UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Applied Social Psychology

2324-2-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 cognitions and behaviors
- 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, health, in particular vaccine behaviour, and sustainable food psychology, 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 of conspiracy theories
- Sustainable food behavior
- Social psychology of climate change
- Political psychology

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.

Interested students will be given the possibility to deepen a topic of the course through an assignment (a written report to be done individually or in small groups) analyzing a research example in applied social psychology.

Assessment methods

There will be the opportunity of a final examination at the end of the course.

The exam is written (computer test in the lab via EsamiOnline) with open-ended questions (equal to very short essays), 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.

Participation in the optional activities proposed during the course (see teaching methods) also contributes to the final evaluation (weighted evaluation for one third of the overall grade).

Upon student's or professor 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.

The indicated reading materials (detailed on the e-learning page) but not discussed in the classroom is an integral part of the exam program, both written and oral.

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).

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

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | GENDER EQUALITY | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | RESPONSIBLE CONSUMPTION AND PRODUCTION | CLIMATE ACTION | PEACE, JUSTICE AND STRONG INSTITUTIONS