# Applied Social Psychology: Food and Fashion

## Prof. Valentina Carfora

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

The course brings up applied social psychological theories, methods and empirical findings, but also theories from the wider social psychological area, used for explaining the food and fashion behaviors. Particular attention is devoted to the understanding of the psychological dimensions (cognitions, emotions, values, social influences, and behaviors) involved in food and fashion consumption, as well as in their change.

*Knowledge and understanding*

Knowledge of the main theoretical models of social psychology of food;

Knowledge of the main theoretical models of social psychology of fashion.

*Applying knowledge and understanding*

Use of psychosocial categories in describing and interpreting consumers’ food and fashion choices.

*Making judgements*

Have critical judgment skills regarding the different strategies and policies adopted to influence food and fashion choices.

*Communication*

Ability to present scientific evidence from psychosocial research to potentially interested audiences (general public, interest groups, decision-makers).

***COURSE CONTENT***

Part 1 - Social Psychology of Food

* 1. Study area
  2. Processes and phases of food choice
  3. Cognitive factors related to eating behaviors
  4. Emotional factors related to food selection
  5. Norms, identities and values associated with food choices
  6. Food habits and eating behavior change
  7. Communicating healthy and sustainable eating

Part 2 - Social Psychology of Food

* 1. Study area
  2. Cognitive factors affecting clothing selection
  3. Emotional factors influencing fashion choices
  4. Norms, identities and values related to fashion behaviors
  5. Fashion consumers’ habits and behavior change
  6. Communicating sustainable fashion purchasing

***READING LIST***

*Path based on the lecture contents*

Lecture notes and supplementary materials posted on the Blackboard platform.

M. Conner-C.J. Armitage, Social Psychology of Food, Open University Press, Buckingham, UK, 2002.

S.J. Lennon-K.K.P. Johnson, N.A. Rudd, Social Psychology of Dress, Fairchild Books, 2017.

*Text-based path*

M. Conner-C.J. Armitage, Social Psychology of Food, Open University Press, Buckingham, UK, 2002.

S.J. Lennon-K.K.P. Johnson, N.A. Rudd, Social Psychology of Dress, Fairchild Books, 2017.

***TEACHING METHOD***

Lectures, discussion of empirical research, use of on-line aids from Blackboard website.

Participation in a research and group work on: a) reading research articles; b) their presentation in a informative way; c) content project for a Mobile App to promote either healthy eating or sustainable fashion purchasing, starting from the results of the articles read.

***ASSESSMENT METHOD AND CRITERIA***

A written exam with the possibility, at the request of the Exam Commission and/or the student, of a more in-depth supplementary oral exam to be carried out according to the procedures established by the Commission.

Students may choose one of the following two examination options.

Students who have chosen the *path based on the lecture contents* will undertake a written exam focused on: the lecture notes, material published on the Blackboard platform to supplement the lectures, and their individual contribution to the group work carried out during the course. The exam will consist of ten closed questions and four open-ended questions. The closed questions will be multiple-choice and each will be allocated a mark of 0 (for a wrong or missing answer) or 1 (for a correct answer). Each of the open-ended questions will, instead, be allocated a mark from 0 (for no answer) to 5 (for a fully adequate answer). One of the open-ended questions will be on the group work and the mark given to this question, combined with that for the group work, will range between 0 (insufficient) and 5 (excellent).

Students who have chosen the *text-based path* will undertake a written exam focused on the reading list text. The exam will consist of ten closed questions and four open-ended questions. The marks allocated to the answers will be the same used in the exam for attending students (see above).

In both cases, the pass mark for the written test is 18. Honours will be awarded to students who perform outstandingly in all course activities.

***NOTES AND PREREQUISITES***

Students can find further information on the course program, reading list and teaching materials on the course’s Blackboard page (*http://blackboard.unicatt.it*), and the teacher's virtual classroom (https://docenti.unicatt.it/ppd2/en/docenti/69222/valentina-carfora/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.

*Office hours*

Students can contact the teacher by email (*valentina.carfora@unicatt.it*) or in the consultation hours (Thursdays 9:00-11:00) held at the Department of Psychology (Dominicanum building, third floor, room 310).