

Module Details	
Module Title	Social Psychology
Module Code	PSY5010-B
Academic Year	2024/5
Credits	20
School	School of Social Sciences
FHEQ Level	FHEQ Level 5

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

Availability	
Occurrence	Location / Period
BDA	University of Bradford / Semester 1

Module Aims
<p>Social psychology is concerned with the description and explanation of human behaviour in situations where people are interacting with others. 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 as well as our understanding of individual difference. The nature of groups will be considered: micro groups (for example friendship or work networks) and macro groups (for example culture). Substantive content will range from traditional social psychological theories and methods to more critical reflection on the replication crisis in social psychological research. Ethical issues in social psychological research will be a key theme throughout the module programme as will the application of knowledge to our everyday behaviours and how we consider behaviour change in a social world.</p>

Outline Syllabus
<p>History of social psychology and its methods and the emergence of modern social psychology. Overview of individualistic and collective explanations for behaviour, reference to personality and individual differences and micro and macro social groups. Social perception including person perception, attitudes, and attribution. Inter/intra group processes including prejudice and conflict. Small group processes including norms, decision making and performance. Social influence including conformity, minority and majority influence. Throughout the module, the syllabus will focus on the replication crisis in social psychology.</p>

Learning Outcomes	
Outcome Number	Description
01	Demonstrate and evaluate knowledge and understanding of the main social psychological theoretical approaches to behaviour.
02	Describe and evaluate the methods and findings of key research studies into group and individual social behaviour.
03	Describe and evaluate the replication crisis in social psychology.
04	Utilise social psychological theory and research to evaluate and explain contemporary social behaviour.
05	Apply social psychological theory to everyday examples of social behaviour and considerations of behaviour change.
06	Use IT skills to prepare written work and seek out web based information.

Learning, Teaching and Assessment Strategy
<p>Lectures will be used to deliver substantive content (LO1-3) Online lab work will be used to design a social psychology experiment and analyse mock data allowing an experiential element of social psychological research to be incorporated into the module (LO2, 4). Tutorials will be used to evaluate some of the main approaches in social psychology and for assessment preparation (LO1-4).</p> <p>The Discussion section will assess an ability to demonstrate a critical understanding of some of the main social psychological approaches to social behaviour and behaviour change (LO1-5). Students would have completed the lab tasks and learnt on how to apply good research method and statistical analyses and now required to formulate a Discussion section that has both empirical evidence and critical analyses. The Discussion will also assess an in-depth appreciation and evaluation of at least one substantive theoretical and methodological perspective in social psychology (LO1-5 based on the lab tasks in LO4-5).</p>

Mode of Assessment			
Type	Method	Description	Weighting
Summative	Coursework - Written	Critical discussion	100%

Reading List
To access the reading list for this module, please visit <a href="https://bradford.rl.talis.com/index.html">https://bradford.rl.talis.com/index.html</a>

*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.*