The Psychology of Social Influence (PSYC 342)

Instructor:

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Office Hours: Tuesday (10:00 AM - 11:00 AM) or by Appointment

Required Text:

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

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 9 weeks of the course will focus on covering basic research in these areas. The final 3 weeks will concentrate on applying findings from the social influence literature to understanding influence processes in three social contexts (i.e., political contexts, "brainwashing" contexts, and psychological warfare contexts).

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 in approximately the first half of the term. 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, but some questions will be drawn exclusively from the text 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 exam, the general policy will be to prorate that exam to the final exam (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.

Grading: Midterm Exam (40% or 60%)
                    Final Exam (60% or 40%)

Statement on 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/regulations/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.

Course Outline

	Topic	Readings

Week 1:   **Introduction To Social Influence/Conformity**   Ch. 1
(Sept. 9, 11)   Types of Social Influence
Nondeliberative/Deliberative Processes
Social Norms
Classic Conformity Studies

Week 2:   **Conformity**
(Sept. 16, 18)   Sources of Influence in Conformity
Types of Conformity
Factors Regulating Conformity
Behavioural Mimicry

Week 3:   **Compliance**   Ch. 2, 5
(Sept. 23, 25)   Introduction to Compliance
Social Relationship Based Compliance
- Liking
- Reciprocity

Week 4:   **Compliance**   Ch. 3
(Sept. 30,
Oct. 2)   Self-Concept/Belief Based Compliance
- Reciprocity
- Consistency
NO CLASS (October 2)

Week 5:   **Compliance**
(Oct. 7, 9)   Self-Concept/Belief Based Compliance (continued)
- Consistency

Week 6:   **Compliance**
(Oct. 14, 16)   - Consistency
MIDTERM (October 16)

Week 7:   **Compliance**   Ch. 4, 6, 7, 8
(Oct. 21, 23)   Information Based Compliance (Continued)
- Authority
- Social Proof
- Scarcity

	Topic	Readings

Week 8:   **Obedience**   None
(Oct. 28, 30)   - Overview of the Milgram Procedure
- Variations of the Milgram Procedure
- Contemporary Obedience Research

Week 9:   **Obedience**   None
(Nov. 4, 6)   - Evaluating the Milgram Studies
- Zimbardo's Prison Study

Week 10:   **Social Influence in Politics**   None
(Nov. 11, 13)   - Media and Public Opinion
- Political Campaign Tactics

Week 11:   **"Brainwashing": Prisoners of War and Cults**   None
(Nov. 18, 20)   - Definitions
- Tactics
- Assessing Research on "Brainwashing"

Week 12:   **Psychological Operations (PSYOPS)**   None
(Nov. 25, 27)   - Definitions and Objectives
- Tactics and Principles
- Case Studies of PSYOPS
- Assessing Research on PSYOPS
NO CLASS (Nov. 27)

Final Exam (December 3-18)