

1.0 BASIC COURSE INFORMATION

Psychology 3722G Section 550 Persuasion Theory and Research

Instructor: Dr. Glen Gorman
Email address: ggorman3@uwo.ca
Office & Phone Number: N/A
Office Hours: Zoom, by Appointment
Course Website: Access via <https://owl.uwo.ca/portal>

Time & Location of Lectures: Besides occasional scheduled group meetings, the course will be delivered asynchronously

- A detailed list of readings for each class will be posted on OWL.
- Please check your OWL account and Western email at least once a day to ensure that you do not miss any important class announcements, messages, or emails.

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 1-3 empirical articles each week.
2. Facilitate a discussion based on one of the class readings
3. Write a critical reflection
4. Participate in asynchronous class discussions on the assigned readings.
5. Contribute to a group project

5.0 READINGS AND OTHER SOURCES

The 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. **Critical Reflection of Readings (15%):** Each week, students (who are not facilitating the discussion) will be required to write a post (about 250 words) reflecting on the weekly assigned readings. Critical reflections must be posted on the OWL forum by Wednesday morning at 10 am, so that the facilitators can review the posts anonymously. Because critical reflections will inform the weekly discussion, late reflections cannot be accepted.
2. **Weekly discussion participation (15%):** Students will be asked to write three thoughtful comments in response to the facilitator's initial questions and/or other students' posts and comments. The discussion will be open from Thursday at 10 am EST to Friday at 10 pm EST each week and students can submit their posts during these two days. Posts and responses will be graded on quality. No late discussion posts will be graded.
3. **Discussion facilitation (15%):** Once during the term, students will be responsible for facilitating the asynchronous class discussion. Each week there will be 1-2 facilitators, each leading their own discussion with a small group of students from the class. Each facilitator will be responsible for selecting an article, which they will share with the second facilitator. The two chosen articles will form the basis of the facilitated discussion. Both facilitators will become familiar with the two chosen articles. With their individual groups, both facilitators will initiate the discussion and asking follow-up questions from students' posts and responses. Facilitation questions must be submitted to the instructor prior to the beginning of the facilitation. The reading must be approved by the instructor and be selected no later than Thursday January 28, 2021. More details will be posted on OWL. Depending on enrollment, some weeks may not have facilitators. Time during those weeks will be devoted to working on the group project (see below).
4. **Facilitation reflection (10%).** One week after the discussion facilitation, the student (facilitator) will be responsible for selecting three discussion posts from the discussion and writing a critical

reflection based on those posts. The reflection should demonstrate insights into the topic, what they feel students learned from the discussion, as well as describe their experience facilitating the discussion.

5. **Group Project (45%):** In groups of 4-5, students will assume the role of consultant. The goal of this project is to generate a report for your client that reviews empirical research in persuasion within the last 5-10 years that can help them sustain their business over the next year. Given the changes in consumer behaviour brought on by Covid-19, how can the findings in the persuasion literature be used to encourage consumers to buy from local businesses? The group project will be divided into group-based components and individual-based components (see the breakdown below):

Group Components (35%):

- Strategic Plan (5%)
- Database (10%)
- Final Report (20%)

Individual Components (10%):

- Annotated Bibliographies (10%)

6.1 SCHEDULE OF DATES FOR COURSE WORK

Course Component	Date	% of Final Mark
Discussion facilitation	Once during the term	15
Facilitation Reflection	Once during the term	10
Critical reflections	Weekly basis	15
Class discussion participation	Weekly basis	15
Group Project: Strategic Plan (Group)	Week of February 8	5
Group Project: Database (Group)	Week of Feb 22	10
Group Project: Annotated Bibliography (Individual)	Week of March 8	10
Group Project: Final paper (Group)	Friday April 9, 2021	20

*Please note that your grade for the group project will be partially based on peer evaluations. This will be explained further in class.

7.0 TENTATIVE SCHEDULE OF TOPICS

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	Assignments	Group Project
Jan 11	Introduction		
Jan 18	Close Relationships	<ul style="list-style-type: none"> • Discussion Participation • Choose Facilitation Topic 	
Jan 25		<ul style="list-style-type: none"> • Chosen Articles for Facilitation Submitted 	<ul style="list-style-type: none"> • Group Assignment and Begin Group work • Meet with the Instructor
Feb 1	Politics	<ul style="list-style-type: none"> • 2 Student Facilitation • Discussion Participation 	
Feb 8	Health	<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation 	<ul style="list-style-type: none"> • Submit Strategic Plan • Meet the Instructor
Feb 15	Reading Week, no class		<ul style="list-style-type: none"> • No Assignments Due
Feb 22	Consumer Behaviour	<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation 	<ul style="list-style-type: none"> • Have article database compiled • Meet the Instructor
Mar 1	Law	<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation 	
Mar 8	Environment		<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation • Annotated bib done • Meet the Instructor
Mar 15	Organizations	<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation 	
Mar 22			<ul style="list-style-type: none"> • Work on writing final report
Mar 29	Every Day Life	<ul style="list-style-type: none"> • 2 Student Facilitations • Discussion Participation 	
Apr 5			<ul style="list-style-type: none"> • Submit Final Report • Peer Evaluations

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.

