

Module Details	
Module Title:	Social Psychology (Level 7)
Module Code:	PSY7011-B
Academic Year:	2019-20
Credit Rating:	20
School:	School of Social Sciences
Subject Area:	Psychology
FHEQ Level:	FHEQ Level 7 (Masters)
Pre-requisites:	
Co-requisites:	

Contact Hours	
Type	Hours
Lectures	22
Tutorials	2
Laboratory	3
Directed Study	173

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1 (Sep - Jan)

Module Aims
Social psychology is concerned with the description and explanation of human behaviour in situations where people are interacting with others. In this module you will gain a comprehensive and critical understanding of the concepts and methods used in explanations of human behaviour when these are applied to individuals and groups in a social context. The nature of groups will be considered including micro groups (for example friendship or work networks) and macro groups (for example gender, age, socioeconomic status, culture). Substantive content will range from traditional social psychological theories and methods to more critical social psychological theories and methods. Trait and type theories of personality will be outlined and the ways in which these can be contrasted with social psychological understandings of individual differences and culture will be explored. Ethical issues in social psychological research will be a key theme throughout the programme as will the application of

knowledge to our everyday behaviours and how we consider behaviour change in a social world.

Outline Syllabus

History of social psychology and its methods and the emergence of modern/critical social psychology. Overview of individualistic and collective explanations for behaviour, reference to personality and individual differences and micro and macro social groups, gender, culture. Social perception including person perception, attitudes, attribution. Inter/intra group processes including prejudice, conflict, social identification. Small group processes including norms, leadership, decision making and performance. Social influence including conformity, minority and majority influence. Close relationships, interpersonal attraction, theories and models of relationships.

Learning Outcomes

1	a) demonstrate and critically evaluate knowledge and understanding of the main social psychological theoretical approaches to behaviour; b) describe and critically evaluate the methods and findings of key research studies into group and individual social behaviour; c) describe and critically evaluate social psychological perspectives on gender and culture.
2	a) utilise social psychological theory and research to evaluate and explain contemporary social behaviour; b) apply social psychological theory to everyday examples of social behaviour and considerations of behaviour change.
3	a) use IT skills to prepare written work and seek out web based information.

Learning, Teaching and Assessment Strategy

Lectures will be used to deliver substantive content (LO1a-c) Labwork will be used to replicate a traditional social psychology experiment allowing an experiential element of social psychological research to be incorporated into the module (LO1b, 2a). Seminars will be used to evaluate some of the main approaches in social psychological understandings and explanations (LO1a-c and LO2a). The examination will assess an ability to demonstrate a critical understanding of some of the main social psychological approaches to social behaviour and behaviour change (LO1a-c and 2a,b). The essay will assess an in depth appreciation and evaluation of at least one substantive theoretical and methodological perspective in social psychology. (LO1a-c dependent on essay title, LO2a,b).

Mode of Assessment

Type	Method	Description	Length	Weighting
Summative	Examination - MCQ	Examination - High level multiple choice questions	1.5 hours	50%
Summative	Coursework	Essay	-2000 words	50%

Reading List

To access the reading list for this module, please visit <https://bradford.rl.talis.com/index.html>.

Please note:

This module descriptor has been published in advance of the academic year to which it applies. Every effort has been made to ensure that the information is accurate at the time of publication, but minor changes may occur given the interval between publishing and commencement of teaching. Upon commencement of the module, students will receive a handbook with further detail about the module and any changes will be discussed and/or communicated at this point.