

The Psychology of Social Influence (PSYC 342)

Instructor:

James Hillman

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Office Hours: Friday 11:30 to 1:00

Required Text:

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

Course Objectives and Format:

This course will cover introductory research on social influence. The goal of this course is to cover social influence topics, the factors which affect them, the underlying mechanisms for them, and how they are applied in real world situations. To this end, the course will give broad overviews of each topic paired with deep exploration into the empirical research, as well as the limits of our current knowledge. The course will be divided into two parts major modules. The first section (weeks 1 - 6) will focus on the empirical research pertaining to social norms, conformity, and principles of compliance. Section 2 (weeks 7 - 12) will focus on exploring how the principles in section 1 are applied in both compliance techniques and real-world contexts (e.g., political contexts, “brainwashing”/radicalizing, etc.).

Exams:

There will be two exams. These exams will be a mixture of multiple choice, short answer, and long answer questions. The midterm exam will include material covered in the first half of the term, focussing on the principles underlying conformity and compliance. The final exam will primarily concentrate on material covered in the second half of the term focussing mostly on externally prompted social influence. However, the final exam will include 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 may be drawn exclusively from the text or in-class videos. Each exam will be worth 40% of your final grade. 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.

Homework:

There will be two homework assignments assigned during this course (each worth 10% of the total course mark). Both assignments will stress the importance of understanding how empirical research is used to develop and further arguments about social influence. Assignment 1 will involve reading a paper and writing a brief summary of the findings. Assignment 2 will involve forming one’s own research idea to explore mechanisms of social influence as we discuss in class.

Grading: Midterm Exam (40%)
Final Exam (40%)
Assignment 1 (10%)
Assignment 2 (10%)

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 (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/senate/report-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 http://www.queensu.ca/artsci/academic_calendars/regulations/academicregulations/regulation-1), on the Arts and Science website (see <https://www.queensu.ca/artsci/studentsat-queens/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.

Accommodations Statement:

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 of their academic activities. The Senate Policy for Accommodations for Students with Disabilities was approved at Senate in November 2016 (see <https://www.queensu.ca/secretariat/sites/webpublish.queensu.ca.uslclwww/files/files/policies/senateandtrusteas/ACADACCOMMPOLICY2016.pdf>). 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 at: <http://www.queensu.ca/studentwellness/accessibility-services/>

Academic Considerations for Students in Extenuating Circumstances:

Queen's University is committed to providing academic consideration to students experiencing extenuating circumstances that are beyond their control and are interfering with their ability to complete academic requirements related to a course for a short period of time. The Senate Policy on Academic Consideration for Students in Extenuating Circumstances is available at <http://www.queensu.ca/secretariat/sites/webpublish.queensu.ca.us/cwww/files/files/policies/senateandtrustees/Academic%20Considerations%20for%20Extenuating%20Circumstances%20Policy%20Final.pdf>

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 at: <http://www.queensu.ca/artsci/accommodations>. Students in other Faculties and Schools who are enrolled in this course should refer to the protocol for their home Faculty.

If you need to request academic consideration for this course, you will be required to provide the name and email address of the instructor/coordinator. Please use the following:

Instructor/Coordinator Name: James G. Hillman

Instructor/Coordinator email address: j.hillman@queensu.ca

Location and 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.** Also, as indicated in Academic Regulation 8.3, students must write all final examinations in all on-campus courses on the Kingston campus.

Copyright of Course Materials

Course materials created by the course instructor, including all slides, presentations, recorded lectures, 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.

Week	Topic	Readings
Week 1: (Jan. 10, 12)	Introduction to Social Influence Syllabus Scientific Methodology and Psychological Experiments General Factors of Social Influence Social Norms	Ch. 1
Week 2: (Jan. 17, 19)	Conformity Classical conformity Research Sources of Influence in Conformity Factors Influencing Conformity	
Week 3: (Jan. 24, 26)	Conformity Proactive Conformity Alternatives to Conformity	Ch. 2 (19-32)
Week 4: (Jan. 31, Feb. 2)	Compliance Principles Introduction to Compliance Compliance Motivated by Relational Concerns <ul style="list-style-type: none"> - Liking - Reciprocity 	Ch. 5
Week 5: (Feb. 7, 9)	Compliance Principles Assignment 1 Released (Monday) Compliance Motivated by Epistemic Concerns <ul style="list-style-type: none"> - Scarcity 	Ch. 7
Week 6: (Feb. 14, 16)	Compliance Principles Assignment 1 Due (Friday) Compliance Motivated by Epistemic Concerns <ul style="list-style-type: none"> - Authority and Social Proof Compliance Motivated by Self Concerns <ul style="list-style-type: none"> - Commitment and Consistency 	Ch. 4 Ch. 3 (52-63)
	SPSP (No Wednesday Class)	
(Feb. 21, 23)	Reading Week; No Class	
Week 7: (Feb. 28, Mar. 2)	Compliance Techniques Midterm Exam (Mar. 2) That's Not All Door in the Face	Ch. 2 (33-50)
Week 8: (Mar. 7, 9)	Compliance Techniques Foot in the Door Lowballing	Ch. 3 (64-96)

Week 9: Obedience

(Mar. 14, 16) Milgram
Zimbardo

Week 10: Applied Social Influence

(Mar. 21, 23) Politics

Week 11: Applied Social Influence

(Mar. 28, 30) Brainwashing/Psy-ops
Public Messaging
Assignment 2 Released (Monday)

Week 12: Applied Social Influence

(Apr. 4, 6) Assorted Topics, Discussion, and Review
Assignment 2 Due (Friday)