

PSYC 308A: SOCIAL PSYCHOLOGY (CHEUNG – WINTER TERM 2)

All the ways in which humans are social!

WELCOME TO THE COURSE!

WHAT'S THIS ABOUT?

MATERIALS

ASSESSMENTS

POLICIES

RESOURCES



MUKBENCH & SOCIAL MEDIA FUN!

COURSE CALENDAR

WELCOME TO THE COURSE!

Traditional, ancestral, and unceded **xʷməθkʷəy̓əm** (Musqueam) territory
University of British Columbia
PSYC 308A – Social Psychology
Winter 2020/2021 Term 2
Section 004: MWF 2:00–3:00 pm (**Collaborate Ultra**)



Instructor: Benjamin Cheung 張煦 (he/him)
Office: **Collaborate Ultra**
Office hour: Tue 3 pm – 4 pm (or by appointment)
Email: [bycheung \[at \] psych.ubc.ca](mailto:bycheung@psych.ubc.ca)

Teaching assistants:



Davin Kim
Office: **Collaborate Ultra**
Office hour: Mondays 1 – 2pm
Email: [davin.kim \[at \] ubc.ca](mailto:davin.kim@ubc.ca)
Turnitin ID (for last names A–Le): 27810973



Lucy De Souza
Office: **Zoom**
Office hour: Fridays 3 – 4pm
Email: [ldesouza \[at \] psych.ubc.ca](mailto:ldesouza@psych.ubc.ca)
Turnitin ID (for last names Li–Z): 27810983

Syllabus at a glance: You can access other parts of the syllabus using the menu at the top! The whole syllabus is also SEARCHABLE. See that magnifying glass to the right of the navigation menu at the top? Click that and you can search for anything in the syllabus!

Some parts of the syllabus that may be of particular interest to you:

Full course calendar (The Google Calendar below only has partial information): [Course Calendar](#)

Information about MukBenCh: [MukBenCh](#)

Exams and Assignments: [Assessments](#)

PSYC 308A

Today January 2021

Print Week Month Agenda

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	Jan 1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	Feb 1	2	3	4	5	6

Events shown in time zone: Pacific Time - Vancouver

Google Calendar

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WHAT'S THIS ABOUT?



You're at a party – the most **lit** one this side of 2019. The partygoers have broken off into different groups. Off in a corner, two lovers are busily taking a game of tonsil tennis into overtime. Suddenly, the police come to investigate reports of a stolen wallet; but no one claims to know anything. If you're a budding social psychologist, you might find yourself asking the following questions:

- How did those partygoers form their different groups?
- What kind of romantic relationship do the lovers have with each other? And what does that mean for their future?
- How will the police deal with the partygoers, and what implications does that have on how the partygoers will respond?
- Ok, no, seriously. WTF is this class about?

If you didn't ask these questions, that just means you're not a nerd; but by the end of this course, you will be (a nerd and asking those questions)!



The purpose of this course is to help you gain a better understanding of the numerous ways in which our behaviours are actually impacted by our environment, and not just as a manifestation of our personalities. We will equip you with the theories with which you can understand both your and others' thoughts and behaviours in a more scientific manner. As part of this learning process, this course will help you learn how to read and critique the primary sources of this field – journal articles in social psychology.

When the course ends, students successfully meeting the course requirements will be able to:

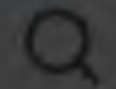
- Identify and explain social psychological explanations of human behaviour
- Apply social psychological theories to explain human behaviour and real-world issues
- Understand how social psychology is different from, similar to, and contributes to, other fields of studies
- Use the school's library resources to locate empirical journal articles
- Understand and critically analyse published empirical journal articles

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MATERIALS

Required textbook:



Stangor, C., Jhaniani, R., & Tarry, H. (2014). Principles of social psychology (1st International Ed.). Vancouver: BCcampus

This is an open-access text that I have edited slightly to be suitable for our course, so it can be accessed online, free of charge, [here](#). Please make sure to use the version I've provided here (PSYC 308A version), not the generic version. Downloadable formats include: [this \(for online viewing\)](#), [this \(to send for printing\)](#), [this \(for .epub readers like Kobo and iBooks\)](#), and [this \(for .mobi readers like Kindle\)](#).

