

The Psychology of Social Influence (PSYC 342)

Instructor:

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Class: Monday (11:30 AM - 12:50 PM; Chernoff - Rm 117)/Thursday (10:00 AM - 11:20 AM;
Kinesiology & Health - Rm 100)

Office Hours: Tuesday (9:45 AM - 11:00 AM) or by Appointment

Required Text:

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

Required Course Software (Top Hat):

We will be using Top Hat (www.tophat.com) for class participation. You will be able to submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or through text message. For instructions on how to create a Top Hat account and enrol in our Top Hat Pro course, please refer to the invitation sent to your school email address or consult Top Hat's Getting Started Guide (<https://bit.ly/31TGMIw>).

If you already have a Top Hat account, go to [app.tophat.com/e/240332] to be taken directly to our course. If you are new to Top Hat, follow the link in the email invitation you received or...

Go to <https://app.tophat.com/register/student>

Click "Search by school" and input the name of our school

Search for our course with the following join code: [240332]

If a paid subscription is required, it will be listed at checkout when you enrol in our Top Hat Pro course.

Should you require assistance with Top Hat at any time please contact their Support Team directly by way of email (support@tophat.com), the in-app support button, or by calling 1-888-663-5491. Specific user information may be required by their technical support team when troubleshooting issues.

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 military psychological operations 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 50% of the total course mark and your lowest exam mark will be 38% 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 the midterm exam to the final exam. 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. Exams are an essential component of the course and all students are required to complete at least one exam.

Homework:

There will be two homework assignments assigned during this course (each worth 4% of the total course mark). Both assignments will stress application of principles covered in lecture and the text to understanding social influence as it occurs in everyday life. Homework assignments will be posted in onQ at least 3 weeks prior to their due date. They will be submitted via onQ. It is expected that students will complete both homework assignments. If there is a valid medical reason or other important life circumstance that requires a student to not complete a homework assignment, the general policy will be to prorate the first homework assignment to the second homework assignment or to prorate the second homework assignment to the final exam. Homework assignments are an essential component of the course and all students are required to complete at least one homework. In the event of a due date extension, that extension cannot exceed a maximum of 2 weeks, which is the target date for students to receive feedback on their submitted assignments.

Participation:

Course participation will account for 4% of your total course mark. Participation will be based on the extent to which you respond to questions during the course lectures. It will be tracked by Top Hat. Your participation mark will be the percentage of questions to which you respond multiplied by 2 (with the maximum value capped at 100%). Thus, if you respond to 50% or more of the total questions presented in lecture, you will earn a mark of 100% for participation. If you respond to 40% of questions, you will earn an 80% mark for participation, and so on. Participation is an essential component of the course.

Grading:

- Midterm Exam (50% or 38%)
- Final Exam (50% or 38%)
- Homework 1 (4%)
- Homework 2 (4%)
- Participation (4%)

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 Queens 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

Statement on Academic Integrity:

Queen's students, faculty, administrators and staff all have responsibilities for upholding the [fundamental values of academic integrity](#); honesty, trust, fairness, respect, responsibility and courage. 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](#)).

Students are responsible for familiarizing themselves with the regulations concerning academic integrity and for ensuring that their assignments and their behaviour conform to the principles of academic integrity. Information on academic integrity is available in the Arts and Science Calendar (see [Academic Regulation 1](#)), on the [Arts and Science website](#), 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.

Accommodations for Disabilities:

Queen's University is committed to achieving full accessibility for people with disabilities. Part of this commitment includes arranging academic accommodations for students with disabilities to ensure they

have an equitable opportunity to participate in all their academic activities. The Senate Policy for Accommodations for Students with Disabilities was approved at [Senate in November 2016](#). If you are a student with a disability and think you may need academic accommodations, you are strongly encouraged to contact the **Queen's Student Accessibility Services (QSAS)** and register as early as possible. For more information, including important deadlines, please visit the [QSAS website](#).

Academic Consideration for Students in Extenuating Circumstances:

Academic consideration is a process for the university community to provide a compassionate response to assist students experiencing unforeseen, short-term extenuating circumstances that may impact or impede a student's ability to complete their academics. This may include but is not limited to:

- Short-term physical or mental health issues (e.g., stomach flu, pneumonia, COVID diagnosis, vaccination, etc.)
- Responses to traumatic events (e.g., Death of a loved one, divorce, sexual assault, social injustice, etc.)
- Requirements by law or public health authorities (e.g., court date, isolation due to COVID exposure, etc.)

Queen's University is committed to providing academic consideration to students experiencing extenuating circumstances. For more information, please see the [Senate Policy on Academic Consideration for Students in Extenuating Circumstances](#).

