

The Psychology of Social Influence (PSYC 342)

Instructor:

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Required Text:

Cialdini, R. B. (2009). Influence: Science and Practice (Fifth Edition). Boston, MA: Allyn and Bacon.

Supplementary Readings:

Throughout the term, supplementary readings will be required. Links to or references for the readings will be available on Moodle (<https://moodle.queensu.ca/>) at least one week before the date they will be covered in class. Supplementary readings are testable material on exams, just like material presented in lecture and the required text.

Grading: Midterm Exam (40% or 60%) – Feb. 11
Final Exam (60% or 40%) - Date TBA

Course Objectives and Format:

This lecture course is designed to provide students with an introduction to research on social influence. Particular attention will be given to reviewing theory and empirical research on conformity, compliance, and obedience. The first 8 weeks of the course will focus on covering basic research in these areas. The final 4 weeks will concentrate on why persuaders can be so effective, and we will apply findings from the social influence literature to understanding influence processes in various social contexts (e.g., political and “brainwashing” contexts, lying, and psychological warfare).

General Comments: This is a fun course, and I hope you enjoy it. Doing the readings in advance of class will help you to get more out of it (and will make exams easier). I welcome discussion and constructive comments during class. If you have a question, please ask either in class or during office hours.

Lecture Notes: On Moodle you will find an abridged set of overhead notes. Not all information will be included in these notes – some information is best delivered in class. These will be posted in the evening before each lecture.

Exams:

There will be two exams. These exams will be a mixture of multiple choice, short answer, and essay questions. The midterm exam will include material covered up to the midterm date. The final exam will primarily concentrate on material covered in the second half of the term. However, the final exam will include some questions that will require integration of material across the entire term. The emphasis of exam questions will be on material covered in lecture and the required text, but some questions will be drawn exclusively from supplemental readings or in-class videos. The midterm and final exams will be weighted such that your best exam mark will be 60% of the total course mark and your lowest exam mark will be 40% of the total course mark. It is expected that students will write both exams. If there is a valid medical reason or other important life circumstance that requires a student to miss the midterm, the general policy will be to prorate the final exam so that the final will be worth 100% of the total course mark (if supporting documentation of the problem is provided). However, in very special circumstances (e.g., non-attendance as part of an officially sponsored Queen's activity), an alternative exam date will be arranged.

IMPORTANT: If you are unable to write the exam (i.e. if you are sick, personal issues, etc.), you must let me know **BEFORE** the exam time. **If you cannot write the exam for some reason, do not sit down to write the exam.** In the interest of fairness, you will be graded if you come into the exam room and see the exam. If you are attending a Queen's activity, you must provide me with notice at least **two weeks** prior to the midterm exam date so that an equivalent make-up exam can be created. If the final exam is missed, the departmental policies in Psychology will be followed (see below).

Special Accommodations: If you require special accommodations while writing exams, you must notify the instructor as early as possible in the term. You will need to provide a note from Disability Services stating the exact accommodations that are required. At the latest, notification for special accommodation needs to be provided at least one week prior to the midterm, to ensure the accommodation can be provided.

PSYC Departmental Policies

Missed Exams (Finals)

Students who cannot write an exam during the December or April exam period due to a serious, extenuating circumstance (illness, death in the family) must follow the steps below to be eligible, and be available to write a deferred exam during the PSYC department's *Make up Exam period* in January, April, or September.

1. Obtain permission from their instructor to write a deferred exam. This requires notifying your instructor in advance or, under extraordinary circumstances, within 72 hours after,

the exam, with appropriate documentation¹. Please use the *Request for an Exam Deferral* form found on our website or from the UG office and attach your documentation.

2. Complete and return the instructor-signed *Permission for an Incomplete Grade* form available on the Arts and Science website and return it to the UG office.
http://www.queensu.ca/artsci/sites/default/files/Permission_for_an_incomplete_grade%2021jan2011.pdf
3. Be available to write the makeup exam during the first available PSYC *Make up Exam period* in January, April, or September.

NOTE: Students who do not write the makeup exam are advised to drop the course. If a student cannot write the makeup exam due to a serious extenuating circumstance for which they can provide new documentation, they will either be granted a second deferral by their instructor or be supported in their appeal to drop the course after the deadline though this decision rests with the Associate Dean (Studies).

Accommodation after the fact

Once a student has written an exam or submitted an assignment, they may not subsequently be granted accommodation such as being offered a second opportunity to write the exam or assignment or have it count for less than originally specified in the course syllabus (reweighted). Students who cannot perform to the best of their abilities due a serious, extenuating circumstance must inform their instructor before attempting an exam or completing a course to arrange appropriate accommodation. Appeals to change a grade after the fact must be made to the Associate Dean (Studies) and will only be supported by the department in exceptional circumstances.