Note: If there are discrepancies between the textbook and my lectures, defer to the lectures, and notify me of the discrepancies so I can correct the issues.

4 academic journal articles (you'll need to locate them online for free – try the [UBC Library](#) or [Google Scholar](#)):

Reading 1:	Henrich, J., Heine, S. J., & Norenzayan, A. (2010). Most people are not WEIRD. <i>Nature</i> , 466, 29. doi:10.1038/466029a
Reading 2:	Gray, K., Jenkins, A. C., Heberlein, A. S., & Wegner, D. M. (2011). Distortions of mind perception in psychopathology. <i>Proceedings of the National Academy of Sciences of the United States of America</i> , 108(2), 477–479. doi:10.1073/pnas.1015493108
Reading 3:	Croft, A., & Schmader, T. (2012). The feedback withholding bias: Minority students do not receive critical feedback from evaluators concerned about appearing racist. <i>Journal of Experimental Social Psychology</i> , 48(5), 1139–1144. doi:10.1016/j.jesp.2012.04.010
Reading 4:	Cialdini, R. B. (2009). We have to break up. <i>Perspectives on Psychological Science</i> , 4(1), 5–6. doi:10.1111/j.1745-6924.2009.01091.x

Please also go to <http://canvas.ubc.ca> to find all lecture slides, assignment information, and discussion forums! Also, MukBenCh groups will also be posted onto Canvas!

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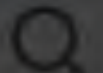
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ASSESSMENTS

Assessments of learning:



FunDay assignments (2 x 7.5%): One key goal of the course is to help you learn how to read and understand academic journal articles in cultural psychology. To do this, you will complete two 2-to-3-page assignments over the course of the term, in which you will summarise, critique, and expand on, readings 2 and 3. More information will be given in class. Due dates are the dates for which the readings are assigned – submit both a copy on Canvas and to Turn-It-In by 11:59 pm PST. Late penalty = 10% per day. They are due on February 5 and April 7, respectively. The Turnitin enrollment key is social308.



Midterms (2 x 26%): There will be two non-cumulative midterms throughout the course of the term. These exams will take place on February 22 (on Chapters 1–3, 5 including readings) and March 22 (on Chapters 4, 6, 9, 10, including readings). Examinable material will include information from both lectures and textbooks.



Final (32%): The final exam will be cumulative of all materials covered throughout the term. The date, time, and location of your final exam will be determined by the Office of the Registrar. Please check the Student Services Centre website for more details once the exam schedule has been released



Early Alert (1%): Students who are in need of help (counselling, financial, housing, etc.) may not seek the necessary services for help for various reasons, including lacking knowledge of appropriate services. This UBC initiative provides aid to these students as early as possible by allowing me to better connect such students to the relevant resources. Students can, thus, get the support they need before problems become too onerous. As a supporter of this initiative, I ask that you watch the brief video about it on the course's [Canvas website](#), and put down your name to acknowledge that you have read it (which will give you the 1%). This means neither that you support this initiative, nor that you intend to use it, only that you have read it and understood what it is. If you have any questions or concerns, please do not hesitate to talk to me. This is due on February 26.



HSP (+3%): What's a better way to get some bonus marks than to contribute to science? Sign up for up to 3 hours' worth of studies in the UBC Department of Psychology by getting an account here: <https://ubc-psych.sona-systems.com/>. You need an active HSP account for this; if you do not have one, the website will tell you how. More information about the HSP can be found at <https://psych.ubc.ca/undergraduate/opportunities/human-subject-pool/>. 1 hour of participation = 1%, so 3 hours = 3%.

Instead of HSP studies, Students may write 500-word summaries of empirical articles from the journal Psychological Science (published after 2000). Each summary counts for 1%, and should include the introduction, methods, results, and discussion sections of the article. If you opt to write these summaries instead, you must still create an HSP account and register it under our course section. You must submit a copy of your summaries to Turnitin (ID and password information can also be found [here](#)) by the last day of classes

*All written work for this course MUST be written independently. UBC subscribes to the Turn-It-In system, which compares submitted work to other sources on its database (including work submitted by your peers) to check for potential plagiarism. Plagiarism is a serious offense, and shall also be dealt with seriously. All written work must be submitted to Turn-It-In at <http://www.turnitin.com>. If you do not already have an account, please sign up for one, join your TA's section using their ID on the main page of this syllabus, and the enrollment key (social308), and then submit your work when the time comes

