

**PSYCH 552 - Applied Social Psychology  
Winter 2018  
Section 001: 1150 SWKT on W from 9:00 am - 11:40 am**

**Instructor Information**

**Name:** Robert (Bob) Ridge, PhD

**Office Location:** 1034 SWKT

**Office Phone:** (801) 422-7867

**Office Hours:** Tue 2:00pm-3:00pm, Fri 10:00am-11:00am, or by appointment

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**Course Information (Subject to Change)**

**Description**

Applied social psychology is designed for advanced undergraduates in psychology and for graduate students in psychology and other disciplines. This course will provide an overview of domains in which social psychological theory and research have been applied outside the discipline. We will begin with a brief overview of distinctions between basic and applied social psychology and of problems, methods and ethical issues related to applied work. Then we will explore a sample of areas in which applied researchers have made contributions. These areas include, but may not be limited to, economics, education, the environment, business and organizations, politics, and physical and mental health.

A second objective of the course is to give students the opportunity to conduct applied research for a client. During the semester, we will meet with a client to develop a research project designed to address issues of interest to the client. We will then design the research and carry it out. Students will be responsible for designing the research, overseeing data collection, analyzing the data and preparing a final written and oral report for the client. This will require time outside of class, not to exceed an average of nine hours per week.

**Course Structure**

Class will consist of lecture and discussion. In addition to textbook readings, we will read supplemental papers related to the topic of discussion. These papers will be added in as the course progresses.

**Prerequisites**

Psychology 352, graduate status, or instructor's consent.

**Materials**

Item	Price (new)	Price (used)
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Applied Social Psychology: Understanding and Managing Social Problems <i>Required</i> by Steg, L., Keizer, K., Buunk, A.P., & Rothengatter, T.
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**Examinations**

Two take-home examinations are scheduled: A midterm exam to be administered on or about February 21, 2018, and a non-comprehensive final exam to be administered on or about Monday, April 23, 2018. Each exam will constitute 20% of the total grade.

**Research Project**

We will conduct applied research for a client. This will require you to participate in a group and to conduct research under the direction of the instructor. You will be required to spend time outside class assisting with the collection and analysis of data and the preparation of reports or PowerPoint presentations. The project will constitute 40% of your grade. Further details will be provided in class.

**Participation Policy**

Class participation constitutes 20% of the total grade.

**Attendance Policy**

Attending class is an essential function of the course and is required.

### Student Conduct

We (students and instructor) will subscribe to the Honor Code and the Dress and Grooming Standards of Brigham Young University. In this class, we will be honest, use clean language, and respect others. Our dress and grooming will be modest, neat, and clean, consistent with the dignity of representing BYU and The Church of Jesus Christ of Latter-day Saints. Violations of the Honor Code and/or Dress and Grooming Standards will be referred to the appropriate campus offices.

### Electronic Devices

Personal electronic devices must be managed during class. Texting, tweeting, Snapchatting, Instagramming, Pinteresting, playing Pokemon Go, viewing or posting to social media, taking selfies, photobombing, video recording, emailing and any other sending or receiving of personal electronic communications during class is prohibited. Persons violating this policy will be dismissed from the lecture. Repeated violations of this policy will result in a reduction in the course grade to be determined by the professor.

### Schedule

Date	Topic	Reading
W Jan 10	Introduction to Applied Social Psychology	1
W Jan 17	The USE of Theory in Applied Social Psychology Research Designs in Applied Social Psychology	2 4
W Jan 24	Applications of Social Psychology to Increase the Impact of Behaviour-Focused Intervention	3
W Jan 31	Applying Social Psychology to the Classroom	8
W Feb 07	Social Psychology and Economic Behavior: Heuristics and Biases in Decision Making and Judgment	7
W Feb 14	The Social Psychology of Consumer Behavior	5
T Feb 20 Tuesday	<b>Monday Instruction</b>	
W Feb 21	Midterm Exam	
W Feb 28	Social Psychology and Environmental Problems	9
W Mar 07	The Social Psychology of Organizations	14
W Mar 14	Social Psychology of Health and Illness	10
W Mar 21	Social Psychology of Mental Health	12
W Mar 28	Social Psychology of Immigration	11
W Apr 04	Social Psychology and the Study of Politics	15
W Apr 11	Research Project Work Day	
W Apr 18	Research Project Presentation Day	
M Apr 23 Monday	Final Exam: 1150 SWKT 11:00am - 2:00pm	

### Grading Scale

Grades	Percent
A	93%
A-	90%
B+	87%
B	83%
B-	80%

C+	77%	E	0%
C	73%		
C-	70%		
D+	67%		
D	63%		
D-	60%		

## Learning Outcomes

### 1. Familiarity with applied social versus basic social

Students will understand the distinctions between basic and applied social psychology and will acquire an advanced understanding of and familiarity with the field of applied social psychology.

*Measurement:* Midterm and final essay exams.

### 2. Conduct applied social psychological research

Students will meet with a client and develop, execute, and report the results of an applied research project.

- *Measurement:* Evaluation of written and oral report.

## University Policies

### Honor Code

In keeping with the principles of the BYU Honor Code, students are expected to be honest in all of their academic work. Academic honesty means, most fundamentally, that any work you present as your own must in fact be your own work and not that of another. Violations of this principle may result in a failing grade in the course and additional disciplinary action by the university. Students are also expected to adhere to the Dress and Grooming Standards. Adherence demonstrates respect for yourself and others and ensures an effective learning and working environment. It is the university's expectation, and every instructor's expectation in class, that each student will abide by all Honor Code standards. Please call the Honor Code Office at 422-2847 if you have questions about those standards.

### Preventing Sexual Misconduct

In accordance with Title IX of the Education Amendments of 1972, Brigham Young University prohibits unlawful sex discrimination against any participant in its education programs or activities. The university also prohibits sexual harassment-including sexual violence-committed by or against students, university employees, and visitors to campus. As outlined in university policy, sexual harassment, dating violence, domestic violence, sexual assault, and stalking are considered forms of "Sexual Misconduct" prohibited by the university.

University policy requires all university employees in a teaching, managerial, or supervisory role to report all incidents of Sexual Misconduct that come to their attention in any way, including but not limited to face-to-face conversations, a written class assignment or paper, class discussion, email, text, or social media post. Incidents of Sexual Misconduct should be reported to the Title IX Coordinator at [t9coordinator@byu.edu](mailto:t9coordinator@byu.edu) or (801) 422-8692. Reports may also be submitted through EthicsPoint at <https://titleix.byu.edu/report> or 1-888-238-1062 (24-hours a day).

BYU offers confidential resources for those affected by Sexual Misconduct, including the university's Victim Advocate, as well as a number of non-confidential resources and services that may be helpful. Additional information about Title IX, the university's Sexual Misconduct Policy, reporting requirements, and resources can be found at <http://titleix.byu.edu> or by contacting the university's Title IX Coordinator.

### Student Disability

Brigham Young University is committed to providing a working and learning atmosphere that reasonably accommodates qualified persons with disabilities. If you have any disability which may impair your ability to complete this course successfully, please contact the University Accessibility Center (UAC), 2170 WSC or 422-2767. Reasonable academic accommodations are reviewed for all students who have qualified, documented disabilities. The UAC can also assess students for learning, attention, and emotional concerns. Services are coordinated with the student and instructor by the UAC. If you need assistance or if you feel you have been unlawfully discriminated against on the basis of disability, you may seek resolution through established grievance policy and procedures by contacting the Equal Employment Office at 422-5895, D-285 ASB.