PSYC 3600
Social Psychology
3 SEMESTER HOURS

LEARNING OUTCOMES FOR VSU’S CORE CURRICULUM
All learning outcomes in the major continue to build upon those in VSU’s Core Curriculum: http://www.valdosta.edu/gec/ProposedNewLearningOutcomes.shtml

LEARNING OUTCOMES: B.A./B.S. PSYCHOLOGY DEGREE
Goal 2: Scientific Inquiry and Critical Thinking
Goal 3: Ethical and Social Responsibility in a Diverse World

INSTRUCTOR
Name: Dr. Mark A. Whatley
Office: Psychology Building, Room 2220
Phone: (229) 293-6320 or 333-5930 (Secretary)
Email: mwhatley@valdosta.edu
Office hours: MW, 12:00 - 2:00; T 2:30 - 5:00; or by appointment.
Website: http://mypages.valdosta.edu/mwhatley

COURSE DESCRIPTION
An introduction to scientific/experimental research methods used in the study of behavior.
Prerequisite: PSYC 3500 with grade of "C" or better.

REQUIRED TEXTBOOKS


COURSE OBJECTIVES
1. Students will use the scientific method as a primary basis for engaging in critical thinking and evaluating multiple sources of information.
2. Students will review empirical studies of psychology, analyze, and synthesize their research findings and draw appropriate inferences.
3. Students will design, run, and analyze research studies and write reports using APA style.
4. Students will articulate controversial and ethical issues related to psychological intervention and research.
5. Students will use appropriately the technical language of the science of psychology in oral and written communication.
6. Students will use appropriate computer technology to complete relevant assignments.
COURSE ACTIVITIES/ASSIGNMENTS/REQUIREMENTS

The principle objective of this course is to provide you with a basic understanding of research methodology as it applies to psychology. Accordingly, I will present material related to the philosophy of science, research design, data analysis and data interpretation. These objectives can be accomplished most effectively by having you actively participate in conducting experiments, interpreting data, and communicating your findings in the form of written research reports. This material is presented early in your major in the belief that a strong methodological background will increase your effectiveness in upper-division laboratory and lecture courses. The course is not intended solely for students who wish to pursue careers in research. The methodological concepts presented in class are being applied with increasing frequency to areas traditionally regarded as non-experimental (e.g., clinical psychology, community mental health, probation, criminal justice, and teaching).

Makeup Work: Makeup work or alternative assignments will be given only under special circumstances. For example, “I was in a car accident” is an example of a special circumstance; whereas, “I forgot” or “my friend needed a ride/help, etc.” is not. Such activities will be determined at the sole discretion of the professor. These assignments may not exactly duplicate the original and will not entitle other students to the same alternatives, because they may not have experienced the same situations.

Class exercises. You will be given several homework assignments that will enhance your knowledge of research methods. **If you fail to do two or more required assignments, then you will be penalized one grade level.** All course assignments are due within 10 minutes of the beginning of class, and any assignment turned in after that time is considered late and a 20% penalty will be applied to it; any assignment that is more than two days late WILL NOT be accepted.

Chapter quizzes. There are chapter quizzes during the course, so do not fall behind in the readings.

Course in the Protection of Human Research Subjects (CITI). Before you can conduct research at VSU, you must go through the protection of human research subjects certification course. The online certification program (http://www.citiprogram.org) consists of four areas that students and faculty must show competency in before they are allowed to conduct research at VSU. **If you do not complete this course by fourth week of the semester, then you will need to drop this course as, in all likelihood, you will be too far behind to earn a passing grade in this course.**

Project requirements. As part of a class project, you are required to complete a research project. The project will be a 2 x 2 factorial design, minimum with at least one independent variable (IV) being a “true” manipulated variable. The other IV can be a subject variable (e.g., participant sex, age, body type, hair color, self-esteem, etc.). There must have two dependent variables and two hypotheses; one hypothesis for each IV and DV, though you can have more than two hypotheses. You must have a minimum of four (4) research sources (i.e., professional journal articles) you obtain on your own. You can use Psychology Today or other newspaper articles, but they do not count as a research source.