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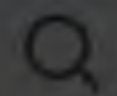
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Special Pandemic Statement from UBC

During this pandemic, the shift to online learning has greatly altered teaching and studying at UBC, including changes to health and safety considerations. Keep in mind that some UBC courses might cover topics that are censored or considered illegal by non-Canadian governments. This may include, but is not limited to, human rights, representative government, defamation, obscenity, gender or sexuality, and historical or current geopolitical controversies. If you are a student living abroad, you will be subject to the laws of your local jurisdiction, and your local authorities might limit your access to course material or take punitive action against you. UBC is strongly committed to academic freedom, but has no control over foreign authorities (please visit [here](#) for an articulation of the values of the University conveyed in the Senate Statement on Academic Freedom). Thus, we recognize that students will have legitimate reason to exercise caution in studying certain subjects. If you have concerns regarding your personal situation, consider postponing taking a course with manifest risks, until you are back on campus or reach out to your academic advisor to find substitute courses. For further information and support, please visit: [here](#).

Inside the classroom

Use of class time: I will be ready to go when class starts, and will make good use of the 50 minutes allotted for the class. In return, I ask that you be engaged and ready to learn when class starts, and wait until dismissal — it's quite disruptive to others.

Classroom activities: Throughout this course, we will engage in classroom activities that are designed to help you learn and grasp key concepts in scientific research. Some may be silly, but they are intended to facilitate your learning. Just have fun!

Consideration for others: My role is to provide the best learning environment for you, to the best of my abilities. I take this role very seriously. It is up to individuals whether they will make use of the learning environment. It is not acceptable, however, that one's personal choice of not using the learning environment detracts from others' learning experience. This includes activities such as being disruptive and disrespecting others. .

Outside the classroom

Emailing: Please allow me a 24-hour window to respond to answer emails, and please make sure to check the syllabus first! (You can even use the search function at the bottom)

Academic Concessions and Other Grading Concerns

During the term, students may experience medical, psychology, or other forms of distress, which may affect performance. In such cases, students should do their best to speak with me before the exam time, or assignment due date. Documentation is not necessary. Special accommodations generally cannot be made after an exam has been written, or assignments have been submitted, and the weighting of each learning assessment cannot be changed, with exigent circumstances as exceptions.

Academic and Non-Academic Misconduct

Academic misconduct, such as cheating or plagiarism, is a serious offense, and may be subject to punishment by the university. UBC has clear policies about what academic misconduct means: <http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,54,111,959>. Evidence of academic misconduct may result in a "0" grade for the exam or assignment in question, and may prompt more severe punishment as the University deems appropriate

Non-academic misconduct includes, but is not limited to, physically threatening an instructor. This is also a serious offense, and is also subject to punishment by the university. UBC has clear policies about what constitutes non-academic misconduct, found here: <http://www.calendar.ubc.ca/vancouver/index.cfm?tree=3,54,750,0>. Punishment for both academic and non-academic misconduct may include, but is not limited to, a non-removable notation on the transcript, or suspension from the University.

More information about these issues, including annual reports of student discipline cases at UBC, can be found here: <http://universitycounsel.ubc.ca/discipline/>

Department of Psychology's Grading Policies:

To promote equity across multiple sections of the same course, and to prevent grade inflation, the Department of Psychology a grading policy for all PSYC courses. For PSYC307, the average final grades across all sections must fall within the range of 65–69%, with a standard deviation of 14%. Scaling may be done to bring the class average in accordance with this policy. The scaling may be done by the instructor, or by the Department. Thus, a student's grade is not official until it appears on a student's transcript

Withdrawal dates

If you wish to drop this course without a "W" (or "Withdrawal") on your transcript, the deadline to do so is Jan 22. If you wish to drop this course with a "W" on your transcript, the deadline to do so is Mar 12

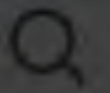
University syllabus policy

UBC provides resources to support student learning and to maintain healthy lifestyles but recognizes that sometimes crises arise and so there are additional resources to access including those for survivors of sexual violence. UBC values respect for the person and ideas of all members of the academic community. Harassment and discrimination are not tolerated nor is suppression of academic freedom. UBC provides appropriate accommodation for students with disabilities and for religious and cultural observances. UBC values academic honesty and students are expected to acknowledge the ideas generated by others and to uphold the highest academic standards in all of their actions. Details of the policies and how to access support are available [here](#).

