

# Psychology 3CB3: Attitudes and Persuasion

## Course Outline, Sept. - Dec. 2017

**Time: Mon., 9:30; Tues., 10:30; Thurs., 9:30**  
 Classroom: HSC-1A1  
 Web site: <http://intropsych.mcmaster.ca/psych3cb3>  
 and on Avenue to Learn

Instructor: **Dick Day**  
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### Course Objectives

This course focuses on the nature, development, and impact of attitudes and beliefs on our emotions, cognitions, and behaviors. We will discuss a number of theories and findings concerning attitude formation and change, and consider the relevance and application of those findings to advertising and to political and religious beliefs.

**Required Text:** Gregory R. Maio & Geoffrey Haddock. *The Psychology of Attitudes and Attitude Change*, 2<sup>nd</sup> Edition. Sage Publications, 2015.

**Recommended Text:** R. B. Day. *Psych 3CB3, Attitudes and Persuasion Handbook*. McMaster Custom Courseware, 2016.

### Course Outline:

The table below lists the topics we will be covering, and the order in which we will be covering them. The dates when each topic will be discussed are **approximate**. The order and exact contents of each topic area may change after the course begins.

Week of:	Topic	Readings
Sept. 4 Sept. 11	Introduction to Attitudes and Beliefs: The Function, Structure, and Measurement of Attitudes	Chapter 1, 2, 3
Sept. 18 Sept. 25	Basic Mechanisms of Attitude Formation	Chapter 6; Chapter 9.
Oct. 2 * Oct. 16	Attitude Change: The Yale group and Persuasion	Chapter 5, pp. 107-114
Oct. 9	Break Week	
Oct. 23 Oct. 30	Affective and Cognitive Mechanisms of Attitude Change	Chapter 5, pp. 114-128.
Nov. 6 Nov. 13 * Nov. 20	Behavioral Approaches to Attitude Change	Chapter 7; Chapter 8; Chapter 10
Nov. 27 Dec. 4	Techniques and Psychological Mechanisms of Persuasion	Chapter 11
Exam Period	Final Examination	<b>Classes end on Wednesday, Dec. 6<sup>th</sup></b>

### Evaluation:

There will be two in-class tests, worth 30% each, and a final exam worth 40%. Each in-class test will consist of approximately 40 multiple-choice questions. You will have approximately 50 minutes to complete each test.

The final exam will consist of 80 multiple-choice questions. You will have two hours for this test, which will take place during the April examination period. The finalized dates for the in-class tests are as follows (and are marked on the course

outline with an asterisk next to the date). **IT IS YOUR RESPONSIBILITY TO MAKE SURE THAT YOU GET THIS INFORMATION:**

**In-class Test #1: Tuesday, October 17**

**In-class Test #2: Tuesday, November 21**

### **Missed Work:**

If you miss one of the in-class tests for documented medical or compassionate reasons, you should complete a Missed Work form in the office of the Associate Dean (Studies) of your Faculty. Once your Associate Dean has accepted your reason for absence, the remaining in-class test and the final exam will be reweighted (40%, 60%, respectively) to cover the missed in-class test. **Discretionary notes will generally not be accommodated.** Note also that the online student absence form (MSAF) can only be used once per term, only for medical absences, and only for assignments worth less than 30%. **That means that an MSAF will not excuse you from either of the midterm tests in this course.**

### **Final Grade Calculation and Adjustment:**

The final mark in this course will be computed by applying the following formula to the percentage scores on Test1, Test2, and Final Exam:

$$(\text{Test1\%} \times .30) - (\text{Test2\%} \times .30) - (\text{Exam\%} \times .40) = \text{Final Course Mark}$$

Apart from excused absences from an in-class test, every student will be assessed using the weighting formula shown above - with one exception:

In assigning final letter grades for the course I look at the pattern of performance over the two in-class tests and the final exam. If the overall average, as calculated by the formula above, is on the borderline of the next higher letter grade (e.g. 49%, 66%, or 84%) and if the marks on both the final exam and one in-class test are at the next higher level (e.g., D-, C+, A), then I will assign the next higher letter grade.

If the overall average, as calculated by the formula above, is 2 marks below the borderline of the next higher letter grade (e.g. 48%, 65%, or 83%) and if the marks on both the final exam and one in-class test are at least 2 grade levels higher, (e.g., D, B-, A+), then I will assign the next higher letter grade.

**Apart from this one final adjustment, final course grades in Psych 3CB3 are not changed unless they have been calculated incorrectly. Consequently, I do not respond to personal, phone, or email requests to reconsider correctly calculated final letter grades.**

Note that although midterm and exam marks, and final course averages are posted on Avenue as well as on the introspsych Grades Lookup, **ONLY THE NUMERICAL POSTINGS ON THE GRADES LOOKUP REFLECT THE CORRECT CALCULATION OF YOUR MARKS AND FINAL AVERAGE.** The letter grades posted on Avenue and the Grades Lookup will be identical, and equally correct.

**The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their McMaster email and course websites weekly during the term and to note any changes.**

### **Academic Integrity and Academic Dishonesty:**

Academic dishonesty consists of misrepresentation by deception or by other fraudulent means and can result in serious consequences, e.g. the grade of zero on an assignment, loss of credit with a notation on the transcript (notation reads: "Grade of F assigned for academic dishonesty"), and/or suspension or expulsion from the university.

It is your responsibility to understand what constitutes academic dishonesty. For information on the various kinds of a academic dishonesty please refer to the Academic Integrity Policy, specifically Appendix 3, located at

[http://www.mcmaster.ca/senate/academic/ac\\_integrity.htm](http://www.mcmaster.ca/senate/academic/ac_integrity.htm)

The following illustrates only three forms of academic dishonesty:

1. **Copying or using unauthorized aids on tests and examinations.**
2. Plagiarism, e.g. the submission of work that is not one's own or for which other credit has been obtained.
3. Improper collaboration in group work.

**Grading in Psychology 3CB3**

Your final percentage marks in the course will be translated into a letter grade according to the usual equivalences as listed in the 2016/2017 Undergraduate Calendar.