

<b>Module Title:</b>	Social Psychology
<b>Language of Instruction:</b>	English
<b>Credits:</b>	10
<b>NFQ Level:</b>	6
<b>Module Delivered In</b>	No Programmes
<b>Teaching &amp; Learning Strategies:</b>	The learning outcomes will be achieved through the following teaching methodologies: Lectures: Communication of knowledge and ideas from lecturer to student. Problem Solving – Students will participate in group activities to apply knowledge and theory to examples. Class Discussion –Students will be actively encouraged to participate in debates and discussions. E-Learning – VLE (Blackboard) will be used.
<b>Module Aim:</b>	The aim of this module is to develop the student's knowledge and understanding of Social Psychology including theories of social behaviour, attitudes and processes of interaction with others. The module will encourage students to examine how they present themselves to others and how they interpret social situations. Links will be made to the student's experience in Media Studies and Public Relations.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Describe key theories, models and studies in Social Psychology
LO2	Discuss methodological approaches and ethics in relation to Social Psychology research
LO3	Problem-solving and team work skills
LO4	Ability to make connections between theories in Social Psychology and Media Studies
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

**Module Content & Assessment**

**Indicative Content**

**Introduction to Social Psychology:**

Social Psychology as a discipline, The relevance of Social Psychology, Conducting research in Social Psychology, Ethics in Social Psychology.

**The Self**

The Self Concept; Symbolic Interaction Theory; Gender Identity; Ethnic Identity; The role of culture in the structure of the self concept.

**The Presentation of Self**

Social Interaction; Impression Management; Impression Formation.

**Socialisation Process**

Definition of the socialisation process; Agents of Socialisation; Mechanisms of socialisation; Role models; Norms;

**Attitudes**

How attitudes are formed and maintained; Prejudice and Discrimination; Cognitive Dissonance Theory; Research on attitudes.

**Persuasion**

Research on persuasion; Self-Generated persuasion.

**Groups**

The Nature of Groups; Group Development; Conformity; Power of Groups.

**Aggression**

Biological and Social Factors which influence aggression; Does the Media influence aggression?; Reducing aggression; Empathy

**Interpersonal Attraction and Relationships**

Love and attraction; Attachment styles; resolving conflict in close relationships

**Prosocial Behaviour**

Personal and situational factors; Altruism; Helping Behaviour

**Stereotypes, Prejudice and Discrimination**

Contributing factors; consequences of being stereotyped; Overcoming stereotypes

**Assessment Breakdown**

%

Continuous Assessment

30.00%

End of Module Formal Examination

70.00%

**Continuous Assessment**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Other	Written examination	1,2	10.00	n/a
Other	Students will carry out a group project.	1,3,4	20.00	n/a

No Project

No Practical

**End of Module Formal Examination**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Formal Exam	3 hour written examination	1,4	70.00	End-of-Semester

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

**Module Workload**

<b>Workload: Full Time</b>		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	30 Weeks per Stage	3.00
Estimated Learner Hours	30 Weeks per Stage	3.67
Total Hours		200.00

