



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Social Psychology of Communication

2526-1-E2006P005

Learning objectives

Knowledge and Understanding

- Introduction to social psychology: approaches and methodologies for conducting research in the field of social psychology.
- Data collection tools: field observations, questionnaires, and experiments.
- The theoretical and methodological foundations of social psychology: main theories and models of social psychology; quantitative and qualitative methods used in social psychology research.
- Emerging areas of social psychology: new fields of study such as social psychology in the digital age, political psychology, and environmental psychology.

Applying knowledge and understanding

- Understanding the field of social psychology and its specific features (theoretical, methodological, and linguistic) within the landscape of social science studies.
- Distinguishing social psychology from other disciplines within the social sciences.
- Analyzing the specific contributions of social psychology to the understanding of human behavior.
- Recognizing social cognition processes: identification and analysis of the mechanisms through which people perceive, interpret, and remember social information; study of cognitive biases and heuristics in social judgment.
- Identifying and deconstructing different forms of social influence: analysis of the dynamics of conformity, obedience, and persuasion.
- Understanding intergroup and interpersonal relations and conflicts: theories and research on the dynamics of conflicts and relationships between groups and individuals.
- Exploring emerging areas of social psychology: exploration of new frontiers in social psychology.

Making judgements

- Development of critical analysis skills regarding social dynamics and psychological processes underlying

beliefs, opinions, attitudes, and behaviors, including those related to communication and social influence phenomena.

- Ability to independently and reflectively assess how different messages and communicative contexts can shape social perceptions and influence decisions and behaviors.
- Development of the ability to interpret and integrate empirical data from social psychology research to formulate informed judgments on complex social issues.

Communication skills

- Development of the ability to clearly and effectively communicate social psychology concepts, data, and results, both orally and in writing, to specialist and non-specialist audiences.
- Ability to actively participate in group discussions and exercises, demonstrating listening skills, openness to dialogue, and the ability to integrate different perspectives.
- Ability to present and argue course content coherently and rigorously, also using multimedia and graphic supports.

Learning skills

- Development of the ability to autonomously learn theoretical and methodological content of social psychology, including through integrative readings and critical analysis of scientific literature.
- Ability to update one's knowledge in a lifelong learning perspective, identifying authoritative sources and using appropriate methods to explore specific topics in depth.
- Strengthening of metacognitive reflection on one's own learning processes and of strategies for acquiring new skills effectively.

Contents

The course aims to provide a solid theoretical and methodological foundation in social psychology, with particular attention to the specificities of the discipline within the broader context of the social sciences. Students will delve into the main studies and theories developed in social psychology to understand the processes of social cognition, social influence, and the dynamics of relationships between individuals and groups in various social contexts.

Detailed program

PART ONE: SOCIAL PSYCHOLOGY

- Introduction to Social Psychology
- Conducting Research in Social Psychology

PART TWO: THE FOUNDATIONS OF SOCIAL PSYCHOLOGY

- Social cognition
- Social influence
- Attitudes
- The Self: self-regulation, motivation, and emotions
- Aggression
- Prosociality
- Belonging and social exclusion
- Prejudice

PART THREE: EMERGING AREAS OF SOCIAL PSYCHOLOGY

- Social psychology in the digital age
- Environmental psychology
- Political psychology

Prerequisites

No one in particular.

Teaching methods

28 lectures (equivalent to 56 hours and 8 ECTS credits) in-person in the classroom. The course is primarily based on a didactic method of frontal lectures. During the lectures, the instructor encourages active participation from students through classroom discussions and interactive activities, such as brief group reflections, film analysis, case studies, and applications of theories to practice. This approach aims to stimulate critical thinking and foster direct engagement with the topics discussed, allowing students to apply the theoretical knowledge acquired to real-world situations. Whenever possible, materials (lecture handouts and, when available, films) are made accessible on the course's e-learning site, so that it can also be considered by non-attending students. The course is taught in Italian.

Assessment methods

The assessment consists of a written exam covering the entire syllabus. The exam is composed of 30 multiple-choice questions (with 4 response options: each correct answer is worth 1 point; incorrect or unanswered questions are worth 0 points) and one open-ended question that allows students to earn between 0 and 2 points. The open-ended question concerns the multimedia materials indicated in the reference texts and is designed to assess critical analysis skills, synthesis, and the ability to create connections between the different course contents.

The questions are designed to verify the effective acquisition of theoretical knowledge and the ability to connect different contents, areas, and processes of social psychology. The answers to the multiple-choice questions will be evaluated based on correctness. The answer to the open-ended question will be evaluated based on correctness, argumentation skills, synthesis, the creation of connections between different areas, and critical analysis of the presented phenomena. . No mid-term exams are planned.

Textbooks and Reading Materials

Andrighetto, L. & Riva, P. (Eds.) (2020). *Psicologia Sociale: Fondamenti teorici ed evidenze empiriche*. Bologna: Il Mulino. ISBN 978-88-15-28794-6

Listening to the following podcasts also constitutes examination material:

a - Io ero il milanese - RaiPlay Sound (<https://www.raiplaysound.it/programmi/ioeroilmilanese>)

b - Sabrina Efionayi - STORIA DEL MIO NOME (<https://choramedia.com/podcast/storia-del-mio-nome/>)

And watching the following videos:

a - Comizi d'amore (documentario del 1965 di Pier Paolo Pasolini - https://www.youtube.com/watch?v=JKGvqxBZWS0&t=2741s&ab_channel=Film%26Clips

b - Processo per stupro (documentario del 1979 di Maria Grazia Belmonti, Anna Carini, Rony Daopulo, Paola De Martis, Annabella Miscuglio e Loredana Rotondo)- https://www.youtube.com/watch?v=xaTmbLzyWmk&list=PL8CECAD6B8604F5A5&ab_channel=matergea

Sustainable Development Goals

GOOD HEALTH AND WELL-BEING | GENDER EQUALITY | REDUCED INEQUALITIES | SUSTAINABLE CITIES AND COMMUNITIES | PEACE, JUSTICE AND STRONG INSTITUTIONS
