Psychology 3330: Social Cognition

This course deals with how people make sense of the behaviour of others and themselves, and emphasizes the cognitive underpinnings of such efforts. Some popular areas of study within social cognition are: attitudes, person perception, stereotyping, causal attribution, decision making, and the interaction of people with technology. The objective of this course is to familiarize you with some of the theory and research techniques in the area of social cognition and to give you an opportunity to carry out detailed study in an area of your choosing.

Textbooks
Moskowitz, G.B. (2005). *Social cognition*. New York, NY: Guilford Press.
Wilson, T. D. (2002). *Strangers to ourselves*. Cambridge, MA: Belknap Press.

Course Requirements
There are two main components to your mark in this course: Two exams and one term paper.

Exams
There will be an in-class midterm exam, worth 20%, on October 18th and a (somewhat) cumulative final exam, worth 30%, to be scheduled by the registrar in the final exam period (it is tentatively scheduled for Friday, December 14th at 2 pm). The exams will contain short answer and short essay questions and will test your knowledge of material covered in class and in the assigned readings.

Term paper
The term paper is your opportunity to do in-depth research in a particular area of social cognition. The term paper will take the form of a research proposal. Using APA format, you are to review the literature on a topic and propose a unique experiment that, if carried out, would add to the body of scientific knowledge about the topic you have chosen. Your topic should be one that has had research reported in the last 5 years in either the journal *Social Cognition* or in the "Attitudes and Social Cognition" section of the journal *Journal of Personality and Social Psychology* (that is, it must be a problem that is considered by social psychologists to be current and interesting).

The marks for the term paper will be broken down in the following way:

Term paper topic (10%). You are to hand in one to two paragraphs describing the topic of your term paper and several references to relevant articles in the professional literature (including at least one article as specified above). The object of this exercise is to ensure that you have chosen an appropriate topic and that you have started work on the paper. *You may not receive any marks for subsequent aspects of the term paper until I have viewed and approved your topic.* Keep in mind that the whole process will be much easier and lot less stressful if you can keep ahead of the game.

Important Dates

Sept. 27	Library Assign. due
Oct 4	Term paper Topic due
Oct. 18	Midterm Exam
Oct. 30	Intro. due
Nov. 22	Term Paper Due
Dec. 14	Final Exam (tentative)

Term paper introduction (15%). This is to be a full draft of the introduction of your research proposal including citations and references (in APA format). It should outline the existing literature on your chosen topic, what people have already found, what question remains unanswered and the specific question you will tackle with your experiement. Remember you are telling a story, try to include information that moves your story along and not just a list of "so-and-so found this, so-and-so found that...". Good proposals in the past have typically included at least 8-10 references with introduction from 6-10 pages long but keep in mind this is a very rough guideline and you will be the best judge of how much you need to tell your story.

Term paper (25%). This is the final version of the paper including the literature review and the proposed experiment. Both aspects of the paper are important—do not neglect the experimental component. Good papers in the past have varied from around 15 pages to 30 pages depending on the complexity of your topic and your writing style. More detail on the paper will be available in class.

All assignments are due in class on the date specified and must be word-processed. The term paper (and references for all papers) must be in APA format. Papers that depart significantly from APA format, and papers with significant errors in style, grammar, punctuation, and spelling will receive a failing grade. Late papers and missed exams will not be accepted without a satisfactory medical excuse.

Contacting the Instructor. Your best bet for contacting me is to set up a specific meeting time either after class or by email <allens@uleth.ca>. You can also try dropping by my office at any (reasonable) time but I cannot guarantee that I won't be otherwise engaged. A teaching assistant may also be assigned to this course. Details about contacting that person will be available in class.

Moodle. There is a Moodle page to accompany this course. Log in with your u of L username and password at https://moodle.uleth.ca
Useful information and links may be found there.

Your final letter grade will be calculated as follows (of course, if you're precisely on the border you will receive the higher grade). I reserve the right to adjust grades upward if circumstances warrant it:

%	Grade	%	Grade	%	Grade	%	Grade
90 - 100	A+	77 - 80	B+	67 - 70	C+	55 - 60	D+
85 - 90	A	73 - 77	B	63 - 67	C	50 - 55	D
80 - 85	A-	70 - 73	B-	60 - 63	C-	0 - 50	F

I hope you enjoy the course and have a fun and productive semester,   S.A.