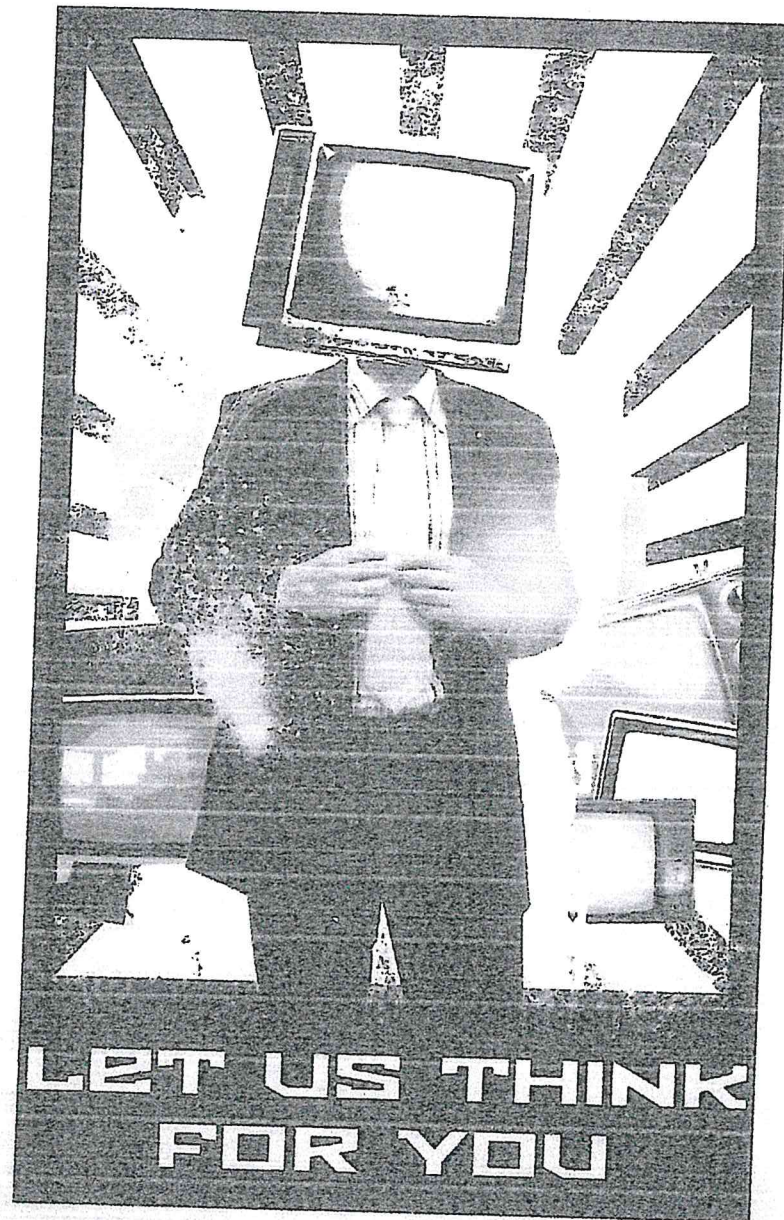


PSYCH 3318

SOCIAL PSYCHOLOGY: THE PSYCHOLOGY OF EVERYDAY PERSUASION



COURSE LECTURER: DR CHARLES GARRITY

PSYC 3318 SOCIAL PSYCHOLOGY: THE PSYCHOLOGY OF EVERYDAY PERSUASION

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Everyday, in Western democracies individuals are constantly bombarded by messages trying to influence, instruct, command or persuade them about some person or thing. In 2007 it was estimated that the typical American watched 1,550 hours of television accompanied by 37,822 commercials. In Britain the viewing figures were slightly less [1,440 hours]. These figures exclude other media i.e. radio, written material, billboards, direct/indirect selling, public broadcasting.

