

PSYC 490: APPLIED SOCIAL PSYCHOLOGY
Fall Semester 2019

PROFESSOR

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Hours: TR 8:15-9:45am or
by appointment

COURSE

Sections/Credits: 1/3
Meetings: MW 9:30-10:45am
Location: SCI D223/B238-West
Prerequisites: PSYC 110, 200, 300,
and 22 PSYC credits
GEP: CM and Capstone

TEXTBOOKS

Buunk, A. P., & Van Vugt, M. (2014). *Applying social psychology: From problems to solutions* (2nd ed.). Thousand Oaks, CA: Sage.

Gruman, J. A., Schneider, F. W., & Coutts, L. (2017). *Applied social psychology: Understanding and addressing social and practical problems* (3rd ed.). Thousand Oaks, CA: Sage.

WEBSITE

The Canvas website (<https://www.uwsp.edu/canvas/Pages/default.aspx>) will be used in this course to distribute documents, gather assignments, and post grades. You need your UWSP login and password to access the site or mobile app. To learn about how to use Canvas, as well as how to request technical assistance, please see the Help menu on the website listed above.

DESCRIPTION

This course provides an overview of theory and research in applied social psychology. Whereas social psychology is the systematic study of the causes and effects of social group membership, applied social psychology attempts to use this knowledge to help improve practical problems in the real world. In sum, applied social psychology is the use of social psychological research to design and implement psychological interventions for the betterment of society. This course will begin with an overview of the field of applied social psychology and the process of developing interventions to solve practical problems. It next focuses on research in three major subareas within the field: business (organizations, consumers, and the environment), healthcare (health, exercise/sports, and mental health), and policy (diversity, education, and criminal justice). The focus will be on thinking about how to use theory to solve problems in the world, as well as on examining published intervention studies whenever possible.

An important emphasis in this senior-level seminar is for you to practice stepping into the role of an applied social psychologist. Therefore, course activities and assignments will be structured to reflect what applied researchers actually do in their profession (rather than what students do in large, introductory courses). This means that classes will involve discussion (since researchers spend a lot of time discussing ideas with their colleagues and clients), practical activities, and essay-based exams (since researchers spend a lot of time working through ideas in writing), and an intervention research proposal (since the point of talking and writing about ideas is to build interventions that address important problems for their clients). These experiences will

challenge you to move beyond the passive role of a student consuming knowledge (with its focus on repeating “accepted” answers), and towards the active role of an applied researcher using knowledge (with its focus on addressing important questions in society). The skills that you develop and practice in this course will serve you well, whatever your career aspirations.

OBJECTIVES

After taking this course, students will be able to...

- Use social psychological concepts and theories to analyze practical problems
- Design social psychological interventions to help address practical problems
- Evaluate the effectiveness of interventions for addressing practical problems

CALENDAR

Section	Topic	Sessions	Readings
Overview	Introduction	M 9/9, W 9/11	Gruman 1, Buunk 1-2
Application	Theory	M 9/16, W 9/18	Gruman 2, Buunk 3
	Methods	M 9/23, W 9/25	Gruman 3, Buunk 4
	Intervention and Evaluation	M 9/30, W 10/2	Gruman 4, Buunk 5
Business	Organizational Behavior	M 10/7, W 10/9	Gruman 10, Reading 1
	Consumer Behavior	M 10/14, W 10/16	Reading 2, Reading 3
	Environment	M 10/21, W 10/23	Gruman 13, Reading 4
Healthcare	Health	M 11/4, W 11/6	Gruman 8, Reading 5
	Exercise and Sports	M 11/11, W 11/13	Gruman 6, Reading 6
	Mental Health	M 11/18, W 11/20	Gruman 5, Reading 7
Policy	Diversity	M 11/25, W 11/27	Gruman 14, Reading 8
	Education	M 12/2, W 12/4	Gruman 9, Reading 9
	Criminal Justice	M 12/9, W 12/11	Gruman 11, Reading 10
Exam 1, M 10/28 (Application & Business) Exam 2, T 12/17 (Healthcare & Policy)		The exams take place in SCI B238-West (the smaller computer lab on the left); Exam 1 begins at 9:30am and Exam 2 at 2:45pm	

The “Readings” will be posted on Canvas under the appropriate module. We will have a guest speaker on W 10/30. This calendar is subject to revision. Changes will be announced in class, by email, or on Canvas.

ASSESSMENT

Classroom Discussion. This course includes two discussion-based tasks. First, you will participate in class discussion throughout the semester. This participation will be evaluated 12 times across the semester, roughly once per week, by different students. The evaluations will be based on class developed criteria and will be periodically posted on Canvas to provide feedback on your discussion participation. Unreasonable participation evaluations are subject to professor veto. The purpose of discussion is to gain practice thinking through and applying the material, to evaluate the logic and evidence for the readings or opinions that arise in class, and to practice participating in academic conversations. Only your best 10-of-12 participation evaluations will count toward your final grade.

Second, you will help facilitate a 30-minute discussion on one chapter in Gruman et al.'s (2017) *Applied Social Psychology* textbook and its relationship to other our readings and discussions. This will be done in a group of roughly three students and will involve the following: developing a discussion plan, submitting your plan for feedback, and facilitating a class discussion. Here are some tips for successful facilitation: ask focused questions and allow participants time to think (even 30 seconds or so), facilitate discussion between participants (rather than dominating it yourself), and bring the discussion back into focus when it goes off track (such as by using a thread in the discussion to return to point). The purpose of discussion facilitation is to give you practice with guiding and shaping an academic conversation (rather than only reading about someone else's). For discussion details, see the discussion handout.

