**Social psychology with Lab**

Prof. Mauro Bertolotti; Prof. Fabio Pisano

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

The course aim is to introduce students to the basic theoretical and empirical concepts of social psychology. The course will examine individual and group processes underlying individual, interpersonal and group behaviour, with a specific focus on the links between psychological processes and communication.

*Knowledge and understanding*

Knowledge of the main theoretical models of social psychology;

Understanding of the methods used in social psychological research.

*Applying knowledge and understanding*

Use of psychosocial categories in describing and interpreting social, economic, and political processes.

*Making judgements*

Use of insight from psychosocial research in problem-solving tasks (e.g., risk assessment, policy making, negotiation).

*Communication*

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

***COURSE CONTENT***

1. Fundamental concepts of social psychology.

2. Attitudes and attitude change.

3. Social cognition: impression formation and attribution.

4. Self and identity.

5. Social influence.

6. Prejudice and discrimination.

7. Intergroup conflict and cooperation.

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

M.A. Hogg-G.M. Vaughan, *Social Psychology. Eighth edition,* Pearson, New York, 2018 (Ch. 1-2-3-4-5-6-7-10-11). [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/hogg-vaughan/social-psychology-9781292352831-704801.html)

***TEACHING METHOD***

Class lectures, discussion of empirical research, use of online additional materials on the Blackboard platform.

***ASSESSMENT METHOD AND CRITERIA***

Students will be able to choose between two methods of assessment in the final exam.

For students attending classes the exam will consist in a written test with 12 multiple-choice questions on the main concepts and definitions in social psychology (scored 1 point each for correct answers, 0 points for wrong or missing answers), and 3 open-ended questions on psychosocial models and their application to social and political scenarios (scored 0-5 points each). Up to 5 points will be awarded for participation in group works consisting in 1 assignment to be completed outside of course hours, and 1 interactive lecture during the course hours.

For students unable to attend classes, the exam will consist in a written test focusing on the content of the textbook (see the reading list above). The written test will consist in 12 multiple-choice questions on the main concepts and definitions (scored 0-1 points), and 4 open-ended questions on psychosocial models and theories, and their application to social and political scenarios (scored 0-5 points each).

***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/it/#/it/docenti/26533/mauro-maria-bertolotti/didattica)*

*Office hours*

Students can contact the teacher by email (*mauro.bertolotti@unicatt.it*) or in the consultation hours (Tuesdays 9:30-10:30) held at the Department of Psychology (Dominicanum building, third floor, room 310).

***Lab on Advertising***

## Prof. Fabio Pisano

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

The lab aims to provide students with the conceptual and applied tools they need to analyse and develop advertising. The lab will give an overview on communication and advertising and then examine strategies for advertising using evidence from scientific research. Students will put these strategies into practice using various tools, such as web and social media campaigns, and video presentations.

*Ability to apply knowledge and understanding*

* Applying communication know-how and frameworks

*Communication skills*

* Enhancing the ability to communicate effectively on the communication project they will present and build in class.
* Designing multimedia content for advertising based on psychosocial constructs, target, strategy and communication and advertising theory.

*Independence of judgement*

* Developing the ability to critically evaluate advertising with a psychosocial approach.

***READING LIST[[2]](#footnote-2)***

B.M. FENNIS, W. STROEBE, *The Psychology of Advertising,* Psychology Press, 2015. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/autori-vari/psychology-of-advertising-9780367346393-715076.html)

***TEACHING METHOD***

Split into groups, students will be guided in creating a communications strategy and advertising plan on a case study assigned by the lecturers.

The lab duration is 20 hours. Attendance (either in class or online) is mandatory. Students who cannot attend should make prompt contact with the lab lecturers to arrange alternative educational activities.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed based on the content they produce in the lab or the evaluation of 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 information on the workshop, students can contact Fabio Pisano (*fabio.pisano@live.com* or fabio.pisano@unicatt.it)

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)
2. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-2)