

# **Sociology 150A**

## **Social Psychology: Self and Society**

Spring 2009, 4 credits

TTh 11-12:30PM, 2050 VLSB

### *Instructor*

Robb Willer

[Willer@berkeley.edu](mailto:Willer@berkeley.edu)

Office Hrs: 1:30-3:30, Tuesdays

Location: 466 Barrows Hall

### *Head Reader*

Nora Broege

[Nbroege@berkeley.edu](mailto:Nbroege@berkeley.edu)

Office hrs: 12-1 Mondays,

12:30-1:30 Thursdays

Location: Strada (College & Bancroft)

### ***Course Description***

This course offers a broad survey of the various theories and perspectives advanced in social psychology. Social psychology is a field which bridges sociology and psychology and is primarily concerned with how individuals view and interact with one another in everyday life. The class is organized around a survey of the great ideas from the history of social psychology. We will study social psychological research on a wide variety of topics including conformity, obedience, identity, power, status, and interpersonal perception. The class employs book and article readings, lectures, and films to give students a better understanding of their own and others' behavior.

### ***Expectations***

Please note that if you sign up for this class, attendance at the lectures is required. *Please don't sign up unless you intend to be there every day.* There will be lots of information discussed in class that is not covered in the readings. As I learned as an undergraduate, the first rule in life is "show up." I'll do my very best to make it worth your time.

In fairness to students who put in an honest effort, cheating will be harshly treated. Any evidence of cheating will result in a score of zero on that assignment or examination. Cheating includes but is not limited to bringing notes or written or electronic materials into an exam or quiz, using notes or written or electronic materials during an exam or quiz, copying off another person's exam or quiz, allowing someone to copy off of your exam or quiz, having someone take an exam or quiz for you, and plagiarism of any form. Incidences of cheating will be reported to Student Judicial Affairs, which may administer additional punishment.

Please do not talk in class and keep your cell phone turned off.

### ***Requirements and Grading***

20% - First Exam

20% - Second Exam

20% - Third Exam

40% - Short essays, quizzes, study participation (see below)

All exams will be closed-book and will include a mix of multiple choice, short answer, and short essay. In fairness to the other students, documentation must be provided if you miss an exam, and the makeup exam will not be the same, and likely will be more difficult.

There will be a variety of short papers and some quizzes throughout the semester. You can make up no more than one of them.

Students are graded on an absolute scale based on the quality of the work, not on a curve (i.e. relative to other students).

### **Contact**

Nora Broege is the “head reader” for the course, which means that she organizes the grading of the class and also holds office hours (time and location noted above). You should attend her office hours and e-mail her with questions about course material.

### **Study participation**

All students are required to participate in at least 1 social psychology study for the class. *Note that a specific list of eligible studies will be given in class.* Later in the semester I may decide to offer extra credit for participation in a second study.

### **Accommodations**

If you need accommodations for any physical, psychological, or learning disability, or if you want to inform me about a medical situation, please speak to me after class or during office hours.

### **Readings**

Note: these readings are subject to change. Show up to class regularly for updates. I will also try to continually revise the on-line syllabus, available on bSpace (<https://bSpace.berkeley.edu/>).

#### **A. Books**

Cialdini, Robert B. 2001. *Influence: Science and Practice*, 5<sup>th</sup> ed.

Haidt, Jonathan. 2006. *The Happiness Hypothesis: Finding Modern Truth in Ancient Wisdom*.

Wilson, Timothy D. 2002. *Strangers to Ourselves: Discovering the Adaptive Unconscious*.

#### **B. Electronic reader**

Most of the course readings are available as PDFs on bSpace (<https://bSpace.berkeley.edu/>). If you are enrolled, you should have access.

#### **C. Films (Note: these will be available on course reserve at the library)**

*Cool Hand Luke* (1967)

*The Grand Illusion* (1937)

---

## ***Weekly Schedule*** (subject to change)

---

### **Week 1: Introduction**

#### Readings:

Lovaglia. "From Summer Camps to Glass Ceilings." (8 pp.)  
Lovaglia. *Knowing People*, Chapter 1 (14 pp.)

Jan. 20: Introduction to Social Psychology

Jan. 22: Experiments

---

### **Week 2: Cognitive Biases**

#### Readings:

Aronson and Mills. "The Effects of Severity of Initiation." (7 pp.)  
Kruger and Dunning. "Unskilled and Unaware of It." (14 pp.)  
Cialdini, *Influence*, Chaps. 1-2

Jan. 27: Cognitive Biases

Jan. 29: Cognitive Biases (***Essay #1 due, Conflict Essay Part 1***)

---

### **Week 3: Cognitive Biases cont'd**

#### Readings:

Cialdini, *Influence*, Chaps. 3, 4, 5, & 7

Feb. 3: Cognitive Biases (***Essay #2 due, Conflict Essay Part 2***)

Feb. 5: *Film: Milgram Experiment*

---

### **Week 4: Conformity**

#### Readings:

Asch. "The Effects of Group Pressure." (11 pp.)  
Deutsch & Gerard. "A Study of Normative and Informational Social Influences Upon Social Judgment." (8 pp.)  
Salganik, Dodds, and Watts. "Experimental Study of Inequality and Unpredictability." (3 pp.)