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RESOURCES

Below is a short list of possible resources. For a more comprehensive list, please check out the Student Resources module on Canvas.

General resources:

Campus Lightbox: A website that has collected resources across the UBC campus to support students' wellbeing, including religious service hosts, medical clinics, mental health clinics, and many others.

Writing/Studying resources:

Chapman Learning Commons: Located in the Irving K. Barber Learning Centre. Staff can provide feedback on writing, and recommendations for writing and studying strategies.

Purdue Online Writing Lab (OWL): Purdue's OWL website is a fantastic resource that tells you almost all you need to know about how to properly format an APA style paper.

Mental health resources:

The Kaleidoscope: a student-run, student-led mental health support group at UBC with regular meetings. Follow their website for updates on time and location of these meetings!

AMS Peer Support: a place where you can have one-on-one peer support about a variety of issues surrounding well-being.

UBC Counselling Services: UBC's resident counselling service located in Brock Hall (2329 West Mall). Trained counsellors can take on drop-ins and appointments. If you have an emergency, immediately call 9-1-1, or any of the following crisis services:

- Vancouver crisis line: 1-800-SUICIDE (784-2433)
- Vancouver General Hospital: 604 875 4995
- Campus security: 604 822 2222
- Empower me: 1 844 741 6389 (toll-free)
- Crisis Centre BC: crisiscentre.bc.ca
- Victim link: 1 800 563 0808

Please consult the Counselling Services website for more information about these, and other, mental health resources

Addition resources for supporting Indigenous students:

Indigenous students who are seeking academic support may choose to speak with academic advisors in their departments and/or faculties, all of whom can be found here: <http://aboriginal.ubc.ca/students/academic-advising/?login>

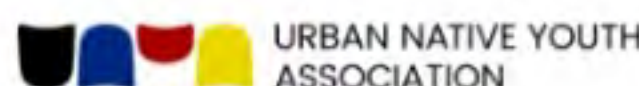
Other relevant resources include:



UBC First Nations Longhouse: A central gathering place for Indigenous students on campus to connect with each other, attend cultural events, watch public lectures, and much more.



The **Vancouver Aboriginal Friendship Centre Society:** A non-profit organisation that serves the Indigenous community through a variety of cultural programs and events.



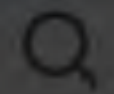
The **Urban Native Youth Association:** An association that focuses on providing Indigenous youth with mentorship, life skills, and cultural connection.

Ask us!

The teaching team is also ready to answer your questions and help you throughout the course. [Just in in touch!](#)

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MUKBENCH & SOCIAL MEDIA FUN!

In this class, I want to make sure that people learn to have fun as well as learn things. This involves two things:

MukBenCh, and the Social Media Challenge. Check them out and participate [here](#) for MukBenCh, and [here](#) for the social media experience!



Benjamin Cheung | 張煦 | 장후
@UBCDrBenCh



It's week 2 of the term, which means [#bagelswithben](#) 🥯 is starting up again! This week, Jerry brought some moon cakes for us all to share in anticipation of the [#midautumnfestival](#) tomorrow! TIL there are Chinese ham mooncakes (金華火腿月餅). Like wtf 🤪



10:32 AM · Sep 12, 2019



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See Benjamin Cheung | 張煦 | 장후's other Tweets

