

1.0 BASIC COURSE INFORMATION

Psychology 3722G Section 550
Persuasion Theory and Research

Course delivery with respect to the COVID-19 pandemic

Although the intent is for this course to be delivered in-person, the changing COVID-19 landscape may necessitate some or all of the course to be delivered online, either synchronously (i.e., at the times indicated in the timetable) or asynchronously (e.g., posted on OWL for students to view at their convenience). The grading scheme will not change. Any assessments affected will be conducted online as determined by the course instructor.

Instructor: Dr. Glen Gorman
Email address: ggorman3@uwo.ca
Office & Phone Number: N/A
Office Hours: Zoom, by Appointment
Course Website: Access via <https://owl.uwo.ca/portal>

Contacting the Course Instructor: The best way to contact me is through email. If you email me, you must email me from your UWO account, otherwise a response is not guaranteed (as your email may go into my spam box). Your email must also include **Psych 3722** in the subject line in order for me to determine the class to which you are referring. I will try my best to respond to emails within two working days. Please check this syllabus or the course webpage before writing to see if the information you want is already posted. Emails sent that do not include identifying information (your name and course number), or emails asking questions that were covered in the syllabus or through announcements, will not receive a response.

Course Webpage and UWO Email: OWL will be a key communication tool for this course. OWL will be used to distribute the syllabus, class announcements, instructions for the group project, grades and other important course material. It also provides a place for you to ask questions and discuss issues related to the course. As well, I will contact you via the course webpage and email if I need to get in touch with you. As such, you should use OWL and your UWO email regularly (at least once a day) to check for course updates and messages. It is your responsibility to check OWL and your UWO email so that you do not miss any messages or announcements that may be posted.

2.0 CALENDAR DESCRIPTION

This course will provide a critical analysis of theory and empirical research on attitudes and attitude change from a social psychological perspective. The topics include: how attitudes are formed, measured, and influence our decisions, as well as different theoretical perspectives on persuasion, factors that influence persuasive messages, and how empirical research on attitudes and persuasion is applied in various social contexts.

Prerequisite(s): At least 60% in Psych 2780E or permission of the Department at Huron
Antirequisite(s): Psych 3710F/G, Psych 3721F/G, Psych 3723F/G, Psych 3740F/G

Extra Information: 3 lecture/discussion hours, 0.5 course.

Students are responsible for ensuring that they have successfully completed all course requirements. If you do not have the prerequisites for this course or written special permission from the Dean to enroll in this course, you will be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

3.0 COURSE OBJECTIVES

Upon successful completion of this course, students should be able to:

- Identify major concepts, topics and theories related to attitudes and persuasion.
- Be knowledgeable about methodological and theoretical issues important to the study of attitudes and persuasion.
- Think critically about various research paradigms used in research on persuasion.
- Find, read, and evaluate scientific articles on the topic of persuasion.
- Formulate research questions and testable hypotheses.
- Reflect on the application of persuasion research in our everyday experiences.
- Discuss, write, and communicate concepts and theories in persuasion research directed at different audiences.
- Develop skills to moderate a group discussion.
- Acquire skills to work effectively in a group setting.

4.0 DESCRIPTION OF CLASS METHODS

This is a seminar course with multiple components. Students should be prepared to:

1. Read a textbook Chapter(s)
2. Read 1-2 empirical articles each week.
3. Facilitate a discussion based on one of the class readings
4. Write a critical reflection
5. Participate in asynchronous or synchronous class discussions on the assigned readings.
6. Contribute to a group project

5.0 READINGS AND OTHER SOURCES

Perloff, R. M. (2020). *The Dynamics of Persuasion: Communication and Attitudes in the Twenty-First Century*. Taylor & Francis. Physical copy or digital copy: <https://lb.ca/cgi-bin/cgiwrap/additem.bbx?/Z107910/I9780429589409>

The additional reading list for the course will be posted on OWL. The readings can be retrieved from Western Libraries.

American Psychological Association (2019). *Publication Manual of the American psychological association (7th edition)*. Washington, D.C. ****recommended****

6.0 METHOD OF EVALUATION

Each method of evaluation will have a more detailed description and grading rubric posted on OWL.

1. **Weekly Quizzes (20%):** Each week, prior to scheduled class time, students will take part in a short quiz that assesses knowledge from the chapter assigned for that week.
2. **Participation (20%):**
 - a. **Participation Prospection/Reflection (10%)**
At the beginning of the course, each student will submit a prospection outlining the expectations of themselves for the course. At the end of the course, each student will submit a reflection outlining whether they met their own expectations or not.
 - b. **Weekly discussion participation (10%)**
All students will be expected to activity and meaningfully contribute to the topic

discussions.