There will be no direct quotes in your paper from your research sources. If you do quote someone, then you will likely receive a “zero” on that section. The only justification for quoting someone is when putting the information into your own words changes the original meaning intended by the author.

Regardless of whether you have a significant interaction, you will interpret both interactions and provide either a Table or Figure for each DV. If you provide a Table for one DV, then you must provide a Figure for the other.
You must complete the IRB proposal form found on the course website and turn it in to me. You are required to complete questions 11 through 14 in a separate word document along with all your materials and informed consent form. Your submitted materials should look exactly how they will be presented to your participants. NO IRB PROPOSAL FORMS WILL BE ACCEPTED DURING THE LAST 4-WEEKS OF CLASSES.

***Failure to adhere to the above requirements will result in a 60% or less on the paper.***

All written assignments will be typed "APA Style" as described in the publication manual of the American Psychological Association (APA). The responsibility of conforming to APA Style, neatness, grammar, spelling, etc. rests with YOU, even if you hire a typist, and is essential for success in this course. All papers will be written in a clear and concise manner. DO NOT hand in rough drafts; all submitted papers and assignments should be free of spelling, typographical, and grammatical errors. **Papers and assignments that contain excessive or avoidable errors (e.g., spelling, grammatical, or otherwise) or do not fulfill the assignment will be given a 65% at best.** Keep an electronic or hard copy backup for all of your assignments. Papers or assignments printed on both sides of a page will not be accepted.

Initial writing help is available at the following:

Helpful writing tips: http://mymypages.valdosta.edu/mwhatley/writing.htm

The Elements of Style: http://www.bartleby.com/141/index.html

**Important advice you should follow.** The written assignments will require you to go through more than one or two drafts. Hence, the written assignments will require time and effort on your part. If you decide to wait until the last minute to begin working on a written assignment, then DO NOT expect a favorable grade. I will not be sympathetic to stories about malfunctioning computer equipment, professional typists, boyfriends or girlfriends who did not finish your typing job when promised. If you plan ahead, then you have a much greater chance of avoiding any last minute problems. **Remember, you are the sole person responsible for your performance in this class; do not look for a scapegoat.**

A very important part of your career in psychology involves the ability to write clearly and concisely. If you fail to write clearly and concisely, then your success in your chosen career and this class will be questionable.

**COURSE EVALUATION**

**Quizzes.** There will be chapter quizzes in this course. Typically, the chapter quizzes are short-answer, worth a 10 points, and come from the study questions at the end of the chapter.

**APA Style quizzes.** The APA Style quizzes will be taken in BlazeVIEW and you typically have a week to complete them.

**Exams.** There will be four exams, including the final exam, taken online in BlazeVIEW and timed. Exams 1, 2, and 3 will have a 60 minute time limit and consist of 50 multiple-choice items plus 5 extra-credit questions. The final exam will consist of 75 questions; 50 questions will cover the last section of the course and 25 questions will be “conceptually” cumulative from the previous material. The final exam will have a time limit of 85 minutes. The exams are designed more toward testing your understanding and ability to apply concepts than testing strict memorization. The exams are based on material covered in the textbook, lectures, and videos.

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Assessment protocol. Even though most of the assessments are taken online, they are not designed to be open-book or a group effort. On all exams (not the quizzes), you may prepare and use one 8.5” x 11” cheat-sheet. You have 1 minute per question for each quiz and exam. The assessments will be taken online from start to finish. Do not "copy" the test or distribute it to anyone. If something happens during your exam (e.g., internet interruption, aliens abduct you, etc.), you are responsible for documenting the interruption like is required for documenting an illness by having a doctor's note. In addition to the above mentioned points, you may not:
- be in close proximity to another classmate while completing an assessment.
- use additional technology to complete the assessment (e.g., phone, texting, internet, etc.).
- have another student complete the assessment for you.
- use a book or lecture notes on a quiz or exam.