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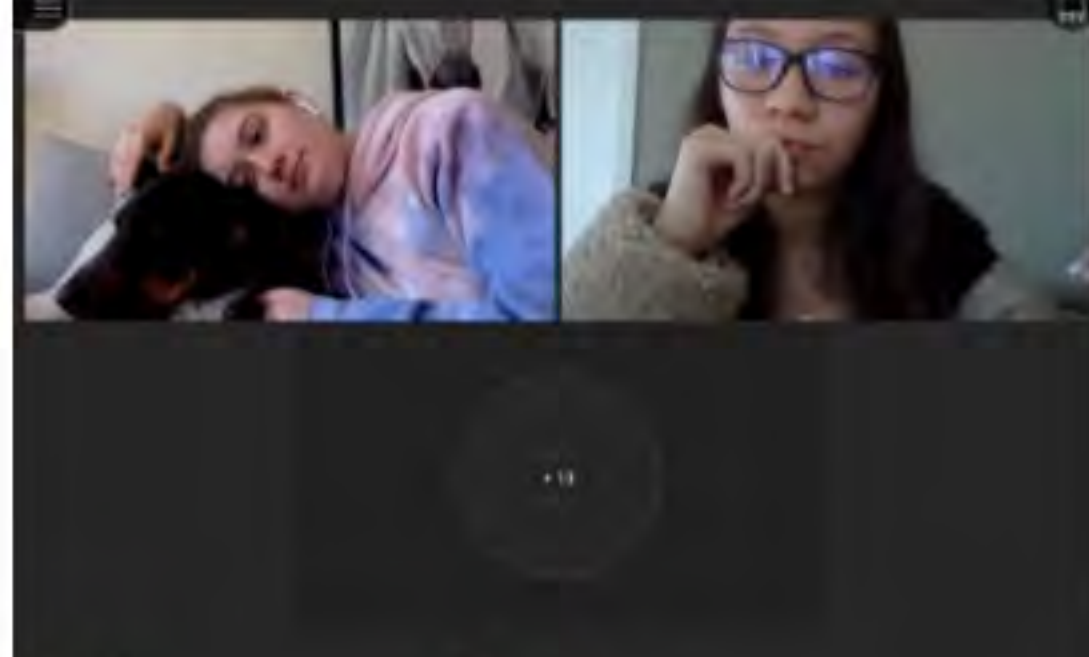
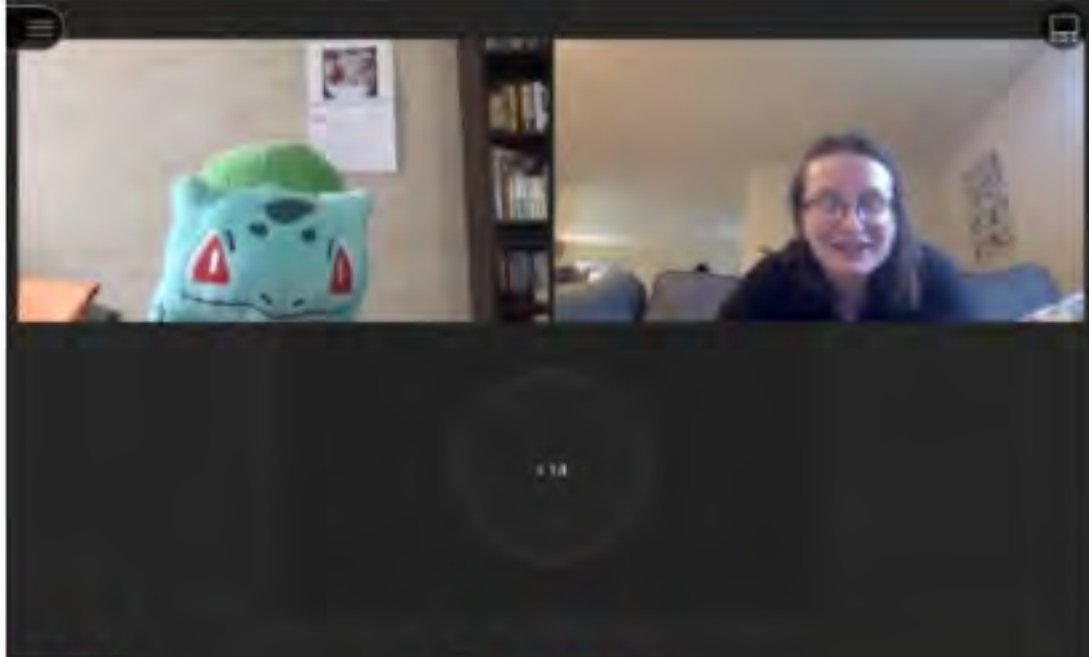
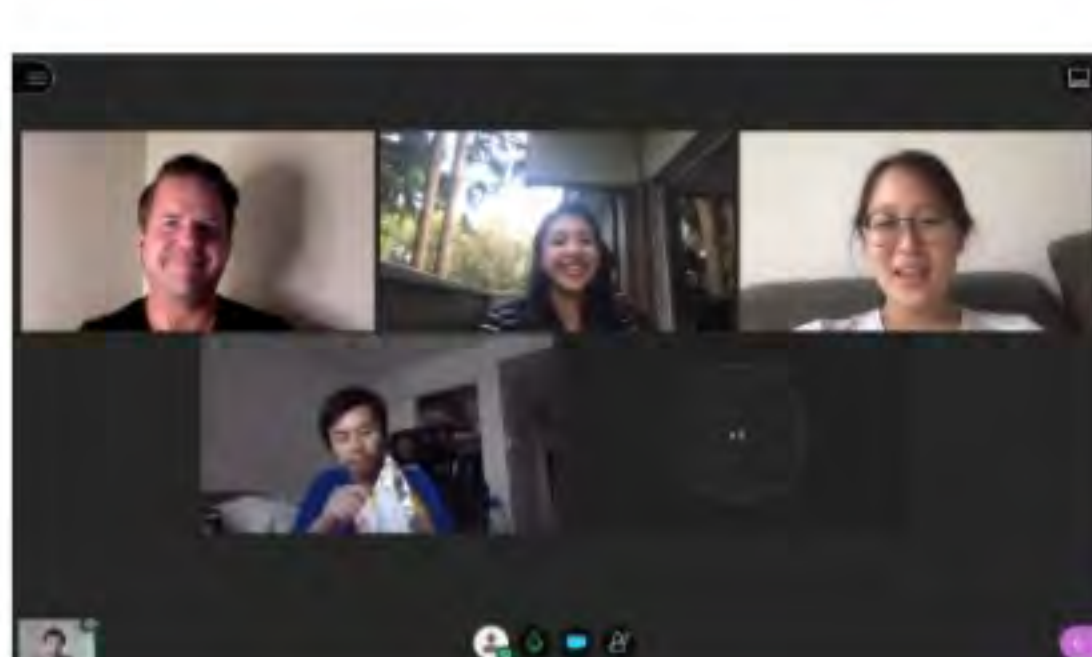
RESOURCES