Today, the exponential growth in the use of Social media has resulted in a feeling amongst many people of **information overload**. As a consequence individuals, due to time scarcity, have begun to either psychologically “close down”, cutting themselves off from what they view as unnecessary information or make statements or decisions with little or no cognitive engagement. In a political sense, this behaviour has become the cause for some concern, particularly amongst Politicians in Western industrialized countries.

This has been compounded by a growth in **cynicism** with regards to politicians and the political process originating, in part, from the public disclosure and availability of unprecedented levels of previously restricted / mediated information. [WikiLeaks, Bradley Manning and Edward Snowden] and more recently an increased focus upon and growth of “fake news”. The outcomes for the democratic process [positive and negative], will become plainer as time progresses.

On a more **fundamental level**, new scientific research has compounded this situation, challenging one of the basic assumptions underpinning the legitimacy of the democratic system that individuals are “rational animals,” [Aristotle] with free will and therefore with the ability to make autonomous choices. Is this assumption illusionary ? If so, what are the potential consequences for society arising from such findings ?

Superficial observation, experience and research [social psychology] demonstrates that human beings are neither “rational” nor autonomous in their thinking. Whilst the “capacity” may be available, it seems to be dormant in many cases. **[We will explore these claims.]**

Human behaviour is influenced by the environment in its broadest sense [family, social class, caste, tribe, religion, country and culture e.g. social media]. From an early age children are conditioned. There is a necessary level of conformity instilled in children for the adequate functioning of society. Obedience to authority becomes second nature. The process of on-going socialization challenges the notion that human beings are **autonomous**. Human beings are social animals and wish to “belong” [herd mentality]. Therefore, to a great extent social and cultural conditions mould men/women. Individuals, in turn rely upon their minds to enable their organism to adjust to the environment and as a consequence opinions/attitudes govern their actions. Historically, states/rulers have attempted to control the minds of its population, begging the question as to the source of our opinions.

Today, the formation of attitudes and opinions remains a central concern to both **public** and **commercial** leaders. The 20th century was a period characterized by clashes of ideologies and much research emerged into the true nature of human beings, much of it as a consequence of wars. Wars provide fruitful case studies, suggesting that humans are far more malleable than commonly believed. The propaganda methods of Goebbels under the Nazis, as well as the Allies in WW2, the **brainwashing** of allied soldiers in the Korean and Vietnam wars, all added to the stock of information on the **manipulation** of peoples' attitudes/opinions. This knowledge coupled with the technological advances in the media has meant that the "public" on mass can be reached/targeted by political and commercial bodies alike. During the Cold War period the focus in the West was to counter attempts by the Soviet Union to alter public opinion in its favour. With the collapse of the Soviet Union attention re-focussed on the internal matters.

Over time there has been an increasing concern that the same methods used by the **East** have been adopted by the **West** both politically and commercially to not just persuade but to manipulate the home population into acceptable patterns of behavior. There may be some substance to these claims but alone they are insufficient in explaining the recent growth in "home grown" radicals who promote an international ideology at variance with the values into which they had been socialized.

This radicalization it seems has been promoted via social media, persuading seemingly well socialized individuals into adopting an extremist ideology in a relatively short period of time.

[This process of attitudinal [belief] change is the cornerstone of Social Psychology and therefore the subject provides the means to explore the nature and character of such activities.]

In the coming weeks you will be introduced to the fundamental concepts underpinning the discipline of Social Psychology and apply them to investigate the issues below.

Course Outline

Week	Date	Information
Week 1		Introduction to Social Psychology
Week 2		The Self in Culture
Week 3		The Self
Week 4		Attitudinal Change: Public relations-Advertising -Practical
Week 5		Democracy and Persuasion
Week 6		Conformity and Obedience
Week 7		Objectivity and Truth
TRAVEL BREAK		
Week 8		Introduction / History of Propaganda
Week 9		Propaganda: Analysis –War / Peace – case studies
Week 10		Belief
Week 11		Belief Systems-Battle for the Mind- Radicalization
Week 12		Conspiracy Theories
Week 13		Conspiracy Discussion – Presentation / Debate
Week 14		The impact for democracy in light of observations – Course review
Week 15		

Teaching is by Seminar and Tutorial (including visual audio/material).

