

Attitudes and Social Cognition (SOP 4444)

Instructor: Dr. Kate A. Ratliff

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Class Meetings: MWF 11.45-12.35

Office Hours: MW 12.45-1.45

Course Description

Social cognition is an area of social psychology concerned with understanding how people make sense of the social world. In this course we will cover many different topics (attitudes, emotions, persuasion, prejudice, stereotyping, the self) with one guiding principle – that social behavior is best understood as a function of people’s perceptions rather than as a function of some objective truth. This is an interactive, advanced course designed to provide insights into classic and recent theories in social cognition. In addition to learning the content of each theory, you will learn how to think critically about the value and application of a theory.

Course Materials

The primary text for this course is *Social Cognition: From Brains to Culture* (2nd Edition) by Susan Fiske and Shelley Taylor (2013). For (almost) every class meeting you will be given a reading assignment from the book. The slides that I use in class lectures will be available to you by 8pm the night before each class meeting; the file names correspond to the course schedule. Please bring your textbook to class; you will sometimes be given in-class assignments for which it will help you.

Course Attendance, Preparation, and Participation

Although attendance is not mandatory, it is in your best interest to attend regularly and to have read the assigned materials before coming to class. Lectures will always include information that is not in the textbook and we will do in-class activities that will help your learning. If you do miss class, it is your responsibility to get notes from a classmate – I will not provide them to you. Further, there are pop quizzes and extra credit opportunities that you can only learn about by attending class.

Students are expected to participate in class. Student participation takes the form of asking questions, voicing your thoughts and ideas, commenting on what your classmates or I have said, and actively taking part in activities and discussion. Participation is essential because it makes the classroom experience more enjoyable for everyone and because it will help you to get more from the class. Although you will not be formally graded on your participation, please be aware that I do notice who participates and who does not.

Computer Policy

Empirical evidence suggests that laptops in the classroom are a detriment to student success (Fried, 2008). I encourage you to put your devices aside during class and to take notes by hand. If you choose to ignore this advice, please note that notetaking is the only allowed use for your laptop during class. Checking email and browsing the Internet are not acceptable. Each time you are found to be using your laptop for anything besides note-taking, 5 points will be deducted from your total grade points.

Course Assignments

Quizzes (10%). Pop quizzes will occasionally be given in class (~5 times during the semester). The subject matter of these quizzes will be drawn from the reading assignment for that day or material we have covered previously. You will receive a 0 on any quiz that you miss due to absence. If you are late to class you will not be given extra time to complete the quiz.

Exams 1, 2, and 3 (20% each). There will be three, 25-item multiple-choice exams that take place in class (see schedule for dates). The exam questions will come from lecture and your textbook; all material is fair game unless I specifically tell you otherwise. Absolutely no makeup exams will be given except in the case of a documented emergency and you will not be able to take the exam if you arrive to class late on the day it is given.

Final Exam (30%). There will be a cumulative, 50-item multiple-choice final exam on Tuesday, December 10th at 5.30pm. Absolutely no makeup exams will be given except in the case of a documented emergency.

Extra Credit (variable). I will occasionally give assignments for which you can earn extra points that are applied to your exam grades. These assignments will be announced (and sometimes completed) in class. No other extra credit opportunities are possible; please do not ask.

Course Grading

Each assignment will be given a percentage grade ranging from 0-100%. Grades will be averaged according to the weighting above and the following grading scale will be used:

93 to 100 = A; 90 to 92.99 = A-; 87 to 89.99 = B+; 83 to 86.99 = B; 80 to 82.99 = B-; 77 to 79.99 = C+; 73 to 76.99 = C, 70 to 72.99 = C-; 67 to 69.99 = D+; 63 to 66.99 = D; 60 to 62.99 = D-; 59.99 or below = F

I do not round grades. For example, if your final grade is an 89.99, your final grade is a B+. I will not make exceptions to this rule; please do not ask.

Students with Disabilities

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student, who must then provide documentation to the Instructor when requesting accommodation.

Academic Integrity

On all work submitted for credit by students at the University of Florida, the following pledge is implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Course Schedule

Lecture	Day	Date	Topic/Reading
intro	W	August 21	Course introduction
lecture1	F	August 23	Intro to social cognition (Chapter 1)
lecture2	M	August 26	Naïve Realism*
lecture3	W	August 28	Dual modes in social cognition (Chapter 2)
lecture4	F	August 30	Dual modes in social cognition (Chapter 2)
lecture5	M	September 2	Labor Day: No Class
lecture6	W	September 4	Dual modes in social cognition (Chapter 2)
lecture7	F	September 6	Attention and encoding (Chapter 3)
lecture8	M	September 9	Attention and encoding (Chapter 3)
lecture9	W	September 11	Attention and encoding (Chapter 3)
lecture10	F	September 13	Representation in Memory (Chapter 4)
lecture11	M	September 16	Representation in Memory (Chapter 4)
lecture12	W	September 18	Representation in Memory (Chapter 4)
exam1review	F	September 20	Exam 1 Review
-	M	September 23	Exam 1
-	W	September 25	Kate Away: No Class
-	F	September 27	Kate Away: No Class
lecture13	M	September 30	Attitudes 1 (Chapter 9)
lecture14	W	October 2	Attitudes 1 (Chapter 9)
lecture15	F	October 4	Attitudes 1 (Chapter 9)
lecture16	M	October 7	Attitudes 2 (Chapter 10)
lecture17	W	October 9	Attitudes 2 (Chapter 10)
lecture18	F	October 11	Attitudes 2 (Chapter 10)
lecture19	M	October 14	Implicit Attitudes*
lecture20	W	October 16	Implicit Attitudes*
exam2review	F	October 18	Exam 2 Review
-	M	October 21	Exam 2
lecture21	W	October 23	Attribution (Chapter 6)
lecture22	F	October 25	Attribution (Chapter 6)
lecture23	M	October 28	Attribution (Chapter 6)
lecture24	W	October 30	Heuristics (Chapter 7)
lecture25	F	November 1	Heuristics (Chapter 7)
lecture26	M	November 4	Stereotyping (Chapter 11)
lecture27	W	November 6	Stereotyping (Chapter 11)
-	F	November 8	Homecoming: No Class
-	M	November 11	Veteran's Day: No Class
lecture28	W	November 13	Stereotyping (Chapter 11)
exam3review	F	November 15	Exam 3 Review
-	M	November 18	Exam 3
lecture29	W	November 20	Prejudice (Chapter 12)
lecture30	F	November 22	Prejudice (Chapter 12)
lecture31	M	November 25	Prejudice (Chapter 12)
-	W	November 27	Thanksgiving: No Class
-	F	November 29	Thanksgiving: No Class
-	M	December 2	Kate Away: No Class
finalreview	W	December 4	Wrap-up and Final Exam Review

*Indicates a lecture topic that does not come from the book. There is no assigned reading for these days.