9.0 SUBMISSION OF WORK

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.

10.0 LATE PENALTIES

Electronic copies of written work, which include the facilitation reflection and group project components are due at 11:55 pm. The late penalty is 2% a day for up to 21 days (including weekends). Any written work turned in later than the 21st day following the due date will receive a grade of zero. 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.

Appendix to Course Outlines

Prerequisite Information

Students are responsible for ensuring that they have successfully completed all course prerequisites. Unless you have either the requisites for this course or written special permission from your Provost and Dean to enrol 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.

Conduct of Students in Classes, Lectures, and Seminars

Membership in the community of Huron University College and the University of Western Ontario 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. The academic and social privileges granted to each student are conditional upon the fulfillment of these responsibilities.

In the classroom, students are expected to behave in a manner that supports the learning environment of others. Students can avoid any unnecessary disruption of the class by arriving in sufficient time to be seated and ready for the start of the class, by remaining silent while the professor is speaking or another student has the floor, and by taking care of personal needs prior to the start of class. If a student is late, or knows that he/she will have to leave class early, be courteous: sit in an aisle seat and enter and leave quietly.

Please see the *Code of Student Rights and Responsibilities* at:

<http://www.huronuc.ca/CurrentStudents/StudentLifeandSupportServices/StudentDiscipline>

Technology

It is not appropriate to use technology (such as, but not limited to, laptops, cell phones) in the classroom for non-classroom activities. Such activity is disruptive and is 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.

Academic Accommodation for Medical/Non-Medical Grounds

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

http://www.sdc.uwo.ca/ssd/?requesting_acc

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

University Senate policy, which can be found at http://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf, 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: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform_15JUN.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 Provost and Dean. The instructor’s decision is appealable to the Provost and Dean.

(b) Accommodation on Medical Grounds for assignments worth less than 10% of final grade: Consult Instructor Directly

When seeking accommodation 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. 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. 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 Provost and Dean. The instructor’s decision is appealable to the Provost and Dean.

(c) Non-medical Grounds: Consult Instructor Directly

Where the grounds for seeking accommodation are not medical, the student should contact the instructor directly. Late penalties may apply at the discretion of the instructor. Apart from the exception noted below, academic advisors will not be involved in the process of accommodation for non-medical reasons.

Where a student seeks accommodation on non-medical grounds where confidentiality is a concern, the student should approach an academic advisor with any documentation available. The advisors will contact the instructor after the student’s request is received, and will outline

the severity and duration of the challenge without breaching confidence. The student will be informed that the instructor has been notified that significant circumstances are affecting or have affected the student's ability to complete work, and the student will be instructed to work as quickly as possible with the instructor on an agreement for accommodation. Before denying a request for accommodation where documentation has been submitted to an academic advisor, the instructor will consult with the Provost and Dean. The instructor's decision is appealable to the Provost and Dean.

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 Web site: http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Statement on Academic Integrity

The International Centre for Academic Integrity defines academic integrity as "a commitment, even in the face of adversity, to five fundamental values: honesty, trust, fairness, respect, and responsibility. From these values flow principles of behaviour that enable academic communities to translate ideals to action." (CAI Fundamental Values Project, 1999).

A lack of academic integrity is indicated by such behaviours as the following:

- Cheating on tests;
- Fraudulent submissions online;
- Plagiarism in papers submitted (including failure to cite and piecing together unattributed sources);
- Unauthorized resubmission of course work to a different course;
- Helping someone else cheat;
- Unauthorized collaboration;
- Fabrication of results or sources;
- Purchasing work and representing it as one's own.

Academic Integrity: Importance and Impact

Being at university means engaging with a variety of communities in the pursuit and sharing of knowledge and understanding in ways that are clear, respectful, efficient, and productive. University communities have established norms of academic integrity to ensure responsible, honest, and ethical behavior in the academic work of the university, which is best done when sources of ideas are properly and fully acknowledged and when responsibility for ideas is fully and accurately represented.

In the academic sphere, unacknowledged use of another's work or ideas is not only an offence against the community of scholars and an obstacle to academic productivity. It may also be understood as fraud and may constitute an infringement of legal copyright.

A university is a place for fulfilling one's potential and challenging oneself, and this means rising to challenges rather than finding ways around them. The achievements in an individual's university studies can only be fairly evaluated quantitatively through true and honest representation of the actual learning done by the student. Equity in assessment for all students is ensured through fair representation of the efforts by each.

Acting with integrity at university constitutes a good set of practices for maintaining integrity in later life. Offences against academic integrity are therefore taken very seriously as part of the university's work in preparing students to serve, lead, and innovate in the world at large.