The course requirement for each student will be two assessed essays or one essay and a project, which along with class participation will count for 50% of the final grade. One 3 hour examination will count for the remaining 50%.

NB.	Tutorial attendance is compulsory and all students are expected to participate and make an intellectual contribution in tutorial discussions.
Essay 1 (Paper)	For due dates and times – See Office handout
Essay 2 / Project	For due dates and times - See Office handout
Essay titles will be handed out in Week 3.	
Tutorial titles will be handed out two weeks before the presentation date.	

Psychology Reading List

Theory

Aronson, E., Social Psychology	146 ARO
Aronson, E., Readings about the Social Animal	146 ARO
Atkinson, S., The Psychology Book	146 ATK
Brehm, S., Social Psychology	146 BRE
Gross, R., Psychology: Science of Mind & Behaviour	146 GRO
Hewstone, M., Introduction to Social Psychology	146 HEW
Kenrick, D., Social Psychology: Unravelling the Mystery	146 KEN
Mio, J., Multicultural Psychology	146 MIO

The Self

Baggini, J., The Ego Trick	147 BAG
Baggini, J., Freedom Regained	147 BAG
Berger, P., The Social Construction of Reality	147 BER
Bond, M., The Psychology of the Chinese People	147 BON
Chappell, T., The Inescapable Self	147 CHA
Doi, T., The Anatomy of Dependence	147 DOI
Doi, T., The Anatomy of Self	147 DOI
Glover, J., The Philosophy & Psychology of Personal Identity	147 GLO
Harre, R., The Singular Self	147 HAR
Hare, R., Without Conscience	147 HAR
Hood, B., The Self Illusion	147 HOO
Laing, R., Self and Others	147 LAI
Lifton, J., The Protean Self	147 LIF
Maalouf, A., On Identity	147 MAA
Nisbett, R., The Geography of Thought	147 NIS
Rose, N., Inventing Our Selves	147 ROS
Smith, R., Japanese Society	147 SMI
Tan, A., The Joy Luck Club	147 TAN

Goffman

Goffman, E., The Presentation of Self in Everyday Life	148 GOF
Morgan, J., The World as a Stage	148 MOR
Pine, B., The Experience Economy: Work is Theatre & Business a Stage	148 PIN

Orwell

Calder, J., Huxley and Orwell: Brave New World & 1984	149 CAL
Gleason, A., On Nineteen Eighty-Four	149 GLE
Huxley, A., Brave New World Revisited	149 HUX
Orwell, G., Nineteen Eighty-Four	149 ORW
Zamyatin, Y., We	149 ZAM

Privacy

Assange, J., The Wikileaks Files	150 ASS
Garton Ash., Free Speech	150 GAR
O'Hara, K., The Spy in the Coffee Machine	150 OHA
Sofsky, W., Privacy	150 SOF
Veliz, C., Privacy is Power	150 VEL
Wylie, C., Mindfu*k	150 WYL

Propaganda

Barsamian, D., Propaganda and the Public Mind	142 BAT
Bond, M., The Power of Others	142 BON
Canetti, E., Crowds and Power	142 CAN
Chomsky, N., Necessary Illusions	142 CHO
Earls, M., Herd	142 EAR
Foulkes, A., Literature and Propaganda	142 FOU
Jowett, G., Propaganda and Persuasion	142 JOW
Edwards, D., Propaganda Blitz	142 EDW
Thomson, O., Easily Led: A History of Propaganda	142 THO

Persuasion

Bernays, E., Public Relations	143 BER
Brown, J., Techniques of Persuasion	143 BRO
Cialdini, R., Influence	143 CIA
Cottle, S., News, Public Relations and Power	143 COT
Erwin, P., Attitudes and Persuasion	143 ERW
Gladwell, M., The Tipping Point	143 GLA
Jones, N., Sultans of Spin	143 JON
Michie, D., The Invisible Persuaders	143 MIC
Mlodinow, L., Subliminal	143 MLO
Nahai, N., Webs of Influence	143 NAH
Packard, V., The Status Seekers	143 PAC
Packard, V., The Hidden Persuaders	143 PAC
Thaler, R., Nudge	143 THA
Trompenaars, F., Riding the Waves of Culture	143 TRO
Westen, D., The Political Brain	143 WES
Zimbardo, P., The Lucifer Effect	143 ZIM