Each Faculty has developed a protocol to provide a consistent and equitable approach in dealing with requests for academic consideration for students facing extenuating circumstances. Arts and Science undergraduate students can find the Faculty of Arts and Science protocol and the [portal where a request can be submitted](#). Students in other Faculties and Schools who are enrolled in this course should refer to the protocol for their home Faculty.

For guidance on **submitting requests**, please see refer to the Resource Guides available on the [Academic Consideration website](#) under "Applying for Academic Consideration."

N.B: The COVID-19 pandemic is an evolving situation. If you have symptoms or are deemed a close contact of someone with COVID, please access our [COVID-Related Absence Reference Guide](#) on the [Academic Consideration website](#). This guide will provide you with information on applying for consideration, the types of documentation (including non-medical documentation) you can use to support your request, as well as insight into how the Faculty office will assess these requests.

If you need to request academic consideration for this course, you will be required to provide the following name and email address to ensure it reaches our team accordingly:

Course Coordinator Name: Tara Karasewich

Course Coordinator email address: psyc.accom@queensu.ca

Students are encouraged to submit requests as soon as the need becomes apparent and to contact their Course Coordinator as soon as possible once Consideration has been verified. Any delay in contact may limit the Consideration options available.

Please follow up with Tara Karasewich using email (psyc.accom@queensu.ca) within 2 days of

receiving verification of your Consideration request.

For more information on the Academic Consideration process, what is and is not an extenuating circumstance, and to submit an Academic Consideration request, [please see our website](#).

Timing of Final Examinations:

The exam dates for each Term are listed on the Faculty of Arts and Science webpage under “Important Dates”. Student exam schedules for the Fall Term are posted via SOLUS immediately prior to the Thanksgiving holiday; for the Winter Term they are posted on the Friday before Reading Week, and for the Summer Term they are individually noted on the Arts and Science Online syllabi. **Students should delay finalizing any travel plans until after the examination schedule has been posted. Exams will not be moved or deferred to accommodate employment, travel/holiday plans or flight reservations.**

Copyright of Course Materials

Course materials created by the course instructor, including all slides, presentations, handouts, tests, exams, and other similar course materials, are the intellectual property of the instructor. It is a departure from academic integrity to distribute, publicly post, sell or otherwise disseminate an instructor’s course materials or to provide an instructor’s course materials to anyone else for distribution, posting, sale or other means of dissemination, without the instructor’s *express consent*. A student who engages in such conduct may be subject to penalty for a departure from academic integrity and may also face adverse legal consequences for infringement of intellectual property rights.

Course Outline

Dates	Topic	Readings
Week 1 (Sept. 8)	Introduction To Social Influence/Conformity Types of Social Influence Nondeliberative/Deliberative Processes Social Norms Classic Conformity Studies	Ch. 1
Week 2 (Sept. 12, 15)	Conformity Sources of Influence in Conformity Types of Conformity Factors Regulating Conformity Behavioural Mimicry	
Week 3 (Sept. 19, 22)	Compliance Introduction to Compliance Social Relationship Based Compliance - Liking - Reciprocity	Ch. 2, 5
Week 4 (Sept. 26, 29)	Compliance Self-Concept/Belief Based Compliance - Reciprocity - Consistency Homework 1 Due (September 30)	Ch. 3
Week 5 (Oct. 3, 6)	Compliance Self-Concept/Belief Based Compliance (continued) - Consistency	
Fall Break (Oct. 10-14)	No Class	
Week 6 (Oct. 17, 20)	Compliance Self-Concept/Belief Based Compliance (continued) - Consistency Midterm on October 20 (will cover material up to and including the Consistency Principle in Compliance)	
Week 7 (Oct. 24, 27)	Compliance Information Based Compliance - Authority - Social Proof - Scarcity	Ch. 4, 6, 7, 8

Week 8 (Oct. 31, Nov. 3)	Obedience - Overview of the Milgram Procedure - Variations of the Milgram Procedure - Contemporary Obedience Research	None
Week 9 (Nov. 7, 10)	Obedience - Evaluating the Milgram Studies - Zimbardo's Prison Study Homework 2 Due (November 11)	None
Week 10 (Nov. 14, 17)	Social Influence in Politics - Media and Public Opinion - Political Campaign Tactics	None
Week 11 (Nov. 21, 24)	"Brainwashing": Prisoners of War and Cults - Definitions - Tactics - Assessing Research on "Brainwashing" No Class (November 24)	None
Week 12 Nov. 28, Dec. 1, 5)	Psychological Operations (PSYOPS) - Definitions and Objectives - Tactics and Principles - Case Studies of PSYOPS - Assessing Research on PSYOPS	None

Final Exam (December 8-22)