UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Applied Social Psychology

2021-2-E2401P136

Learning area

Theoretical contents and competences to describe and modify the relationships between individuals and the psychosocial processes underlying groups, organizations and social systems

Learning objectives

Knowledge and understanding

- Main theories and methods of applied social psychology

- Individual, social and societal factors affecting behaviors and cognitions
- Attitudes and beliefs systems affecting behavior
- Multiple intervention techniques and research methods

Applying knowledge and understanding

- Understanding, analysis, and evaluation of applied research designs to solve societal issues
- Analysis of diverse applied contexts of relevant social interest, e.g.: politics, health, environment, social media, and new technologies
- Practical applications of diverse methods and research paradigms

- Critical analysis of research examples

Contents

The course will provide an overview of domains in which social psychology have been applied outside the laboratory. The course will be devoted to examining multiple theoretical and methodological approaches useful to understand the different contexts. Examples and research tools applied to political psychology, immigration, health, in particular vaccine behaviour, climate change, the spread of conspiracy theories, technology use will be examined.

Detailed program

- Features of applied social psychology
- Understanding social issues through applied social cognition
- Beliefs' system and attitudes affecting behavior
- Social psychology and health
- Social psychology of vaccine behavior
- Social psychology and conspiracy theories
- Social psychology and technology use
- Social psychology of climate change
- Political psychology
- Social psychology of immigration and acculturation processes

Prerequisites

No previous knowledge is required. Good knowledge of the basis of Social Psychology enables more aware fruition of the course contents.

Teaching methods

In addition to classroom lectures, part of the teaching will take place through the discussion of scientific articles, videos' presentation and comment, exercises, and discussions on the course topics.

The material (slides and, when possible, scientific articles) will be made available on the e-learning site of the course so that also non-attending students can use it.

Attending students will be given the possibility to deepen a topic of the course through an assignment (a written report or alternatively a class presentation) analyzing a research example in applied social psychology

Lessons will be held in presence or through online video lessons, according to the University's regulations regarding the COVID-19 emergency situation. In both cases, all lessons will be video recorded and made available to the students.

Assessment methods

The exam is written with open-ended questions, aimed at ascertaining the effective acquisition of socio-cognitive theories and methods to solve societal issues.

The evaluation criteria are: the correctness of the answers, the ability to argue, synthesize, create links, and critically read the reality.

There will be one final examinations reserved for attending students at the end of the course. The participation in optional activities (see didactic methods) contributes to the final evaluation.

Upon student's request, an oral interview is also provided, on all the topics of the course, which can lead to an increase or decrease of up to 3 points compared to the score of the written exam.

During the Covid-19 emergency, exams will be conducted according to the University's regulations regarding the COVID-19 emergency situation.

Textbooks and Reading Materials

Compulsory reading:

Steg, L., Keizer, K., Buunk, A. P., & Rothengatter, T. (Eds.). (2017). *Applied social psychology*. Cambridge, UK: Cambridge University Press (only chapters indicated on the e-learning page).

Further compulsory material will be made available by the teacher during the course on the e-learning website.

Detailed information about didactic material will be published on the e-learning page of the course.

Suggested reading:

Hodgetts, D., Drew, N., Sonn, C., Stolte, O., Nikora, L. W., & Curtis, C. (2010). *Social psychology and everyday life*. London, UK: Macmillan International Higher Education. (only chapters indicated on the e-learning page).