# Applied Social Psychology: Food and Fashion

## Prof. Valentina Carfora

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

The course covers applied social psychological theories, methods and empirical findings, as well as theories from the broader social psychological field that are used to explain dietary and fashion behaviour. Special attention is given to understanding the psychological dimensions (cognitions, emotions, values, social influences and behaviours) that play a role in food and fashion consumption and change.

*Knowledge and understanding*

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

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

*Applying knowledge and understanding*

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

*Making judgements*

Exercise critical judgement in relation to the different strategies and interventions used to influence food and fashion decisions.

*Communication*

Ability to present scientific findings from psychosocial research to a potentially interested audience (general public, stakeholders, decision makers).

***COURSE CONTENT***

Part 1 - Social Psychology of Food

* 1. Introduction
  2. Social Psychology of Eating
  3. Cognitive Factors Related to Eating Behaviors
  4. Emotional Factors Related to Food Selection
  5. Norms, Identity and Values Associated with Food Choices
  6. Food Habits and Behavior Change
  7. Food Communication: Message Source
  8. Food Communication: Types of Messages
  9. Food Communication: Characteristics of Recipients

Part 2 - Social Psychology of Food

* 1. Dress and Social Cognition
  2. Dress and Impression Formation
  3. Dress and Physical Appearance
  4. Dress and the Personality
  5. Dress and Identity
  6. Dress and Socialization

***READING LIST[[1]](#footnote-1)***

*Attending students (students participating in the group work)*

* Lecture notes and supplementary materials posted on the Blackboard platform.
* Chapters **1-9** - P.CATELLANI-V. CARFORA *The* *Social Psychology of Eating,* Springer Nature, 2023
* Chapters **4-11** - S.J. Lennon-K.K.P. Johnson, N.A. Rudd, *Social Psychology of Dress*, Fairchild Books, 2017.

All the above materials are posted in the Supplementary Materials (Blackboard)

*Non-attending students (students not participating in the group work)*

* P.CATELLANI-V. CARFORA *The* *Social Psychology of Eating,* Springer Nature, 203
* 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 online aids from the Blackboard website.

Participation in research and group work on a) Write an essay that consists of a comparative analysis, which may include an analysis of the market, scientific literature, and media content (social and mass media). ; b) Create a presentation to be shown in class based on the content of the essay.

***ASSESSMENT METHOD AND CRITERIA***

A written exam.

Students may choose one of the following two examination options.

Students who have chosen the *lecture-based option* will take a written exam that focuses on the lecture material, the material posted on the Blackboard platform to supplement the lectures, and their individual contribution to the group work during the course. The exam consists of four open-ended questions. Each of the open-ended questions will be allocated a mark from 0 (for no answer) to 6 (for a fully adequate answer). The group work (essay and presentation) is assessed with a mark between 0 (unsatisfactory) and 6 (excellent).

Students who have chosen the *text-based option* take a written examination on the reading list text. The exam 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).

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*).*

*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).

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)