3. **Discussion facilitation (10%):** Once during the term, students will be responsible for facilitating the class discussion. More information about the format of the discussion will be released on OWL. Each week there will be 1-3 facilitators, each leading their own discussion with a small group of students from the class. Facilitators will be responsible for reading and being familiar with the assigned topic article. With their individual groups, facilitators will initiate and moderate the discussion. Facilitation questions must be submitted to the instructor by 11:55 pm the night before the facilitation. More details will be posted on OWL. Depending on enrollment, some weeks may not have facilitators. Time during those weeks will be devoted to working on the group project (see below).
4. **Facilitation reflection (5%).** One week after the discussion facilitation, the student (facilitator) will be responsible for selecting three points from the discussion and writing a critical reflection based on those points. The reflection should demonstrate insights into the topic, what they feel students learned from the discussion, what they learned from the facilitation, as well as describe their experience facilitating the discussion.
5. **Group Project (45%):** In groups of 4-5, students will use principles of persuasion learned in class to promote a chosen charity. Each group will choose one charitable cause, one theory of persuasion, and create a 2-minute (theory based) video pitch with the goal of persuading the viewer to donate to the charity. As part of the project, each group will submit an annotated bibliography based on a literature search, as well as a short report describing the charitable cause and the theory of persuasion. Students will view the other group videos and pose discussion questions for the group to answer. The group project will be divided into group-based components and individual-based components (see the breakdown below):

Group Components (28%):

- Short report (15%)
- Pitch (5%)
- Video (8%)

Individual Components (17%):

- Annotated Bibliographies (15%)
- Viewer questions (2%)

6.1 EVALUATION SUMMARY

Course Component	Date	% of Final Mark
Quizzes (x11)	Weekly	20
Discussion Facilitation	Once during the term	10
Facilitation Reflection	Once during the term	5
Participation: Prospection/Reflection	Prospection: Jan 20 Reflection: Apr 7	10
Participation: Class Discussion	Weekly basis	10
Group Project: Annotated Bibliography (Individual)	Feb 10	15
Group Project: Short Report (Group)	Mar 3	15
Group Project: Pitch (Group)	Mar 17	5
Group Project: Video (including Q&A) (Group)	Mar 31	8

Group Project: Viewer Questions	Apr 7	2
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*Please note that your grade for the group project will be partially based on peer evaluations. This will be explained further in class.

6.2 COURSE WORK EXPECTATIONS

Formatting of Work (i.e., what should assignments look like?)

Unless otherwise stated in assignment guidelines, all written assignments should be double spaced, use 12-point Times or Times New Roman font, 1" margins, and APA formatting (including correct citations and referencing where applicable). Anytime you submit an assignment for a class, it should minimally have your name and a title, even if this is not specifically stated. Specific assignments may vary in terms of format expectation (e.g., some may require a title page). Failure to follow these guidelines will result in deductions.

File Format (i.e., what type of files should I submit on OWL?)

Unless otherwise stated, all electronic submissions must be made in *MS Office format*. **Assignments not submitted in word format will not be graded and will be subject to the standard late penalties until the correct format has been submitted.** Word is widely available to all students; not having access to the program will not be accepted as an excuse. A free copy (for PC OR Mac) can be obtained through your Western Office 360 account.

In addition, MS Office is widely available on campus computers. If you have any issues with the file formats please inform the instructor well before any due dates. **Please note: work submitted from WeChat (or similar) will not be accepted. See above for accepted file types.**

Submission of Work

Unless otherwise specified, upon completion, all assigned project components are to be submitted electronically *prior to 11:55 pm* on their due dates (see Tentative Lecture and Group Project Schedule). Project components submitted after 11:55 pm will be considered late. Because technical issues may occur, it is strongly recommended that you submit your work well in advance of the deadline to avoid any possible issues. **Technical difficulties will not be an acceptable excuse for late submissions.** If issues are encountered, it is student's responsibility to notify King's ITS help desk (hurit@uwo.ca) for assistance well before the deadline. Also, notify the instructor outlining the issue and the steps being taken to resolve it. Please note that ALL written work must be submitted electronically through the course website, which allows TurnItIn to conduct a plagiarism check (you do not need to go to the TurnItIn website). Please allow ample time for your submission—this means that you should avoid submitting your work last minute. The TurnItIn report can sometimes take a while to generate so submit your work as early as possible. If you are having issues with your electronic submission, you must contact the instructor BEFORE the deadline. Do NOT submit your work as an email attachment to the instructor and expect to use that as a record of when you submitted your work as this submission will not contain a TurnItIn report. **All students are responsible for double checking that assignment submissions went through on Owl. Any late, incorrect or incomplete submissions will be susceptible to penalties.**

