

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC235	SEMESTER OF STUDY	2 ND
COURSE TITLE	SOCIAL PSYCHOLOGY		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
<i>Total</i>		3	5
COURSE UNIT TYPE	Compulsory, General Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=67		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The focus of this course is on the social behavior of individuals. Social psychology examines the actions, thoughts, feelings and emotions of individuals that arise from their interpersonal relationships with others and participation in social groups. In this course, topics such as the role of social influence and the effects of culture and other factors on the skills and predispositions of individuals will be covered. Moreover, students will be provided with an overview of the basic socio-psychological theories and relevant research studies.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Become familiar with the behavior of individuals in society. • Explain the behavior of consumers based on theoretical approaches of social psychology. • Apply knowledge of theories on social relationships in the interactions of individuals in new media platforms. • Compare alternative leadership styles and decide about their appropriateness in different work environments. • Interpret the results and findings of quantitative social surveys based on theories concerning attitudes.
General Skills
<ul style="list-style-type: none"> - Critical thinking and Self-criticism - Free, creative and inductive thinking. - Respect for diversity and multiculturalism

3. COURSE CONTENTS

<p>The course covers topics such as:</p> <ul style="list-style-type: none"> - Motivations and consequences of social relationships - Attribution theory - Structure, function and formation of attitudes - Social influence - Group dynamics, leadership and decision-making styles - Verbal and non-verbal communication

- Culture
- Stereotypes and prejudice

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Personal Study	86
	Total Work Load	125
ASSESSMENT METHODS	End of Semester Formal Examination (100%): - Short answer questions - Essay questions	

5. RESOURCES

- Recommended Book Resources:

- Hogg, M., and Vaughan, G.M. (2010), *Social Psychology*, Pearson Education.
- Hewstone, M. and Strobe, W. (2001), *Introduction to Social Psychology: A European Perspective (3rd Edition)*, Blackwell Publishing.
- Elliot, A., Wilson, T., and Akert, R. (1999), *Social Psychology*, Longman, New York.
- Marchand, P. (Ed.). (2004), *Psychologie Sociale des Médias*, Presses Universitaires de Rennes. (in French)
- Kokkinaki, F. (2005), *Social Psychology*, G. Dardanos – K. Dardanos, Athens (in Greek).
- Mpozatzis, N. (2009), *Social Psychology*, Metaixmio Publishing, Athens (in Greek)
- Papastamou. S., Antoniou, S., Katerelos, I., Mantoglou, A., Prodromitis, G., Riga, A., Sakalaki, M. (2008), *Introduction to Social Psychology (Vol. 1)*, Pedio, Athens (in Greek).
- Marvakis, A. & Mentinis, M. (2011), *Critical Introduction to Social Psychology*, Epikentro, Athens (in Greek).

- Recommended Article/Paper Resources:

- Bohner, G., & Dickel, N. (2011), *Attitudes and Attitude Change*, *Annual Review of Psychology*, Vol. 62, pp. 391-417.
- Wood, W., & Hayes, T. (2012), *Social Influence on Consumer Decisions: Motives, Modes, and Consequences*, *Journal of Consumer Psychology*, Vol. 22, No. 3, pp. 324-328.
- Koenig, A. M., Eagly, A. H., Mitchell, A. A., & Ristikari, T. (2011). *Are Leader Stereotypes Masculine? A Meta-Analysis of Three Research Paradigms*, *Psychological Bulletin*, Vol. 137, No. 4, pp. 616.