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MUKBENCH



Does ANYONE like being in an environment that's stuffy and overly academic? Probably not, and that's one reason why people often get too intimidated to go to office hours. At the same time, COVID-19 isn't really allowing us to hang out in person, so here's my suggestion: a [MukBang](#) (먹방), but PSYC 308 version. Every week, I'll be on Collaborate Ultra (Tuesdays: [here](#); Wednesdays: [here](#)). I will sometimes have food, and you can join me with or without food, and we're just going to chat the time away. Everyone is welcome, but a group of 15 or so will be specifically invited each week (i.e. there's no signing up)! You can go to as many or as few as you want! These are not mandatory, and group assignments are merely "suggested assignments". You don't even have to turn on your webcam (but you're encouraged to) – you can just come and hang out with other people! All groups are posted on Canvas. The dates are:

Tuesday	Jan 19	11 am	Group 1
Wednesday	Jan 27	3 pm	Group 2
Tuesday	Feb 2	11 am	Group 3
Wednesday	Feb 10	3 pm	Group 4
Tuesday	Feb 23	11 am	Group 5
Wednesday	Mar 3	3 pm	Group 6
Tuesday	Mar 9	11 am	Group 7
Wednesday	Mar 17	3 pm	Group 8
Tuesday	Mar 23	11 am	Group 9
Wednesday	Mar 31	3 pm	Group 10
Tuesday	Apr 6	11 am	Group 11
Wednesday	Apr 14	3 pm	Group 12

Feel free to look up photos from other [#mukbench](#) sessions using that hashtag! Here are a few others:



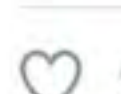
Benjamin Cheung | 張煦 | 장후
@UBCDrBenCh



Dropping another [#MukBenCh](#) session this past week! We talked great food and delivery deals in these pandemic days, stuffed animals popped up all over, and even a cat made an appearance! Even had student joining in from 🇰🇷!