Policies for Late Submissions

Individual and group components submitted after the due date and time will be penalized 5% per day for a maximum of 10 days (including weekends). After 10 days, the assignment will receive a grade of zero. The exception will be the progress reports. Because these are graded on a submitted/not-submitted basis, late progress reports will not be accepted. Due to the collaborative nature of the group project, the penalty for any group components submitted late will apply equally to all group members. Even though one group member will primarily be responsible for submitting the group components, it is the group's responsibility to ensure that all components are submitted on time. Please note that late submissions may result in delayed feedback. Extensions for reports are normally considered only before the deadline and granted for medical reasons deemed acceptable by the Dean or his or her designate.

Additional information regarding University policy regarding relief based on medical grounds appears in the Appendix.

The only other exception to the late penalty will be for the final presentation. Because the presentation date for the final project is set, there will not be an opportunity to present these components after the presentation date. Therefore, a grade of 0 will apply to these components.

Questions about grades can be submitted to Dr. Gorman **in writing** anytime between 24 hours and 1 week after the assignment or exam grade is returned.

Group Work

It is known that some groups work well but others do not. Many issues within groups happen because of poor communication and/or a mismatch in individual group member's expectations. At the beginning of the term, each group is asked to complete a contract explicitly outlining the agreed upon expectations. It is every group's responsibility to ensure that those expectations are spelled out as clearly and in as much detail as possible, and that any misunderstandings are addressed early on. Violations of the agreed upon contract can result in individual group members receiving 0 on some or all of the group assignment. It is each group member's responsibility to clearly communicate their expectations with their groups members and fully agree with the terms of the group contract. If issues do arise, group members are asked to immediately and openly communicate with one another to work towards resolving those conflicts. If attempts to resolve the conflict are unsuccessful, group members are free to contact the instructor for assistance. Often, the instructor will provide guidelines for proceeding. If it is determined that one or more group members are not fulfilling their group obligations, and are demonstrating increased effort, this may result in a grade of 0 on some or all components of the group project, OR, the instructor may separate group members into different groups to proceed on the remainder of the project separately. Please note: If you are experiencing difficulties working with group members, contact the instructor immediately. Waiting until later in the term may make it impossible for intervention to occur.

7.0 TENTATIVE SCHEDULE OF TOPICS AND COURSE WORK

This is a tentative schedule of the topics we will be covering in class and is subject to change. Any changes to the readings or topic dates will be announced in class and posted on OWL. The full reading list will be posted on OWL.

Dates (Week Starting)	Topics	Textbook Reading	Assignments	Group Project
Jan 13	Introduction	Ch. 1	<ul style="list-style-type: none"> Weekly Quiz 	
Jan 20	Foundations	Ch. 2 & 3	<ul style="list-style-type: none"> Choose Facilitation Topic Weekly Quiz Participation prospection 	<ul style="list-style-type: none"> Group Assignment and Begin Group work Finalize cause choice Meet with the Instructor
Jan 27	Attitudes Close Relationships	Ch. 4	<ul style="list-style-type: none"> Discussion Facilitation Chosen Articles for Facilitation Submitted Weekly Quiz 	<ul style="list-style-type: none"> Research persuasion theories Work on annotated bibliography
Feb 3	Power of Persuasion Politics	Ch. 5	<ul style="list-style-type: none"> 2 Student Facilitation Possible Discussion Participation Weekly Quiz 	<ul style="list-style-type: none"> Choose a persuasion theory Work on annotated bibliography Meet with the Instructor
Feb 10	Functions and Consequences Health	Ch. 6	<ul style="list-style-type: none"> 2 Student Facilitations Possible Discussion Participation Weekly Quiz 	<ul style="list-style-type: none"> Submit annotated bibliography