A university degree is a significant investment of an individual's, and the public's, time, energies, and resources in the future, and habits of academic integrity protect that investment by preserving the university's reputation and ensuring public confidence in higher education.

Students found guilty of plagiarism will suffer consequences ranging from a grade reduction to failure in the course to expulsion from the university. In addition, a formal letter documenting the offence will be filed in the Provost and Dean's Office, and this record of the offence will be retained in the Provost and Dean's Office for the duration of the student's academic career at Huron University College.

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 The University of Western Ontario and Turnitin.com.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

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.

Policy on Special Needs

Students who require special accommodation for tests and/or other course components must make the appropriate arrangements with the Student Development Centre (SDC). Further details concerning policies and procedures may be found at:

http://www.sdc.uwo.ca/ssd/?requesting_acc

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 Provost and 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 Provost and Dean of that Faculty, the student will be debarred from taking the regular examination in the course. The Provost and Dean of the Faculty offering the course will communicate that decision to the Provost and Dean of the Faculty of registration.

Class Cancellations

In the event of a cancellation of class, every effort will be made to post that information on the

Huron website, <http://www.huronuc.ca/AccessibilityInfo> ("Class Cancellations").

Mental Health @ Western

Students who are in emotional/mental distress should refer to Mental Health @ Western <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Academic Advising

For advice on course selections, degree requirements, and for assistance with requests for medical accommodation [see above], students should contact an Academic Advisor in Huron's Student Support Services (huronsss@uwo.ca). An outline of the range of services offered is found on the Huron website at:

<http://www.huronuc.ca/CurrentStudents/AcademicAdvisorsandServices>

Department Chairs and Program Directors and Coordinators are also able to answer questions about their individual programs. Their contact information can be found on the Huron website at:

<http://www.huronuc.ca/Academics/FacultyofArtsandSocialScience>

Adding / Dropping Courses

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 Huron website, <https://huronatwestern.ca/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.

Copyright Regarding Course Material

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Similarly, students own copyright in their own original papers and exam essays. If a faculty member is interested in posting a student's answers or papers on the course website he/she should ask for the student's written permission.

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 The University of Western Ontario and Turnitin.com (<https://www.turnitin.com/>).

Computer-Marked Tests/Exams

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

Academic Consideration for Missed Work

Students who are seeking academic consideration for missed work during the semester may submit a self-reported absence form online provided that the absence is 48 hours or less and the other conditions specified in the Senate policy at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf are met.

Students whose absences are expected to last longer than 48 hours, or where the other conditions detailed in the policy are not met (e.g., work is worth more than 30% of the final grade, the student has already used 2 self-reported absences, the absence is during the final exam period), may receive academic consideration by submitting a Student Medical Certificate (for illness) or other appropriate documentation (for compassionate grounds). The Student Medical Certificate is available online at https://www.uwo.ca/univsec/pdf/academic_policies/appeals/medicalform.pdf.

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.

Requests for Academic Consideration Using the Self-Reported Absence Form

Students who experience an unexpected illness or injury or an extenuating circumstance (48 hours or less) that is sufficiently severe to temporarily render them unable to meet academic requirements (e.g., attending lectures or labs, writing tests or midterm exams, completing and submitting assignments, participating in presentations) should self-declare using the online Self-Reported Absence portal. This option should be used in situations where the student expects to resume academic responsibilities within 48 hours or less.

Please note the following conditions that are in place for self-reporting of medical or extenuating circumstances:

- Students will be allowed **a maximum of two self-reported absences** between September and April and one self-reported absence between May and August;
- Any absences in excess of the number designated in clause a above, regardless of duration, will require students to present a [Student Medical Certificate \(SMC\)](#), signed by a licensed medical or mental health practitioner, detailing the duration and severity of illness, or appropriate documentation supporting extenuating circumstances to the Academic Counselling unit in their Faculty of registration no later than two business days after the date specified for resuming responsibilities.

- Self-reported absences will not be allowed for scheduled final examinations; for midterm examinations scheduled during the December examination period; or for final lab examinations scheduled during the final week of term.
- Self-reporting may not be used for assessments (e.g. midterm exams, tests, reports, presentations, or essays) worth more than 30% of any given course.
- Students must be in touch with their instructors **no later than 24 hours after the end of the period covered by the Self-Reported Absence form**, to clarify how they will be expected to fulfil the academic expectations they may have missed during the absence.

Important Dates & Directory

For a current and up-to-date list of important dates and campus directories, please visit:

- **Huron – Important Dates:** <https://huronuc.ca/important-dates-and-deadlines>
- **Academic Calendar & Sessional Dates:**
<http://www.westerncalendar.uwo.ca/SessionalDates.cfm>
- **Huron Directory – Faculty, Staff and Administration:**
<https://huronuc.ca/index.php/contact/contact-directory>
- **Western Directory – Faculty, Staff and Administration:**
<https://www.uwo.ca/directory.html>