Violation of assessment protocol. The statistics feature in BlazeVIEW monitors and reports how you take this exam and can be used to demonstrate you violated the assessment protocol. For example, it logs IP addresses that can be used to trace the location from which the exam was completed to show if you were sitting in close proximity to another classmate while taking the exam. This and other features in BlazeVIEW can be used to show you violated assessment protocol. If you violate assessment protocol, you will receive a "zero" on the exam, quiz, or homework assignment. If you violate it a second time, you will receive an automatic "F" in the course.

Recover points. You can earn back some of the points you missed on Exam 1 only, excluding any extra-credit questions. The make-up is due the Monday after the exam date, no exceptions. You can email it to me earlier, so plan ahead. If you email the assignment to me, you must save the file as your last name underscore first name (e.g., Whatley_Mark) in order to get credit. The instructions are available in the "Recover Points" folder in content browser in BlazeVIEW. You can see your exam results by clicking on “Quizzes” then click on the down arrow next to the assessment (e.g., Exam 1 1-2-3-4). This should bring up two options: Submissions and Reports. Click on the Submissions option and then click on “Attempt 1” that will appear as a hyperlink near the top of the page. The questions that appear are those that you answered incorrectly.

Midterm Date: October 13th - THURSDAY

Final Exam Date and Time: THURSDAY, DECEMBER 8th - BlazeVIEW

Final grades are based on: A = 90%  B = 80%  C = 70%  D = 60%  F = below 60%

Exams (225 Points)

Exam 1 – 50  Exam 2 – 50  Exam 3 – 50  Final Exam – 75

A Partial Listing of Class Exercises

Library Exercise (10 pts.)  Statistical Decisions (20 pts.)
APA Style Quiz (35 pts.)  Correlation Coefficients (20 pts.)
Operational Definitions (10 pts.)  Confounds (20 pts.)
Factorial Designs I (24 pts.)  Shyness Homework (20 pts.)
Factorial Designs II (40 pts.)
Lab Reports (165 Points)
   IRB Proposal   65
   Paper          100

ATTENDANCE POLICY

There are only two kinds of absences: **excused** and **unexcused**. An excused absence is due to five possible reasons: (a) illness of student or serious illness of a member of the student’s immediate family; (b) death of a member of the student’s immediate family; (c) attendance on a sponsored University trip; (d) major religious holidays; and (e) any other circumstance which the instructor finds reasonable cause for nonattendance. Any absence that cannot be verified as excused will be considered unexcused. Make-up work will not be allowed for an unexcused absence. For example, "I overslept" or "My roommate turned off the alarm clock" are examples of situations that are your responsibility, not mine.

**Important information.** As stated in the Undergraduate Catalog, if you miss more than 20% of the scheduled classes, then you will automatically receive an “F” in the course.

**Course Withdrawal Policy.** Students who withdraw from the course must follow Valdosta State University’s withdrawal policy:

http://www.valdosta.edu/academics/academic-affairs/vp-office/advising/withdrawal-policy.php

PROFESSIONALISM

All emails will be written in a manner expected of a college student (e.g., free of writing errors, etc.). Do not use abbreviations like you do when texting. You will consider any email you send me “professional correspondence.” The email will start with a proper greeting or salutation, such as “Dr. Whatley,” “Hi,” “Hello,” etc. Although used frequently among friends and acquaintances, “Hey” or “What’s Up” are not formal greetings. Please do not send me irrelevant emails, or forward emails that you think are “cute,” etc.

However, when you send me an email, I require that you include the course abbreviation and number, and a brief statement/phrase indicating what the email concerns in the subject line of the email. For example, if you had a question about the course, then you would include the following in the subject line of your email:

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PSYC 3600: Course Question
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*Note: Emails that do not follow the above guidelines will be ignored.*

DEWAR COLLEGE OF EDUCATION & HUMAN SERVICES POLICY ON PLAGIARISM


Students are required to be familiar with Valdosta State University's Policy on plagiarism and cheating. This policy can be found in the Valdosta State University Student Handbook in the "Student Code of Conduct" section. The most severe academic action that may be administered by any faculty member is a grade of “F” in the course. The most severe disciplinary action that may be administered by the VSU Judicial Committee is expulsion or suspension.