Feb 17	Measurement Consumer Behaviour	Ch. 7	<ul style="list-style-type: none"> • Weekly Quiz • Possible Discussion Participation 	<ul style="list-style-type: none"> • Work on short report • Meet with the instructor
Feb 24	Reading Week, no class	No reading		<ul style="list-style-type: none"> • No Assignments Due
Mar 3	Processing Persuasive Communication Law	Ch. 8	<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation • Weekly Quiz 	<ul style="list-style-type: none"> • Submit short-report
Mar 10	Message Source	Ch. 9 & 10	<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation • Weekly Quiz 	<ul style="list-style-type: none"> • Work on pitch • Meet with the instructor
Mar 17	Persuasive Messages Environment	Ch. 11	<ul style="list-style-type: none"> • Weekly Quiz 	<ul style="list-style-type: none"> • Submit pitch
Mar 24	Appeals Organizations	Ch. 12	<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation • Weekly Quiz 	<ul style="list-style-type: none"> • Work on Video • Meet with the instructor
Mar 31	Cognitive Dissonance Everyday Life	Ch. 13	<ul style="list-style-type: none"> • Weekly Quiz 	<ul style="list-style-type: none"> • Submit Video
Apr 7			<ul style="list-style-type: none"> • Submit participation reflection 	<ul style="list-style-type: none"> • Q&A • Peer Evaluations

8.0 POLICY ON GRADING

Students at Huron University College should consider a grade in the range from 70-74 to be evidence of satisfactory performance in a 2100-level Psychology course. Grades in the B+ (75-79) or A (80-89%) ranges will only be awarded for performance that is demonstrably superior to the second-year standard associated with the Major or Minor modules. A grade of A+ (90-100%) will only be awarded very rarely and only for work that is truly exceptional.



Appendix to Course Outlines: Academic Policies & Regulations 2021 - 2022

Mandatory Use of Masks in Classrooms

Students will be expected to wear triple layer non-medical masks at all times in the classroom as per Huron policy and public health directives. Students are now permitted to drink water in class by lifting and replacing the mask each time a drink is taken. Students will be able to eat and drink outside of the classroom during scheduled breaks.

Students unwilling to wear a mask as stipulated by Huron policy and public health directives will be referred to the Dean's Office, and such actions will be considered a violation of the Huron Student Code of Conduct.

Pandemic Contingency

In the event of a COVID-19 resurgence during the course that necessitates the course delivery moving away from face-to-face interaction, all remaining course content will be delivered entirely online, typically using a combination of synchronous instruction (i.e., at the times indicated in the timetable) and asynchronous material (e.g., posted on OWL for students to view at their convenience). Any remaining assessments will also be conducted online at the discretion of the course instructor. In the unlikely event that changes to the grading scheme are necessary, these changes will be clearly communicated as soon as possible.

Student Code of Conduct

Membership in the community of Huron University College and Western University implies acceptance by every student of the principle of respect for the rights, responsibilities, dignity and well-being of others and a readiness to support an environment conducive to the intellectual and personal growth of all who study, work and live within it. Upon registration, students assume the responsibilities that such registration entails. While in the physical or online classroom, students are expected to behave in a manner that supports the learning environment of others. Please review the Student Code of Conduct at:

<https://huronatwestern.ca/sites/default/files/Res%20Life/Student%20Code%20of%20Conduct%20-%20Revised%20September%202019.pdf>.

Prerequisite and Antirequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites and that they have not completed any course antirequisites. Unless you have either the requisites for this course or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

Attendance Regulations for Examinations

A student is entitled to be examined in courses in which registration is maintained, subject to the following limitations:

- 1) A student may be debarred from writing the final examination for failure to maintain satisfactory academic standing throughout the year.

- 2) Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course will be reported to the Dean of the Faculty offering the course (after due warning has been given). On the recommendation of the Department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Dean of the Faculty offering the course will communicate that decision to the Dean of the Faculty of registration.

Review the policy on Attendance Regulations for Examinations here:

https://www.uwo.ca/univsec/pdf/academic_policies/exam/attendance.pdf.

Statement on Academic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following website:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf. The appeals process is also outlined in this policy as well as more generally at the following website:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/appealsundergrad.pdf.

Turnitin.com

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

Statement on Use of Electronic Devices

It is not appropriate to use electronic devices (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and distracting to other students and to the instructor, and can inhibit learning. Students are expected to respect the classroom environment and to refrain from inappropriate use of technology and other electronic devices in class.

Statement on Use of Personal Response Systems (“Clickers”)

Personal Response Systems (“clickers”) may be used in some classes. If clickers are to be used in a class, it is the responsibility of the student to ensure that the device is activated and functional. Students must see their instructor if they have any concerns about whether the clicker is malfunctioning. Students must use only their own clicker. If clicker records are used to compute a portion of the course grade:

- the use of somebody else’s clicker in class constitutes a scholastic offence
- the possession of a clicker belonging to another student will be interpreted as an attempt to commit a scholastic offence.