Truth

Benson, O., Why Truth Mattersq	144 BEN
Brockman, J., What we Believe but cannot Prove	144 BEN
Duffy, B., The Perils of Perception	144 DUF
Hind, D., The Threat to Reason	144 HIN
Hobsbawm, J., Where the Truth Lies	144 HOB
James, W., Pragmatism and the Meaning of Truth	144 JAM
Lippmann, W., The Phantom Public	144 LIP
Pigliucci, M., Nonsense on Stilts	144 PIG

Smith, R., Challenging your Preconceptions	144 SMI
Sokal, A., Beyond the Hoax	144 SOK
Sutherland, S., Irrationality	144 SUT
Taverne, D., The March of Unreason	144 TAV
Trivers, R., Deceit	144 TRI
Williams, B., Truth and Truthfulness	144 WIL

Censorship

Alibhai-Brown, Y., In Defence of Political Correctness	145 ALI
Cohen, N., You Cannot Read this Book	145 COH
Fox, C., I Find That Offensive	145 FOX
Hughes, G., Political Correctness	145 HUG
Hume, M., Trigger Warning	145 HUM
Petley, J., Censorship	145 PET
Schlesinger, P., Putting Reality Together	145 SCH
Young, E., Looking Behind the Censorship	145 YOU

Religion and Belief

Alper, M., The God Part of the Brain	137 ALP
Bakewell, J., Belief	137 BAK
Barnes, T., Religion for the Curious	137 BAR
Bering, J., The God Instinct	137 BER
Berlinski, D., The Devil's Delusions	137 BER
De Botton, A., Religion for Atheists	137 BOT
Bowker, J., Beliefs that changed the World	137 BOW
Boyer, P., Religion Explained	137 BOY
Collins, F., The Language of God	137 COL
Hedges, C., I Don't Believe in Atheists	137 HED
Hinde, R., Why Gods Persist	137 HIN
Lennox, J., God's Undertaker: Has Science Buried God?	137 LEN
McGrath, A., The Twilight of Atheism: Rise and Fall of Disbelief	137 MCG
Shermer, M., The Believing Brain	137 SHE
Shermer, M., Why People Believe Weird Things	137 SHE
Ward, K., Is Religion Dangerous?	137 WAR

Science and Belief

Chopra, D., War of the Worldviews	138 CHO
Coles, R., The Secular Mind	138 COL
Darwin, C., The Illustrated Origin of Species	138 DAR
Gray, J., Black Mass	138 GRA
Lane, C., The Age of Doubt	138 CHR
Spencer, N., Darwin and God	138 SPE
Statham, D., Evolution: Good Science?	138 STA
White, C., The Science Delusion	138 WHI
Wolpert, L., The Unnatural Nature of Science	138 WOL

Dawkins

Dawkins, R., A Devil's Chaplain: Selected Essays	139 DAW
Dawkins, R., An Appetite for Wonder	139 DAW
Dawkins, R., The God Delusion	139 DAW
Dawkins, R., The Greatest Show on Earth	139 DAW
Dawkins, R., The Magic of Reality	139 DAW
McGrath, A., The Dawkins Delusion?	139 MCG

Conformity and Obedience

Gridley, M., Stanley Milgram's Obedience to Authority	140 GRI
Janis, I., Groupthink	140 JAN
Milgram, S., Obedience to Authority	140 MIL
Perry, G., Behind the Shock Machine	140 PER
Sargant, W., Battle for the Mind	140 SAR
Streatfeild, D., Brainwash	140 STR

