UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Applied Social Psychology

2425-2-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 the research areas in which social psychology has been applied outside the

laboratory. Different theoretical and methodological approaches useful for understanding variuous contexts will be analysed, also paying attention to the ethical issues of these types of research. Examples and research tools applied to health, environment and politics will be discussed, in particular: scientific misinformation, vaccination behaviour, sustainable food behavior, climate change, beliefs in conspiracy theories, dehumanization.

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

Teaching will take place in the classroom.
In addition to lecture-based activity (around 42 hours), in which active participation in classroom discussion will be encouraged, approximately 18 hours of the teaching will be interactive and take place through guided discussion of scientific articles, viewing and commenting on videos, and through practical exercises on the application of methods and tools related to the course topics.

The material presented in the classroom (slides and, where possible, scientific articles) will be made available on the course e-learning site.

Interested students will be given the opportunity to deepen some of the course topics by preparing a written essay (in the form of a project to be carried out in small groups) analyzing a research example in the field of applied social psychology.

Assessment methods

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).

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