

# Introduction to Social Psychology

Psychology 300W

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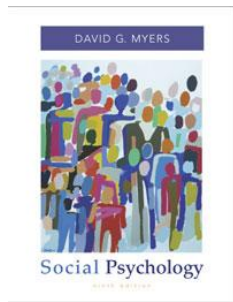
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## The Book

Available at the  
campus bookstore



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## Grading

- Total Points = 350
- 4 Exams, non-cumulative (50 points each)
- Cumulative Final Exam (25 M.C. ?'s)
- 2 Papers
  - 60 pts for paper #1, 40 pts for paper #2
- 5 Chapter Summaries (10 points each)
- 25 Quick Response Slips (1 point each)
- Several extra credit opportunities (1-2 pts. each)

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## Policy Points

- Academic Honesty
- Academic Accommodations
  - Student Services, room 361
  - Or, call 859-622-1500

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## Your Job

- Come to class every day
- Do the homework noted on the syllabus
- Take notes & participate in discussions
- Complete assignments on time
- Treat other students with respect
  - Be on time
  - Turn off cell phones
  - Chat before or after class with friends
- ASK QUESTIONS AND COME TO ME FOR HELP

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## My Job

- Be prepared and be on time
- Translate concepts into the current real world
- Make information easy to understand
- Return papers and exams as soon as possible
- Keep you up-to-date on how you're doing
- Be available to you throughout the week

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## Getting a hold of me

- Email me: [Jonathan.Gore@eku.edu](mailto:Jonathan.Gore@eku.edu)
- Come by my office: 116 Cammack
- Call me: 859-622-1115
- Office hours = 9-10 MWF
- LECTURE SLIDES AND SYLLABUS
  - Go to <http://people.eku.edu/gorej/>

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## Mottos of the class

- If it doesn't make sense, memorize it
- Class will be as long (or short) as it takes
- Keep up with the reading
- If you don't know, ASK
- When I ask a question, be prepared to answer it
- COME TO CLASS

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## Definition of Social Psychology

The scientific study of how people think about, influence, and relate to one another

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## Fundamentals of Social Psychology

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We are social animals, and we enjoy being in a group

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## The Power of the Situation

- Our behaviors are based more on our social environment than we believe

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## The Power of the Person

- How people react to the same situation in a variety of ways

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## The Power of Cognition

- Our concept of reality is subjective, not objective
- Why are these people laughing?

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## Compared to Sociology

- Sociologists study group behavior
  - marriage and divorce rates
  - imprisonment and crime rates
- Social psychologists study an individual's behavior in a social context
  - how people become attracted to each other
  - why people commit crimes

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### Compared to Personality Psychology

- Personality psychologists study individual differences in behavior
- Social psychologists study the average behavior across individuals
- Fields are interwoven

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### Compared to Biology

- Biology studies our predisposition to act (genes) and the neural processes involved in behavior
- Social psychology studies the factors in the environment that contribute to behavior
- Nature vs. Nurture

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### Compared to "folk wisdom"

- Also called common sense
- Examples:
  - "Birds of a feather flock together"
  - "Opposites attract"
- Social psychology answers WHEN these truisms are the case, and when they aren't

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