Travel during exams

According to university regulations, students are expected to be available to write scheduled exams at any time during the official December and April examination periods as well as during any scheduled class times. Requests to write a make-up exam because of conflicting travel plans (e.g. flight bookings) or requests to miss an in class exam due to other plans will NOT be considered except under extraordinary circumstances. Students are advised to wait until the final exam schedules are posted before making any travel arrangements.

GRADING METHOD

¹ Appropriate documentation includes a signed letter from a registered health professional, Queens HC&DS, or documentation of a death such as a bulletin from a memorial service, obituary (newspaper or online) or funeral home letter. Official documents will be copied and originals returned to the student. Note that the PSYC department randomly checks document authenticity and that fraudulent documents will be grounds for a finding of a major departure from academic integrity.

All components of this course will receive numerical percentage marks. The final grade you receive for the course will be derived by converting your numerical course average to a letter grade according to Queen's Official Grade Conversion Scale:

Queen's Official Grade Conversion Scale

Grade	Numerical Course Average (Range)
A+	90-100
A	85-89
A-	80-84
B+	77-79
B	73-76
B-	70-72
C+	67-69
C	63-66
C-	60-62
D+	57-59
D	53-56
D-	50-52
F	49 and below

ACADEMIC INTEGRITY

Academic integrity is constituted by the five core fundamental values of honesty, trust, fairness, respect and responsibility (see www.academicintegrity.org). These values are central to the building, nurturing and sustaining of an academic community in which all members of the community will thrive. Adherence to the values expressed through academic integrity forms a foundation for the "freedom of inquiry and exchange of ideas" essential to the intellectual life of the University (see the Senate Report on Principles and Priorities <http://www.queensu.ca/secretariat/policies/senateandtrustees/principlespriorities.html>).

Students are responsible for familiarizing themselves with the regulations concerning academic integrity and for ensuring that their assignments conform to the principles of academic integrity. Information on academic integrity is available in the Arts and Science Calendar (see Academic Regulation 1 <http://www.queensu.ca/artsci/academic-calendars/2011-2012-calendar/academic-regulations/regulation-1>), on the Arts and Science website (see <http://www.queensu.ca/artsci/academics/undergraduate/academic-integrity>), and from the instructor of this course. Departures from academic integrity include plagiarism, use of unauthorized materials, facilitation, forgery and falsification, and are antithetical to the development of an academic community at Queen's. Given the seriousness of these matters, actions which contravene the regulation on academic integrity carry sanctions that can range

from a warning or the loss of grades on an assignment to the failure of a course to a requirement to withdraw from the university.

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COURSE OUTLINE

	<u>Topic</u>	<u>Readings</u>
Week 1: (Jan. 7, 10)	Introduction to Social Influence	Ch. 1
Week 2: (Jan. 14, 17)	Conformity Classic studies, motives, variables, outcomes	Supplementary (Moodle)
Week 3: (Jan. 21, 24)	Compliance Social relationship-based compliance	Cialdini, Ch. 2, 5
Week 4: (Jan. 28, 31)	Compliance Social relationship-based compliance (continued) Self-concept/belief-based compliance	Cialdini, Ch. 3
Week 5: (Feb. 4, 7)	Compliance Self-concept/belief-based compliance (continued) Midterm Review	Supplementary (Moodle)
Week 6: (Feb. 11, 14)	Compliance Information-based compliance <i>Midterm Exam (Feb. 11)</i>	Cialdini, Ch. 4, 6, 7
Week 7:	READING WEEK (Feb. 18-22)	

	<u>Topic</u>	<u>Readings</u>
Week 8: (Feb. 25, 28)	Compliance and Process Information-based compliance (continued)	Cialdini, Ch. 8
Week 9: (Mar. 4)	Obedience Milgram NO CLASS MARCH 7	
Week 10: (Mar. 11, 14)	Obedience/Persuasion at Work Milgram (continued) Zimbardo	Supplementary (Moodle)
Week 11: (Mar. 18, 21)	Persuasion at Work Zimbardo (continued) Politics, media, and public opinion	Supplementary (Moodle)
Week 12: (Mar. 25, 28)	Persuasion at Work Lie detection Brainwashing	Supplementary (Moodle)
Week 13: (Apr. 1, 4)	Social Influence Implications Psychological operations (PSYOPS) Ethics	Supplementary (Moodle)

Final Exam (April 10-26) as scheduled by the Registrar's office.