Academic Consideration for Missed Work

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is **48 hours or less** and the other conditions specified in the Senate policy at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf are met.

Students whose absences are expected to last **longer than 48 hours**, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

All students pursuing academic consideration, regardless of type, must contact their instructors no less than 24 hours following the end of the period of absence to clarify how they will be expected to fulfill the academic

responsibilities missed during their absence. **Students are reminded that they should consider carefully the implications of postponing tests or midterm exams or delaying submission of work, and are encouraged to make appropriate decisions based on their specific circumstances.**

Students who have conditions for which academic accommodation is appropriate, such as disabilities or ongoing or chronic health conditions, should work with Accessible Education Services to determine appropriate forms of accommodation. Further details concerning policies and procedures may be found at:

<http://academicsupport.uwo.ca/>.

Policy on Academic Consideration for a Medical/ Non-Medical Absence

(a) Consideration on Medical Grounds for assignments worth *less than 10%* of final grade: Consult Instructor Directly and Contact Academic Advising

When seeking consideration on **medical grounds** for assignments worth *less than 10%* of the final course grade, and if the student has exceeded the maximum number of permissible Self-Reported absences, the student should contact the instructor directly. The student need only share broad outlines of the medical situation. The instructor **may** require the student to submit documentation to the academic advisors, in which case she or he will advise the student and inform the academic advisors to expect documentation. If documentation is requested, the student will need to complete and submit the [Student Medical Certificate](#). The instructor may **not** collect medical documentation. The advisors will contact the instructor when the medical documentation is received, and will outline the severity and duration of the medical challenge as expressed on the Student Medical Certificate and in any other supporting documentation. The student will be informed that the instructor has been notified of the presence of medical documentation, and will be instructed to work as quickly as possible with the instructor on an agreement for accommodation.

(b) Consideration on Non-Medical Grounds: Consult Huron Support Services/Academic Advising, or email huronsss@uwo.ca.

Students seeking academic consideration for a **non-medical** absence (e.g. varsity sports, religious, compassionate, or bereavement) will be required to provide appropriate documentation where the conditions for a Self-Reported Absence have not been met, including where the student has exceeded the maximum number of permissible Self-Reported. All consideration requests must include a completed [Consideration Request Form](#). Late penalties may apply at the discretion of the instructor.

Please review the full policy on Academic Consideration for medical and non-medical absence at: https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.pdf. Consult [Huron Academic Advising](#) at huronsss@uwo.ca for any further questions or information.

Support Services

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation, students should email an Academic Advisor in Huron's Student Support Services at huronsss@uwo.ca. An outline of the range of services offered is found on the Huron website at: <https://huronatwestern.ca/student-life/student-services/>.

Department Chairs, Program Directors and Coordinators are also able to answer questions about individual programs. Contact information can be found on the Huron website at: <https://huronatwestern.ca/contact/faculty-staff-directory/>.

If you think that you are too far behind to catch up or that your workload is not manageable, you should consult your Academic Advisor. If you are considering reducing your workload by dropping one or more courses, this must be done by the appropriate deadlines. Please refer to the Advising website, <https://huronatwestern.ca/student-life/student-services/academic-advising/> or review the list of official Sessional Dates on the Academic Calendar, available here: <http://www.westerncalendar.uwo.ca/SessionalDates.cfm>.

You should consult with the course instructor and the Academic Advisor who can help you consider alternatives to dropping one or more courses. Note that dropping a course may affect OSAP and/or Scholarship/Bursary eligibility.

Huron Student Support Services: <https://huronatwestern.ca/student-life/student-services/>

Office of the Registrar: <https://registrar.uwo.ca/>

Student Quick Reference Guide: <https://huronatwestern.ca/student-life/student-services/#1>

Academic Support & Engagement: <http://academicsupport.uwo.ca/>

Huron University College Student Council: <https://huronatwestern.ca/student-life/beyond-classroom/hucsc/>

Western USC: <http://westernusc.ca/your-services/#studentservices>

Mental Health & Wellness Support at Huron and Western

University students may encounter setbacks from time to time that can impact academic performance. Huron offers a variety of services that are here to support your success and wellbeing. Please visit <https://huronatwestern.ca/student-life-campus/student-services/wellness-safety> for more information or contact staff directly:

Wellness Services: huronwellness@huron.uwo.ca

Community Safety Office: safety@huron.uwo.ca

Chaplaincy: gthorne@huron.uwo.ca

Additional supports for Health and Wellness may be found and accessed at Western through, <https://www.uwo.ca/health/>.