Psychology 518  
Attitudes: Structure, Function, and Consequences  
Spring Quarter 2010  
Mon & Wed 2:30 - 3:48  
Psychology Building 14

Instructor
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Office Hours: Mon & Wed 4:00 – 5:00, or by appointment

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:
1. Exam #1 covering the first 3 weeks of the syllabus will be administered during class on April 19.
2. Exam #2 covering the next third of the course will be administered during class on May 10. 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 9, 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 29:** Course introduction

**March 31:** Conceptualizing attitudes
   - Appendix: How to Read a Journal Article in Social Psychology
   - Section overview
   - Reading 1

**April 5:** Reading 2

**April 7:** Measurement
   - Section overview
   - Readings 3 & 4

**April 12:** Readings 5 & 6

**April 14:** Reading 7

**April 19:** Exam I

**April 21:** Bases of Attitudes
   - Section overview
   - Readings 8 & 9

**April 26:** Readings 10, 11, & 12

**April 28:** Functions of Attitudes
   - Section overview
   - Readings 13 & 14

**May 3:** Readings 15 & 16

**May 5:** Readings 17 & 18

**May 10:** Exam II
May 12: Impact on Perception and Cognition
   Section overview
   Reading 19 & 20

May 17: Readings 21 & 22

May 19: Reading 23

May 24: Impact on Behavior
   Section overview
   Readings 24 & 25

May 26: Readings 26 & 27

May 31: Memorial Day – No class

June 2: Wrap Up

June 9, 1:30-3:18: Exam III

Preface

**Part 1. Conceptualizing Attitudes**

Section Overview

*Readings:*


**Part 2. Measurement of Attitudes**

Section Overview

*Readings:*


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.