Plagiarism refers to reproducing someone else's work, whether it is a published article, chapter of a book, a paper from a friend, or some other resource. When a student's assignment involves research from outside sources or information, he or she must carefully acknowledge exactly what, where, and how he or she has employed them. If the words of someone else are used, then the
student must put quotation marks around the passage in question and add in appropriate indication of its origin. If you make simple changes while leaving the organization, content, and phraseology intact, then you are guilty of plagiarism. Any student who is found to have plagiarized in this course will, at minimum, receive a zero for that assignment and a possible F for the course.

Cheating is defined as the wrongfully giving, taking, or presenting any information or material by a student with the intent of aiding himself or herself or another student on any academic work which is considered in any way in the determination of the final grade. If you let someone else copy your work or share answers with them, then that action is cheating. A more detailed description can be found in the Valdosta State University Student Handbook in the "Student Code of Conduct" section.

ACCESSIBILITY STATEMENTS

Access: Students with disabilities who are experiencing barriers in this course may contact the Access Office for assistance in determining and implementing reasonable accommodations. The Access Office is located in Farber Hall. The phone numbers are 229-245-2498 (V), 229-375-5871 (VP) and 229-219-1348 (TTY). For more information, please visit: http://www.valdosta.edu/access or email: access@valdosta.edu

Title IX: Valdosta State University is an equal opportunity educational institution and is committed to creating a diverse and inclusive work and learning environment free from discrimination and harassment. The intent of the institution is not to discriminate against any applicant for admission or any student or employee of the institution as required by applicable laws and regulations, such as Title IX. The University’s Title IX Coordinator is responsible for coordinating compliance efforts and receipt of inquiries concerning nondiscrimination policies. If you need assistance, then contact the Director of the Office of Social Equity at 229-333-5463 or titleix@valdosta.edu. For more information, please visit: https://www.valdosta.edu/administration/social-equity

STUDENT OPINION OF INSTRUCTION

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous, and instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the responses until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at: http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml

A FINAL WORD

I want to convey to you that I am firm on these policies. However, I am aware that individual circumstances may arise warranting a change in some of these procedures or policies, but you should not count on that being the case. If you have any questions regarding where you stand in the course, then I strongly recommend that you come and talk to me. I want to emphasize the importance of consulting with me as soon as possible should any difficulties arise in your life that
might interfere with your performance in the course. **I reserve the right to add, remove, or modify course assessments as necessary.**

## TENTATIVE COURSE SCHEDULE

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<thead>
<tr>
<th>Week of</th>
<th>Class Activities</th>
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<td>08/15</td>
<td>Introduction</td>
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<td>APA Style</td>
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<td>Correlation Homework &amp; Library Assignment</td>
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<tr>
<td>08/22</td>
<td>Chapter 1: Scientific Understanding &amp; Behavior</td>
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<td>Chapter 2: Where to Start</td>
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<td>Shyness Homework</td>
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<td>08/29</td>
<td>Chapter 3: Ethical Research</td>
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<tr>
<td>09/05</td>
<td>Monday – No Class, Labor Day</td>
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<td>Chapter 4: Fundamental Research Issues</td>
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<td></td>
<td>IRB Training Must Be Completed</td>
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<td></td>
<td>APA Style Quiz – Research Mastery Test 1</td>
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<tr>
<td>09/12</td>
<td>Chapter 4: Fundamental Research Issues</td>
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<td></td>
<td><strong>EXAM 1 – WEDNESDAY (BlazeVIEW)</strong></td>
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<tr>
<td>09/19</td>
<td>Chapter 5: Measurement Concepts</td>
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<td>Chapter 6: Observational Methods</td>
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<td></td>
<td>Operational Definitions</td>
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<td>Paper - Introduction Discussion</td>
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<tr>
<td>09/26</td>
<td>Chapter 6: Observational Methods</td>
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<td>Chapter 7: Survey Research</td>
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<td>Paper - Results section</td>
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<tr>
<td>10/03</td>
<td>Chapter 7: Survey Research</td>
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<td>Chapter 8: Experimental Design</td>
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<td>Confound Exercise</td>
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<td>APA Style Quiz – Term Paper Mastery Test 1</td>
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<tr>
<td>10/10</td>
<td>Fall Break – No Class Monday and Tuesday</td>
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<tr>
<td></td>
<td><strong>EXAM 2 – WEDNESDAY</strong></td>
</tr>
<tr>
<td>10/17</td>
<td>Chapter 9: Conducting Experiments</td>
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<td></td>
<td>Factorial Designs-I Exercise</td>
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<td>Discussion for Experiment</td>
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</tbody>
</table>
10/24  Chapter 10: Complex Experimental Designs
Factorial Designs-II Exercise
Discussion for Experiment & Analysis and Writing

