Psychology 518  
**Attitudes: Structure, Function, and Consequences**  
**Spring Quarter 2012**  
**Mon & Wed 2:30 - 3:48**  
**Psychology Building 14**

**Instructor**  
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**Course Overview**

This course is intended to provide an introduction to basic theory and research regarding attitudes. The focus will be on the bases of attitudes, how they are represented in memory, the functional value that they serve and the consequences that they have for information processing, judgment, and behavior.

**Course Textbook**


This book of readings is a collection of classic and contemporary journal articles from the social psychological literature on attitudes.

**Course Requirements**

Readings are assigned for each class meeting, and are to be read prior to the class with which they are associated. Each day’s readings consist of articles from the Fazio & Petty reader.

Grades will be based on three equally-weighted exams, each consisting of multiple choice, brief identification, and short essay questions.

1. Exam #1 covering the first 3 weeks of the syllabus will be administered during class on April 16.
2. Exam #2 covering the next third of the course will be administered during class on May 9. Although the focus will be on the second third of the course, students will be expected to be able to integrate these topics with the material that was covered earlier.
3. Exam #3 will be administered during finals week. According to the Registrar’s final exam schedule, the exam is scheduled for June 6, 1:30 - 3:18. Again, the focus will be on the material covered since the previous exam, but students will be expected to integrate these topics with the earlier material.
Academic Misconduct

All students at the Ohio State University are bound by the Code of Student Conduct (see http://oaa.ohio-state.edu/coam/code.html). Suspected violations of the code in this class will be dealt with according to the procedures detailed in that code. Specifically, any alleged cases of misconduct will be referred to the Committee on Academic Misconduct.

Students with disabilities

This syllabus is available in alternative formats upon request. In addition, if you may need an accommodation based on the impact of a disability, you should contact the instructor immediately. Students with special needs should contact the Office of Disability Services (ODS) at 292-3307 for certification if they have not already done so. Upon such certification, the ODS and the instructor will make every effort to accommodate special needs. However, to ensure that evaluation of student performance in the course is conducted in a manner that is fair to all students, special accommodations will not be granted in the absence of ODS certification.
Tentative schedule (subject to change)

March 26: Course introduction

March 28: Conceptualizing attitudes

Appendix: How to Read a Journal Article in Social Psychology

Section overview

Reading 1

April 2: Reading 2

April 4: Measurement

Section overview

Readings 3 & 4

April 9: Readings 5 & 6

April 11: Reading 7

April 16: Exam I

April 18: Bases of Attitudes

Section overview

Readings 8

April 23: Readings 9 & 10

April 25: Readings 11, & 12

April 30: Functions of Attitudes

Section overview

Readings 13 & 14

May 2: Readings 15 & 16

May 7: Readings 17 & 18

May 9: Exam II
May 14: Impact on Perception and Cognition

Section overview
Reading 19 & 20

May 16: Readings 21 & 22

May 21: Reading 23

May 23: Impact on Behavior

Section overview
Readings 24 & 25

May 28: Memorial Day – No class

May 30: Readings 26 & 27

June 6, 1:30-3:18: Exam III

Preface

Part 1. Conceptualizing Attitudes

Section Overview

Readings:


Part 2. Measurement of Attitudes

Section Overview

Readings:
(3) Thurstone, L. L. (1928). Attitudes can be measured. American Journal of Sociology, 33, 529-544. (ABRIDGED)


Part 3. Affective, Cognitive, and Behavioral Bases of Attitudes

Section Overview

Readings:


Part 4. Functions of Attitudes

Section Overview

Readings:


Part 5. Impact on Perception and Cognition:

Section Overview

Readings:


Part 6. Impact on Behavior

Section Overview

Readings:


Appendix

Jordan, C. H., & Zanna, M. P. How to read a journal article in social psychology.