SYLLABUS

1. Course title:

Social cognition and attitudes

2. Code:

3. Cycle of study:

1

4. ECTS credits:

6

5. Type of course:

(●) Mandatory ( ) Elective

6. Prerequisites:

none

7. Class restrictions:

none

8. Duration / semester:

1 3

9. Weekly contact hours:

9.1. Lectures:	3
9.2. Seminars:	0
9.3. Laboratory/Practice classes:	2

10. Faculty:

Humanities and Social Sciences

11. Department/study program:

Pedagogy-Psychology/PSYCHOLOGY

12. Lecturer:

dr. sc. Alija Selimović, associate professor

13. Lecturer's e-mail:

alija.selimovic@unitz.ba

14. Web site:

www.unitz.ba

15. Course aims:

- Introduce students to:
- The subject, problems, and research in the field of social cognition, perception, and attitudes,
- Methodological challenges in studying social cognition and attitudes,
- Attention and information coding processes; representations and processing,
- Attribution formation processes, heuristics, mental shortcuts and biases in self
-perception and perception of others,
- Characteristics of self-and other people
-Impression formation factors that influence this process,
- Attitudes, stereotypes, attitude change, theories of attitudes (theory of reasoned action, theory of planned behavior, MODE model, RIM model),
- Scaling and measurement of attitudes procedures (Thurstone, Likert, Guttman, Bogardus, Semantic Differential, IAT)
- Persuasion (cognitive response model, elaboration likelihood model, heuristic-systematic model of information processing)

16. Learning outcomes:

Based on the program contents and set aims, students will be able to:
- recognize and use the acquired knowledge in the process of socialization and social events
- recognize the differences and characteristics of the perception of social events and social entities
- understand the fundamentals of social perception and social cognition
- recognize bias in self-evaluation
- understand the process of how impressions about other people are formed and how their behavior is explained-understand the influence of subjective factors in the perception of oneself and others
- understand the process of attitude formation and change
- conduct scaling procedures for direct attitude measurement,
- conduct indirect attitude measurement (implicit association test)

17. Course content:

- Introduction to social cognition: alternative ways of trying to understand social influence; social psychology and related scientific disciplines; social representations and motives for social behavior
- Methodology of socio-psychological research: method of observation; correlation approach; experimental approach; ethical issues in socio-psychological research
- Social cognition, the individual as a subject of social cognition
- Social perception: non-verbal communication; attribution theory; the role of culture in the attribution process; accuracy of attributions
- Self-perception: the nature of the Self-concept; acquiring information about the Self through introspection; by observing own behavior; by observing other people.
- Self-justification and self-esteem maintenance; the need to justify own actions; cognitive dissonance
- Attitudes and attitude change- Attitude measurement

18. Learning methods:

Lectures and practical classes with the use of various multimedia teaching aids, including active participation of students.
In lectures and practical classes will be used: the method of oral presentation, method of demonstration and illustration, seminar discussions, interactive teaching methods.

19. Assessment methods:

a) Written Exam
b) Oral Exam

The written exam includes written knowledge assessment (objective and essay tests). Assessment will be realized through questions and answers regarding the course content. It will be done after the realization of planned lectures. Minimum number of points for passing the written exam is 24 (more than 60%).
Oral exam is meant for students with minimum number of points in the written exam (24).
Written exam
Written exam follows after the end of the course. Students will be presented a combination of essay and objective questions. Students who pass the written exam (achieve 24 to 40 points), gain conditions to take the oral exam. Students can earn a maximum of 40 points in the written exam. Minimum number of points required to pass the exam is 24.

Oral exam
Oral exam will include questions and students' answers regarding the course content and it will last for 15 to 30 minutes. Maximum number of points that can be earned in the oral exam is 10. Minimum number of points required to pass the exam is 6.

Pre-exam points amount to a total of 50 points (20 points for attendance and active in-class participation, 20 point s for the individual project and 10 points for the group project). By fulfilling all of their requirements, students can thus earn a maximum of 100 points.
The points count towards the final grade cumulatively if students score at least 60% points on the final exam (written and oral exam).
In order for students to earn the minimum passing grade, they need to score at least 54 cumulative points, of which at least 24 on the final exam. The final grade is formed as a sum of all points earned in-class and the final exam.

Exchange of any belongings between students is not allowed during the written exam. Students caught cheating or talking to others will be removed from the exam.

20. Assessment components:

Attendance in lectures and practical classes: 5 points
Active participation in lectures and practical classes: 15 points
Individual project: 10 points
Group project: 20 points
Final written exam: 40 points
Final oral exam: 10 points
Total points: 100
The following is the grading scale, showing the points, numerical grade, descriptive grade and letter grade:
0-53 5 (five) fail F
54-63 6 (six) satisfactory E
64-73 7 (seven) good D
74-83 8 (eight very good C
84-93 9 (nine) excellent B
94-100 10 (ten) outstanding A

21. Required reading list:

- Aronson, E.,Wison, T.D., Akert, R.M. (2005/2013). Socijalna psihologija (5. izdanje). Mate.
- Fiske, S. T., & Taylor, S. E. (2021). Social Cognition: From brains to culture (Fourth ed.). SAGE Publications Ltd.
- Maio, G. R., Haddock, G., & Verplanken, B. (2018). The Psychology of Attitudes and Attitude Change (3rd ed.). SAGE Publications Ltd.
-Kunda, Z. (1999). Social Cognition: Making sense of people. MIT Press.
- Popadić, D., Pavlović, Z. i Žeželj, I. (2018). Alatke istraživača - Metode i tehnike istraživanja u društvenim naukama. Clio.
- Wilson, T. D., Aronson, E., & Carlsmith, K. (2010). The Art of Laboratory Experimentation. In Fiske, S. T., Gilbert, D. T., & Lindzey, G. (Eds.). Handbook of social psychology (Vol. 1, pp. 51-81). Wiley.

22. Web sources:

23. Applicable starting from the academic year:

2022/2023

24. Adopted in the Faculty/Academy session: