



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Psicologia Sociale Applicata

2122-2-E2401P136

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#### 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.

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, unless further COVID-19 related restrictions are imposed.

## Assessment methods

[The exam is written \(computer test\) with open-ended questions, aimed at ascertaining the effective acquisition of socio-cognitive theories and methods to solve societal issues.](#)

There will be one final examination at the end of the course.

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

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.

Although this course is held in Italian, for Erasmus students, course material can also be available in English, and students can take the exam in English if they wish to do so.

## 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](#)).

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[Detailed information about didactic material will be published on the e-learning page of the course.](#)