Intervention Proposal. This course will include an intervention proposal assignment. You will write a 8-12 page proposal on a social-psychological intervention to improve a practical problem in society. An intervention proposal is a detailed plan that develops a problem definition and proposes an intervention to help improve that problem. A plan is useful for applied researchers to organize their thinking, but also to show others that your intervention is important, feasible, and sound. The purpose of the intervention assignment is to provide an opportunity for you to use all of your psychological knowledge and skills to date in a practically meaningful application. In the end, your proposal must be coherent, integrated, and succinct—your best undergraduate work to date. All proposal documents must be submitted to the Canvas dropbox by 9pm on the particular deadline. Late submissions are subject to a daily 5% grade reduction. For proposal details, see the intervention handout.

Essay Exams. This course will include two essay exams. For each exam, you will select four-of-the-six essay questions and type your responses to them on a lab computer. The questions generally consist of two parts and focus on analysis and/or application of course materials to everyday examples. For exam details, see the calendar.

Components	Points	Percent
Total for Intervention	400	40
— Problem Definition	100	10
— Rough Draft	100	10
— Final Draft	200	20

Grade	Points	Percent
A	930-1000	93-100
A-	900-929	90-92
B+	870-899	87-89
B	830-869	83-86

Total for Discussion	300	30
– Participation	200	20
– Facilitation	100	10
Total for Exams	300	30
– Exam 1	150	15
– Exam 2	150	15

B-	800-829	80-82
C+	770-799	77-79
C	730-769	73-76
C-	700-729	70-72
D+	670-699	67-69
D	600-669	60-66
F	599-000	59-00

POLICIES

Assessment. To maintain the integrity of classroom exams, the use of mobile devices will not be permitted during exams without prior documented approval from Disability Services or other pertinent offices on campus. This includes requests to use mobile devices for foreign language translation assistance. Students who are found using devices will be dismissed and receive zeroes on their exams. Other penalties will be considered under the misconduct policy.

Attendance. The professor will not take formal attendance. Nonetheless, consistent attendance is important for performing well in the course. Course discussions will help to clarify the material and your participation will be periodically graded by other students. If you cannot attend class, it would be a good idea to let the professor know as soon as possible.

Communication. Please contact the professor with your questions or concerns related to this course, as well as other academic and career-related issues. Office hours are the most reliable means of contact. The professor holds three office hours per week. If you cannot attend office hours, please schedule an appointment. Email is the next most reliable means of contact. The professor generally respond to emails in two business days (this means that he will not respond on evenings or weekends). To avoid being snagged by filters, type PSYC 490 in the subject line. Emails requiring a lot of discussion will be referred to office hours. Other means of contacting the professor (such as landline calling or stopping by outside of office hours) are unreliable.

Disabilities. UWSP is committed to reasonable and appropriate accommodations for students with disabilities and temporary impairments. If you have a disability or acquire a condition during the semester where you need assistance, contact the Disability and Assistive Technology Center on the 6th floor of Albertson Hall (the library) as soon as possible. DATC can be reached at 715-346-3365 or DATC@uwsp.edu.

Emergencies. In the event of a *medical emergency*, call 911 or use the Red Emergency Phone outside of SCI D230. Offer assistance if trained and willing to do so. Guide emergency responders to those in need. In the event of a *tornado warning*, proceed to the lowest level interior room without windows. See <http://www.uwsp.edu/rmgt/Pages/em/procedures/other/floor-plans.aspx> for floor plans showing the severe weather shelters (such as SCI D279). Avoid wide-span structures (such as gyms, pools, or large classrooms). In the event of a *fire alarm*, evacuate the building in a calm manner and meet on the north side of SCI (outside the MCCH). Notify instructor or emergency command personnel of any missing individuals. In the event of

an *Active Shooter/Code React*, run/escape, hide, fight. If trapped, hide, lock doors, turn off lights, spread out, and remain quiet. Call 911 when it is safe to do so. Follow instructions of emergency responders. See UWSP's Emergency Management site at <http://www.uwsp.edu/rmgt> for details on emergency response procedures.

Illegalities. Under several federal and state laws, as well as university guidelines, the professor is required to report acts of a criminal or offensive nature that occur in and outside of class. This includes acts of sexual harassment and assault, bias and hate crimes, illicit drug use, and acts of violence. Any disclosure or description of these incidents, current or in the past, may be reported to the Dean of Students (<http://www.uwsp.edu/dos/>) or local authorities.

Incompletes. Incompletes will only be considered for students in exceptional situations, such as serious medical or emergency situations. They are not for students who feel overwhelmed by routine academic or extracurricular activities. Requests for incompletes must be accompanied by documentation. In most cases, all coursework must be finished within one semester to avoid receiving an F in the course.

Makeups. Makeups assessments will only be considered for students who cannot complete them on time due to academic, athletic, or religious obligations, major illnesses, or comparable reasons. Requests for makeups must be accompanied by documentation, such as letters from coaches, doctors, or spiritual leaders. In most cases, makeups must be completed within a week of the original deadline to avoid receiving a zero for the assessment.

Misconduct. The professor takes instances of misconduct (such as cheating and plagiarism) seriously. The minimum penalty for an instance of misconduct will be a zero on the assessment. Other penalties will be considered under university policy. Please do not put yourself and others through disciplinary proceedings. To read UWSP's policies, go to: <https://www.uwsp.edu/dos/Pages/Student-Conduct.aspx>.

Professionalism. UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations (called the Community Rights and Responsibilities document) has been developed for students and professors. For more information, go to: https://www.uwsp.edu/dos/Documents/2015_Aug_Community%20Rights%20and%20Responsibilities%20Web.pdf.