10/31  Chapter 11: Quasi-Experimental Designs
Chapter 12: Description and Correlation
Correlation Exercise

11/07  Chapter 12: Description and Correlation
EXAM 3 – WEDNESDAY (BlazeVIEW)

11/14  Chapter 13: Statistical Inference
Project Work

11/21  Chapter 13: Statistical Inference
Paper Due; Thanksgiving Holiday Break – Wed, Thurs, Fri.

11/28  Chapter 14: Generalizing Results
Statistical Decision Exercise

12/05  Last Class Day - Monday

**Final Exam: THURSDAY, DECEMBER 8th – BlazeVIEW**
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<tr>
<th>Program and Course</th>
<th>Activity</th>
<th>Assessment</th>
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<tbody>
<tr>
<td>Experimental Psychology (PSYC 3600)</td>
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<tr>
<td>VSU General Education Outcomes</td>
<td></td>
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<tr>
<td>3. Students will use computer and information technology when appropriate.</td>
<td>Assignments, Quizzes, Exams.</td>
<td>The instructor uses appropriate grading criteria to evaluate student work.</td>
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<tr>
<td>4. Students will express themselves clearly, logically, and precisely in writing and in speaking, and they will demonstrate competence in reading and listening.</td>
<td>Lecture, Discussion, Assigned text readings, Quizzes, Exams.</td>
<td>The instructor uses appropriate grading criteria to evaluate student work.</td>
</tr>
<tr>
<td>5. Students will demonstrate knowledge of scientific and mathematical principles and proficiency in laboratory practices.</td>
<td>Lecture, Discussion, Assigned text readings, Papers, Videos.</td>
<td>Quizzes, Exams, The instructor uses appropriate grading criteria to evaluate students’ work.</td>
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<tr>
<td>7. Students will demonstrate the ability to analyze, to evaluate, and to make inferences from oral, written, and visual materials.</td>
<td>Lecture, Discussion, Assigned text readings, Papers, Videos.</td>
<td>Quizzes, Exams, The instructor uses appropriate grading criteria to evaluate students’ work.</td>
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<tr>
<td>BA/BS Psychology Degree Outcomes</td>
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<tr>
<td>Goal 2: Scientific Inquiry and Critical Thinking</td>
<td>Homework Assignments: Research Design.</td>
<td>The instructor uses appropriate grading criteria to evaluate student work.</td>
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<tr>
<td>Goal 3: Ethical and Social Responsibility in a Diverse World</td>
<td>Collaborative Institutional Training Initiative (CITI Program) training</td>
<td>Students must complete the training with an 80% or better.</td>
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</tbody>
</table>

**Educational Outcomes of BA and BS Psychology Degrees**

*Identified courses address listed outcomes explicitly.*

<table>
<thead>
<tr>
<th>Goal 1</th>
<th>Knowledge Base in Psychology</th>
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<tr>
<td>Goal 2</td>
<td>Scientific Inquiry and Critical Thinking</td>
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<td>Goal 3</td>
<td>Ethical and Social Responsibility in a Diverse World</td>
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<tr>
<td>Goal 4</td>
<td>Communication</td>
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<tr>
<td>Goal 5</td>
<td>Professional Development</td>
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</tbody>
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