

1.0 BASIC COURSE INFORMATION

Psychology 3722G Section 550
Persuasion Theory and Research

Instructor: Dr. Glen Gorman
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Office: V105
Office Hours: Thursdays 5:30 – 6:30 pm
Course Time and Location: Thursdays 6:30 – 9:30 pm, W17
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. Participate in class discussions on the assigned readings.
5. 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. **Biweekly 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. **Discussion Questions (10%)** Prior to each discussion, students will be required to submit one discussion question for each assigned reading prior to class meetings. These questions should be high quality with the intention of generating thoughtful responses from other students. Discussion questions should be submitted online via OWL to the Assignments section of the course website. Discussion questions are due on Sunday evening at 11:55 pm prior to class meetings during weeks that discussions are scheduled. Late submissions will not be accepted.

- b. **Discussion participation (10%)**
All students will be expected to actively and meaningfully contribute to the topic discussions.
- 3. **Discussion facilitation (15%):** Once during the term, students will be responsible for facilitating the class discussion in pairs. More information about the format of the discussion will be released on OWL.
- 4. **Group Project (45%):** In groups of 4-5, students will use principles of persuasion learned in class to complete a group project. The group project will be divided into group-based components and individual-based components. Additional information will be provided on OWL.

6.1 EVALUATION SUMMARY

Course Component	Date	% of Final Mark
Quizzes (x5)	Biweekly	20
Discussion Facilitation	Once during the term	15
Participation: Class Discussion	Biweekly	20
Group Project	Various	45

*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 Huron'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
Jan 12	Introduction	Ch. 1
Jan 19	Foundations	Ch. 2 & 3
Jan 26	Attitudes	Ch. 4
Feb 2	Power of Persuasion	Ch. 5
Feb 9	Functions and Consequences	Ch. 6
Feb 16	Measurement	Ch. 7
Feb 23	Reading Week, no class	No reading
Mar 2	Processing Persuasive Communication	Ch. 8
Mar 9	Message Source	Ch. 9 & 10
Mar 16	Persuasive Messages	Ch. 11
Mar 23	Appeals	Ch. 12
Mar 30	Cognitive Dissonance	Ch. 13
Apr 6		

8.0 POLICY ON GRADING

Students at Huron University College should consider a grade in the range from 75-79 to be evidence of satisfactory performance in a 3000-level Psychology course. Grades in the A (80-90%) range will only be awarded for performance that is demonstrably superior to the third or fourth-year standard associated with the Major or Minor modules. A grade of A+ (90-100%) will only be awarded rarely and only for work that is exceptional.

Statement Regarding Academic Accommodation in Psychology at Huron University College

In the Department of Psychology at Huron, courses are structured to allow students as much flexibility as possible. In the event of an acute medical illness or other personal emergency, students must request academic consideration as per Western Academic Senate Policy. The instructor must indicate on the course outline how accommodations are granted and arranged.

Student requests for academic consideration/accommodation for missed work must be submitted in a timely manner, typically no more than 48 hours after the missed evaluation. Requests submitted more than 48 hours after the missed evaluation will normally require a formal recommendation from an Academic Advisor.

For missed coursework worth less than 10% of the overall grade in a course, students should contact the instructor in writing as soon as possible to arrange for accommodation. In cases where accommodation is granted, the instructor will inform the student in writing what accommodation will be granted (e.g. makeup test, reweighting missed evaluation, accept late assignment).

For missed coursework worth 10% or more of the overall grade in a course, students must contact their home faculty Academic Advising office with appropriate documentation (at Huron, this is Huron's Academic Advising Office; if you are a student at a different campus, contact your academic advisor at your home campus).

In the Department of Psychology, if accommodation is granted, students will typically be granted an extension of 48 hours for written essays and reports from the time when accommodation is granted in writing, unless otherwise discussed with the course instructor. The typical accommodation for missed tests will be reweighting of the course grade, unless otherwise discussed with the course instructor. Instructors may request further documentation to approve accommodations.

Students should refer to the following for more information regarding academic consideration and accommodation:

Western Senate Policy regarding Accommodation for Medical Illness

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

Huron Academic Advising

<https://huronatwestern.ca/student-life/student-services/academic-advising/faq/>

Appendix to Course Outlines: Academic Policies & Regulations Fall/Winter 2022-2023

Huron will continue to follow the guidance of public health and government officials. It is anticipated that there will be no disruptions to in-person instruction. This is subject to change.

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

[%20Revised%20September%202019.pdf](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: [Academic Calendar - Western University \(uwo.ca\)](#)

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: [Academic Calendar - Western University \(uwo.ca\)](https://www.uwo.ca/academic_calendar) . 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 Western University 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, tablets, 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

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, 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) Medical Grounds for assignments worth 10% or more of final grade: Go Directly to Academic Advising

University Senate policy, which can be found at [Academic Calendar - Western University \(uwo.ca\)](https://www.uwo.ca/academic_calendar) requires that all student requests for accommodation on medical grounds for assignments worth 10% or more of the final grade be made directly to the academic advising office of the home faculty (for Huron students, the “home faculty” is Huron), with supporting documentation in the form (minimally) of the Senate-approved Student Medical Certificate found at:

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

The documentation is submitted in confidence and will not be shown to instructors. 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. The instructor will not normally deny accommodation where appropriate medical documentation is in place and where the duration it describes aligns with the due date(s) of assignment(s). Before denying a request for accommodation on medical grounds, the instructor will consult with the Dean. The instructor’s decision is appealable to the Dean.

c) 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. 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: [accommodation_medical.pdf \(uwo.ca\)](#). 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>

Wellness and Health Supports 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. All Huron staff and faculty have received training on responding to disclosures of Gender-Based Sexual Violence (GBSV); students should know that the Community Safety Office is a resource for survivors, providing support and, if desired, guidance while referring them to the further supports that they may require. 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

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

Western Calendar - Policy Pages -

[Academic Calendar - Western University \(uwo.ca\)](https://www.uwo.ca/academic-calendar/)