**Social Psychology (with Workshop on Online Public Communication)**

Prof. Patrizia Catellani; Prof. Mauro Bertolotti

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to provide students with the theoretical, empirical and socio-psychological basics of social psychology. The course examines the individual and group processes underlying social interactions and social behaviour, with a specific focus on the links between psychological processes and communication.

At the end of the course, students will be able to:

*Knowledge and understanding*

* Know key socio-psychological theories.
* Understand of the main research methods used in social psychology.
* Interpret psychosocial research results.

*Ability to apply knowledge and understanding*

* Applying psychosocial models and theories as tools for understanding problems and behaviour in society.

*Independence of judgement*

* Address issues relevant to social and public life with critical awareness.

***COURSE CONTENT***

The first part of the course will define the study area of social psychology and will examine the main approaches and methods used in the discipline. The second part will illustrate the different study areas of social psychology and will provide an overview of the main theoretical paradigms and their application.

1. Concepts of social psychology.

2. Methods of research.

3. Attitudes and their relationship with action.

4. Social thinking.

5. The self.

6. Social identity~~.~~

***READING LIST***

M.A. Hogg-G.M. Vaughan, *Psicologia sociale. Teorie e applicazioni,* Pearson, Turin, 2016 (Second edition) (chaps. 1-2-3-4-5-6-7).

***TEACHING METHOD***

Lectures, discussion of empirical research, use of online resources on the Blackboard platform.

In addition, students will have the opportunity to carry out activities and exercises on online public communication.

***ASSESSMENT METHOD AND CRITERIA***

Written exam.

Students may choose between two options for examination.

For the students choosing the reading list *based on the lectures*, the final exam will consist of a written test focused on lecture notes and material on Blackboard supplementing the lectures and the text on the reading list. The written exam includes ten multiple-choice questions and three open-ended questions. Each multiple-choice question will be evaluated with a score of 0 (in case of wrong or no answer) or 1 (in case of correct answer). Each open-ended question will be evaluated with a score from 0 (in case of wrong or no answer) to 5 (in case of best answer). The evaluation will take into consideration the relevance, accuracy and completeness of students’ answers, their ability to make connections between concepts and issues as well as the appropriate use of specific terminology. The score obtained from the workshop will be added to the score obtained from the written exam and will vary between 0 (insufficient) and 5 (excellent), and it is based on clarity, completeness and originality of the work carried out. Honours will be awarded to students with excellent performance in all course and workshop activities.

For the students choosing the reading list *based on the textbooks*, the final exam will consist of a written test focused on the reading list and the Online Public Communication workshop. The written exam includes ten multiple-choice questions and four open-ended questions, one of which will focus on the workshop text. Each multiple-choice question will be evaluated with a score of 0 (in case of wrong or no answer) or 1 (in case of correct answer). Each open-ended question will be evaluated with a score from 0 (in case of wrong or no answer) to 5 (in case of best answer). The evaluation criteria will be the same as those used for the test based on lectures’ content (see above).

***NOTES AND PREREQUISITES***

On *http://blackboard.unicatt.it*, students who are enrolled can find online course materials.

For further information students may also check the lecturers’ virtual classrooms ([*https://docenti.unicatt.it/ppd2/it/docenti/02902/patrizia-catellani/didattica; https://docenti.unicatt.it/ppd2/it/docenti/26533/mauro-maria-bertolotti/didattica*)](https://docenti.unicatt.it/ppd2/it/docenti/02902/patrizia-catellani/didattica;%20https://docenti.unicatt.it/ppd2/it/docenti/26533/mauro-maria-bertolotti/didattica)).

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.

***Workshop on Online Public Communication***

## Valentina Carfora; Maria Morandi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the workshop is to provide students with the conceptual and applied tools they need to develop online communication that focuses on topics of public, social and political interest (particularly food and the environment). The workshop will examine communicative strategies for communicating online for the purpose of sharing the results of scientific research. Students will put these strategies into practice using various tools, such as posts on Instagram.

*Intended learning outcomes*

*Ability to apply knowledge and understanding*

* Applying the experimental socio-psychological method to investigating social behaviours of problems.

*Communication skills*

* Enhancing the ability to communicate effectively on themes related to social psychology.
* Design of multimedia content for campaigns promoting public policy on socially significant issues.

*Independence of judgement*

* Development of the need to critically assess online information, taking its source into consideration and evaluating its reliability.

***TEACHING METHOD***

Divided into groups, students will be guided in applying various communicative tools to specific cases assigned by the lecturers. Each group will practice using online communicative techniques, evaluating their effectiveness and possible critical issues.

The workshop will last 20 hours. Attendance is compulsory. Students who cannot attend will have to take a written test based on the textbook indicated in the Reading list and should make prompt contact with the workshop lecturers to arrange alternative educational activities (e.g. research activities).

***READING LIST***

F.R. Puggelli-R. Sobrero, *La comunicazione sociale*, Carocci Editore, Rome, 2010.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed based on the content they produce in the workshop or the outcome of any alternative activities (for students who cannot attend).

***NOTES AND PREREQUISITES***

On *http://blackboard.unicatt.it*, students who are enrolled can find online workshop materials: teaching material, information and guidance.

For further information, students can contact Dr. Valentina Carfora ([*valentina.carfora@unicatt.it*](mailto:valentina.carfora@unicatt.it)) or Dr. Giulia Buscicchio ([*giulia.buscicchio@unicatt.it*](mailto:giulia.buscicchio@unicatt.it)).

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching and assessment will be carried out following procedures that will be promptly notified to students.

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