Feb. 10: Conformity

Feb. 12: Conformity and Norms

---

### Week 5: Conformity cont'd

#### Readings:

Prentice and Miller. "Pluralistic Ignorance and Alcohol Use on Campus." (14 pp.)  
Centola, Willer, & Macy. "The Emperor's Dilemma." **Pp. 1009-1015** (7 pp.)  
Rosenhan. "On Being Sane in an Insane Place." (13 pp.)

Feb. 17: Conformity and Norms

Feb. 19: Conformity and Norms and Review for First Exam (**Essay #3 due, Breaching Essay**)

---

### Week 6: Obedience

#### Readings:

Cialdini, *Influence*, Chap. 6  
Milgram, *Obedience to Authority*, Chap. 1 (on bspace)  
Film: *Cool Hand Luke* (to be shown this week)

Feb. 24: FIRST EXAM

Feb. 26: Obedience

---

### Week 7: Obedience, Roles, and Identity

#### Readings:

Lovaglia, *Knowing People*, Chapter 2 (8 pp.)  
Turner. "Dramaturgical Theory: Erving Goffman." (17 pp.)  
Haidt. *The Happiness Hypothesis*, Intro and Chap. 1

March 3: Obedience

March 5: Film: *Zimbardo Prison Study* + Roles and Identity (**Essay #4 due, Cool Hand Luke Essay**)

---

### Week 8: Roles and Identity

#### Readings:

Stets and Burke. "Identity Theory and Social Identity Theory." (15 pp.)  
Haidt. *The Happiness Hypothesis*, Chaps. 2-4  
Film: *The Grand Illusion* (to be shown this week)

March 10: Roles and Identity

March 12: Social Identity Theory

---

---

### **Week 9: Identity and Culture**

#### Readings:

Cohen, et al. "Insult, Aggression and the Southern Culture of Honor." (16 pp.)  
Haidt. *The Happiness Hypothesis*, Chaps. 5-7

March 17: Social Identity Theory + The Grand Illusion

March 19: The Southern Culture of Honor (*Essay #5 due, Grand Illusion Essay*)

---

### **Spring Break: March 23-27**

**Note:** You are expected to return both physically *and* mentally from spring break.

---

### **Week 10: Status**

#### Readings:

Pager. "Blacks and Ex-Cons Need Not Apply." (2 pp.)  
Anderson et al. "Who Attains Social Status?" (17 pp.)  
Ridgeway and Walker. "Status Structures." (25 pp.)  
Haidt. *The Happiness Hypothesis*, Chap. 8

March 31: Status

April 2: Status and Review Session for Mid-term

---

### **Week 11: Stereotypes**

#### Readings:

Sinclair and Kunda. "Motivated Stereotyping of Women." (14 pp.)  
Steele. "A Threat in the Air." (17 pp.)  
Haidt. *The Happiness Hypothesis*, Chaps. 9-11

April 7: SECOND EXAM

April 9: Stereotypes

---

### **Week 12: Stereotypes and Automaticity**

#### Readings:

Wilson. *Strangers to Ourselves*. Chaps. 1-3  
Bargh, Chen, and Burrows. "Automaticity of Social Behavior." (15 pp.)  
Watch *Film: A Class Divided*

April 14: Stereotypes

April 16: Automaticity (*Essay #6 due, Pennebaker Essay Part 1*)

---

### **Week 13: Automaticity**

#### Readings:

Chartrand and Bargh. "The Chameleon Effect." (18 pp.)  
Wilson. *Strangers to Ourselves*. Chaps. 4-7

April 21: Automaticity

April 23: Automaticity + Immune Neglect (*Essay #7 due, Pennebaker Essay Part 2*)

---

### **Week 14: The Social Psychology of Everyday Life**

#### Readings:

Kruger, Wirtz, & Miller. "Counterfactual Thinking and the First-Instinct Fallacy."  
(11 pp.)  
Gilbert et al. "Immune Neglect." (22 pp.)  
Wilson. *Strangers to Ourselves*. Chap. 8

April 28: Immune Neglect + Happiness

April 30: Relationships

---

### **Week 15: The Quest for Meaning**

#### Readings:

Gilovich et al. "The Spotlight Effect in Social Judgment." (12 pp.)  
Wilson. *Strangers to Ourselves*. Chaps. 9-10

May 5: Carpe Diem, Final Thoughts, and Review Session for Third Exam

May 7: THIRD EXAM (in class)

---

"School's out for summer.  
School's out forever."  
-Alice Cooper.

---