Cults

Barrett, D., The New Believers	141 BAR
Galanter, M., Cults: Faith, Healing and Coercion	141 GAL
Hassan, S., Combatting Cult Mind Control	141 HAS
Hoffer, E., The True Believer	141 HOF
Klein, S., The Most Evil Secret Societies in History	141 KLE
Lewis, J., Scientology	141 LEW
Partridge, C., Encyclopedia of New Religions	141 PAR
Wilkins, I., The Broederbond	141 WIL

Atheism and Non-Belief

Dennett, D., Breaking the Spell	133 DEN
Drange, T., Nonbelief and Evil	133 DRA
Harris, S., Letters to a Christian Nation: A Challenge to Faith	133 HAR
Harris, S., The End of Faith	133 HAR
Hitchens, C., God is not Great	133 HIT
Hitchens, C., Hitch 22: A Memoir	133 HIT
Hitchens, C., The Portable Atheist	133 HIT
Hitchens, C., Thomas Paine's Rights of Man	133 HIT
Mencken, H.L., A Religious Orgy	133 MEN
Onfray, M., In Defence of Atheism	133 ONF

Conspiracy

Brotherton, R., Suspicious Minds	134 BRO
Farrell, J., Paranoia and Modernity	134 FAR
When, F., How Mumbo-Jumbo Conquered the World	134 WHE

Human Nature

Ariely, D., Predictably Irrational	135 ARI
Ashworth, P., Psychology and Human Nature	135 ASH

Davidson, R., The Emotional Life of your Brain	135 DAV
Elster, J., Alchemies of the Mind	135 ELS
Gray, J., The Silence of Animals	135 GRA
Gray., Straw Dogs	135 GRA
Pinker, S., The Better Angels of Our Nature	135 PIN
Pinker, S., The Blank Slate	135 PIN
Swaab, D., We are our Brains	135 SWA
Tilly, C., Why?	135 TIL
Winston, R., Human Instinct	135 WIN
Zimbardo, P., Man (Dis)connected	135 ZIM

The Unconscious

Claxton, G., Hare Brain Tortoise Mind	136 CLA
Claxton, G., The Wayward Mind	136 CLA
Fromm, E., Greatness and Limitations of Freud's Thought	136 FRO
Gigerenzer, G., Gut Feelings	136 GIG
Jung, C., Memories, Dreams, Reflections	136 JUN
McGilchrist, I., The Master and his Emissary	136 MCG
Webster, R., Why Freud was Wrong	136 WEB

Media, Technology and Democracy

Bhaskar, M., Curation	130 BHA
Dean, M., Democracy under Attack	130 DEA
Foer, F., World without Mind	130 FOE
Khanna, P., Connectography	130 KHA
Morozov, E., To Save Everything Click Here	130 MOR
Pasquale, F., The Black Box Society	130 PAS
Segal, A., The Hacked World Order	130 SEG
Taplin, J., Move Fast and Break Things	130 TAP

The Media and Social Influence

Abramson, J., Merchants of Truth	131 ABR
Cockerell, M., Live from Number 10	131 COC
Davies, N., Flat Earth News	131 DAV
Davies, N., Hack	131 DAV
Edelman, M., The Po9litics of Misinformation	131 EDE
Greenslade, R., Press Gang	131 GRE
Greenfield, S., Mind Change	131 GRE
Herman, E., Manufacturing Consent	131 HER
Knightley, P., The First Casualty	131 KNI
Mowlana, H., Triumph of the Image	131 MOW
Pariser, E., The Filter Bubble	131 PAR
Pilger, J., Tell Me No Lies	131 PIL
Simpson, J., Unreliable Sources	131 SIM

Advertising

Bakan, J., Childhood under Siege	132 BAK
Clark, E., The Want Makers	132 CLA
Cusick, W., All Customers are Irrational	132 CUS
Ewin, S., Captains of Consciousness	132 EWI
Graves, P., Consumerology	132 GRA
Miller, G., Must Have	132 MIL
Renvoise, P., Neuromarketing	132 REN