12:31 PM · Mar 28, 2020



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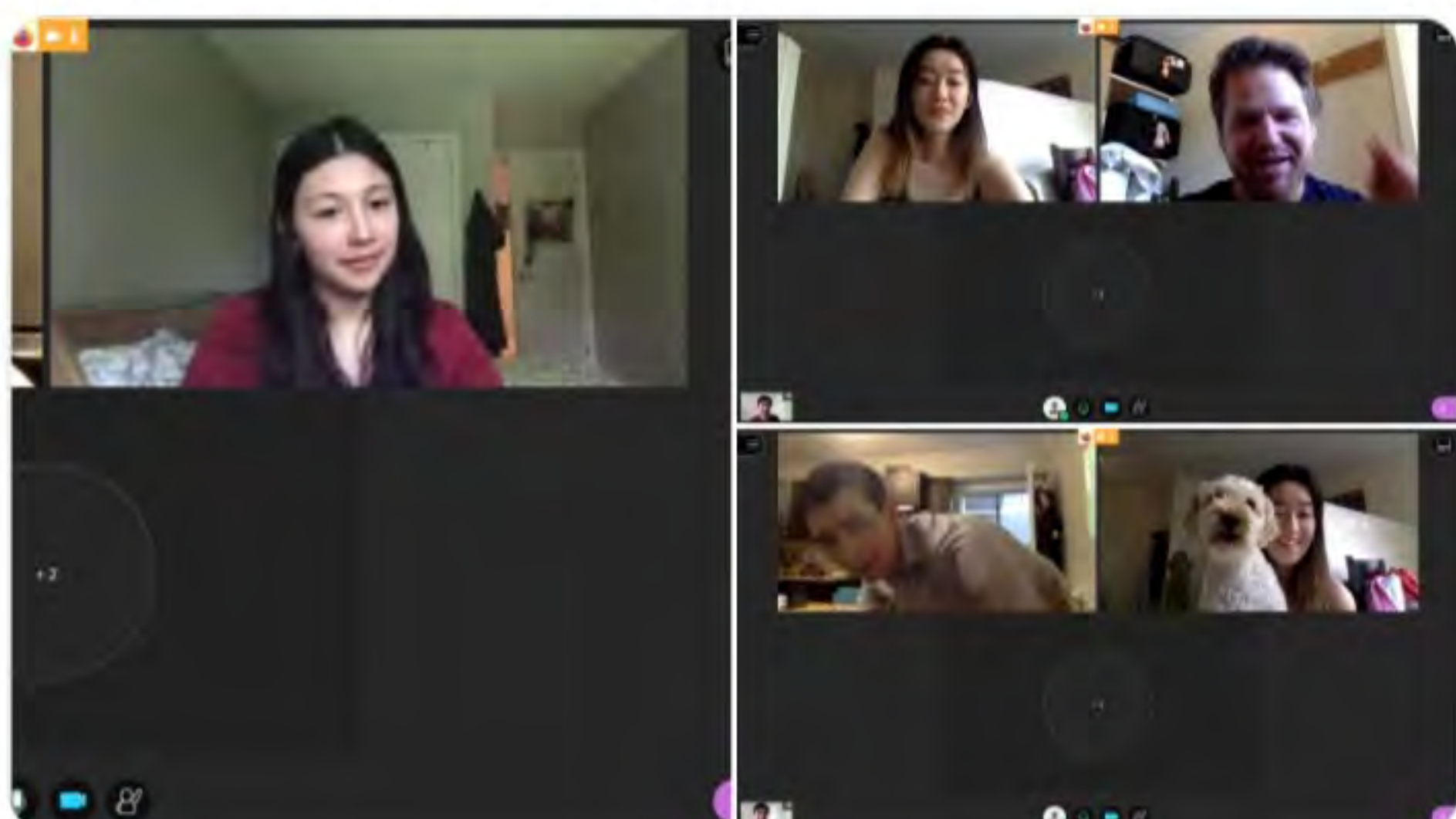
See the latest COVID-19 information on Twitter



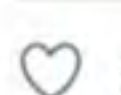
Benjamin Cheung | 張煦 | 장후
@UBCDrBenCh



After 2-week hiatus, [#MukBenCh](#) hits back w another session. We talked abt all sorts of things: the latest in [@TLC's](#) 90 Day Fiancé; what to do if your pet gets skunked; options for counselling psych programs; & yes, the HK protests & effects of the new National Security Law.



