	F



COURSE SCHEDULE

I strongly encourage you to keep up with the course by doing the tasks listed on the days they are listed, and when possible working ahead. Discussion boards and reading quizzes will be released 4 days in advance. ***All assignments are due by 11:59pm Central Time on specified dates.***

Tue. Jan 2

- SCHEDULE YOUR EXAMS WITH DL! SEE INSTRUCTIONS ABOVE!
- Read Syllabus
- Read Chapter 1: Introduction to Social Psychology (pgs. 2-30)
- Watch the documentary, *Discovering Psychology: Understanding Research*
 - Parts 1-3: Links located in Blackboard Course Materials Folder

Wed. Jan 3

- **Syllabus Quiz DUE**
- Practice Quiz available (optional)
- **Reading Quiz I, Introduction to Social Psychology and video DUE**
- Last day to respond to Introductory Discussion Board (#1)
- Dr. Clayton's Thread response and unique post for DB #2, Introduction to Social Psychology and video DUE

Thur. Jan 4

- Read Chapter 2: The Self in a Social World (pgs. 34-76)
- Watch the Frontline video, *Young & Restless in China*
 - Links located in Blackboard Course Materials Folder
- **Response** to a student's post in DB #2, Introduction to Social Psychology and video Discussion Board DUE

Fri. Jan 5

- **Reading Quiz II, The Self in a Social World and video due**
- Dr. Clayton's Thread response and unique post for DB #3 The Self in a Social World and video DUE

Sat. Jan 6

- Read Chapter 3: Social Beliefs and Judgments (pgs. 78-119)
- Watch the documentary, *Discovering Psychology: The Power of the Situation*
 - Links located in Blackboard Course Materials Folder
- **Response** to a student's post in DB #3, The Self in a Social World and video DUE

Sun. Jan 7

- **Reading Quiz III, Social Beliefs and Judgments and video due by 11:59pm**
- Dr. Clayton's Thread response and unique post for DB #4, Social Beliefs and Judgments and video DUE

Mon. Jan 8

- Read Chapter 4: Behavior and Attitudes (pgs. 122-152)



- Watch the news broadcast, Patty Hearst Parts 1-6
 - Parts 1-6: Links located in Blackboard Course Materials Folder
- **Response** to a student's post in DB #4, Social Beliefs and Judgements and video DUE

Tue. Jan 9

- **Reading Quiz IV, Behavior and Attitudes DUE**
- Dr. Clayton's Thread response and unique post for DB #5, Behavior and Attitudes and video DUE

Wed. Jan 10

- **EXAM I (COVERS CHAPTERS 1 – 4) AVAILABLE TODAY THROUGH THURSDAY**
- **Response** to a student's post in DB #5, Behavior and Attitudes and video DUE

Thur. Jan 11

- **EXAM I (COVERS CHAPTERS 1 – 4) DUE TODAY**
- Read Chapter 5: Genes, Culture, and Gender (pgs. 156-189)
- Watch the documentary, Growing Up Trans
 - Links located in Blackboard Course Materials Folder

Fri. Jan 12

- **Reading Quiz V, Genes, Culture and Gender and video DUE**
- Dr. Clayton's Thread response and unique post for DB #6, Genes, Culture and Gender and video DUE

Sat. Jan 13

- Read Chapter 6: Conformity and Obedience (pgs. 190-225)
- Watch the ABC special, Milgram's Experiment Revisited
 - Links located in Blackboard Course Materials Folder
- **Response** to a student's post in DB #6, Genes, Culture, and Gender and video DUE

Sun. Jan 14

- **Reading Quiz VI, Conformity and Obedience and Milgram article DUE**
- Dr. Clayton's Thread response and unique post for DB #7, Conformity and Obedience and video DUE

Mon. Jan 15

Martin Luther King Jr. Day

- Read Chapter 7: Persuasion (pgs. 228-265)
- Watch the Frontline video, *The Persuaders*
 - Links located in Blackboard Course Materials Folder
- **Response** to a student's post in DB #7, Conformity and Obedience and video DUE

Tue. Jan 16

- **Reading Quiz VII, Persuasion and video DUE**
- Dr. Clayton's Thread response and unique post for DB #8, Persuasion and video DUE

Wed. Jan 17

- Read Chapter 8: Group Influence (pgs. 266-304)
- Watch the documentary, *Jonestown: The Life and Death of Peoples Temple*



- Links located in Blackboard Course Materials Folder
- **Response** to a student's post in DB #8, Persuasion and video DUE

Thur. Jan 18

- **Reading Quiz VIII, Group Influence and video DUE**
- Dr. Clayton's Thread response and unique post for DB #9, Group Influence and video DUE

Fri. Jan 19

- **EXAM II (COVERS CHAPTERS 5-8) AVAILABLE TODAY THROUGH FRIDAY**
- **Response** to a student's post in DB #9, Group Influence and video DUE

Sat. Jan 20

- **EXAM II (COVERS CHAPTERS 5-8) AVAILABLE TODAY THROUGH FRIDAY**

Changes may be made to this syllabus as necessary. Students will be informed of any changes as soon as possible through e-mail and Announcements in Blackboard.