

Brief Course Outline

Course Title: Persuasion Theory and Research

Course Number and Section:

PSYCHOL

3722G 550

Instructor Name(s): Glen Gorman

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Disclaimer: Information in the brief course outline is subject to change. The syllabus posted on OWL is the official and authoritative source of information for the course.

Course 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.

Learning Outcomes:

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.

Textbooks and Course Materials:

Perloff, R. M. (2023). *The Dynamics of Persuasion: Communication and Attitudes in the Twenty-First Century* (8th ed). Routledge. Bookstore link:

[https://bookstore.uwo.ca/textbook-search?](https://bookstore.uwo.ca/textbook-search?campus=HC&term=W2023B&courses%5B0%5D=550_HC/PSY3722G)

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Methods Of Evaluation:

Assignment	Due Date mm/dd/yy	Weight - %
Quiz 1	01/24/2024	4
Quiz 2	02/07/2024	4
Quiz 3	02/28/2024	4
Quiz 4	03/13/2024	4
Quiz 5	03/27/2024	4
Discussion Facilitation	Various	15
Participation	Various	20
Group Project	Various	45

In solidarity with the Anishinaabe, Haudenosaunee, Lūnaapéewak, and Chonnonton peoples on whose traditional treaty and unceded territories this course is shared.

Monday, December 11, 2023