1:07 PM · Jul 22, 2020



5



See Benjamin Cheung | 張煦 | 장후's other Tweets



Benjamin Cheung | 張煦 | 장후
@UBCDrBenCh



Another [#MukBenCh](#)! We talked about 🇰🇷's amazing COVID response, dogs suffering in this heatwave, 90 Day Fiancé, & a common practice in 🇵🇷: Tuli (circumcising boys either as infants or just before puberty) (My wife, from 🇵🇷, brought it up in a convo after a 90 Day Fiancé bris)



3:12 PM · Jul 31, 2020



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See the latest COVID-19 information on Twitter

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SOCIAL MEDIA CHALLENGE

Apply what you've learned, and recognize it in your lives

I want students to take course material out of the classroom – see how psychology lives and breathes in their daily lives. To accomplish that, I encourage everyone to use the course hashtag [#ubcpsyc308](#) to tweet about how you see research methodology operating in real life. I will occasionally compile tweets from members of the class and discuss them in class. Here are some examples from previous years!

**nima alaie**
@nima_alaie



newyork.cbslocal.com/2017/04/06/hea... Poor old lady head stuck in metro doorway but no one helps! so disheartening! [#ubcpsyc308](#)



VIRAL VIDEO: Woman Gets Head Stuck In Subway Do
The video shows the woman trapped in the door as several people pass by.
newyork.cbslocal.com

8:22 PM · Apr 7, 2017

 1  See nima alaie's other Tweets

**lina**
@ImJustLina



oh man! I guess I defied "psychology" because a lot of my 7+ years friendships no longer exist!! [#wheresthedata](#) [#ubcpsyc217](#) @UBCDrBenCh



If a friendship lasts longer than 7 years, psychologists say it will last a lifetime.

6:59 PM · Oct 4, 2016

 1  See lina's other Tweets

**Jingran Jiang**
@JingranJiang



Donald Trump powerful persuasion technique: fear appeals. [#Spontaneous](#) message processing [#ubcpsyc308](#) youtube.com/watch?v=MvVfj0...

12:46 PM · Feb 5, 2017

  See Jingran Jiang's other Tweets

Add your own to the list!

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Dates are subject to change, but announcements will be made

Wk	Date	Topics	Readings	Important events
	M Jan 11	Welcome and introduction	Syllabus	
1	W Jan 13	Intro to social psychology and methodology	Chapter 1	
	F Jan 15			
	M Jan 18			TUE: Bagels with Ben @11am (G1)
2	W Jan 20			
	F Jan 22		Reading 1	Final class to withdraw without W
	M Jan 25	Social Cognition	Chapter 2	
3	W Jan 27			Bagels with Ben @3pm (G2)
	F Jan 29			
	M Feb 1	Perceiving Others	Chapter 5	TUE: Bagels with Ben @11am (G3)
4	W Feb 3			
	F Feb 5		Reading 2	FunDay Assignment 1 due
	M Feb 8	The Self	Chapter 3	
5	W Feb 10			Bagels with Ben @3pm (G4)
	F Feb 12	Attitudes, Behaviour, and Persuasion	Chapter 4	
February 15–19: Reading Week 2021				
	M Feb 22			Midterm 1 TUE: Bagels with Ben @11am (G5)
7	W Feb 24			
	F Feb 26	Aggression	Chapter 9	Early Alert due Final class to withdraw with W
	M Mar 1			
8	W Mar 3	Influencing and Conforming	Chapter 6	Bagels with Ben @3pm (G6)
	F Mar 5			
	M Mar 8			TUE: Bagels with Ben @11am (G7)
9	W Mar 10	Working Groups	Chapter 10	
	F Mar 12			
	M Mar 15			
10	W Mar 17	Helping and Altruism	Chapter 8	Bagels with Ben @3pm (G8)
	F Mar 19			
	M Mar 22			Midterm 2 TUE: Bagels with Ben @11am (G9)
11	W Mar 24	Liking and Loving	Chapter 7	
	F Mar 26			
	M Mar 29			
12	W Mar 31	Stereotypes, Prejudice, and Discrimination	Chapter 11	Bagels with Ben @3pm (G10)
	F Apr 2			Good Friday – No class
	M Apr 5			Easter Monday – No class TUE: Bagels with Ben @11am (G11)
13	W Apr 7		Reading 3	FunDay Assignment 2 due
	F Apr 9	Social Psych and the Law	Special topic No readings	
	M Apr 12			
14	W Apr 14	Wrap-up	Reading 4	Bagels with Ben @3pm (G12)

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