

Psychology: Social Influence & Research Methods – Session Plan

Overview: This workshop explores the concept of human behaviour in a social context. Students will be given the opportunity to explore the relationship between everyday social phenomena and the way social psychology attempts to explain these phenomena. This is done with a focus on connecting these theoretical issues to applied settings and real-world issues. Students will be encouraged to explore the ethical and methodological issues involved in the study of social psychological theory and its application in real life situations.

Class Resources Required: Access to internet-enabled computer, projector, flip chart or whiteboard, speakers, markers.

Proposed Session Plan:

Learning Objectives	Learning Activities
<p>By the end of the workshop, students will be able to:</p> <ul style="list-style-type: none"> • Demonstrate knowledge and understanding of a range of key areas in social psychology research. • Understand the concepts of individual vs collective self-identities and personal/social identities. • Explore a range of skills to research and evaluate research in social psychology. • Explore aspects of social psychology in our everyday lives 	<p>Activity 1 - What is Social Psychology? Students to be put in small groups to address the following:</p> <p>What is social psychology? What does it study? Identify key areas of social psychology. For example:</p> <ul style="list-style-type: none"> • Cognition and behaviour <ul style="list-style-type: none"> ○ How does cognition link to social behaviour? ○ An introduction to the nature versus nurture debate • Attitudes and attitude change <ul style="list-style-type: none"> ○ What is an attitude? ○ What factors link to attitude change? • Sex, gender and social relationships <ul style="list-style-type: none"> ○ How does sex/gender link to our social behaviour? • Social groups <ul style="list-style-type: none"> ○ Reflection task on these questions: What is a social group? Which social groups do we belong to? How do they impact us? How do social groups impact society? <p>Activity 2 – Defining self and identity</p> <ul style="list-style-type: none"> • Students to define and discuss types of self: schemas, self-concept, self-identity, individual and collective self.

- **Explain how we can apply an understanding of social psychology to digital communication.**
- **Understand how to apply social psychology to global issues.**

NOTE: These objectives complement A01, A02 and A03 schemes of assessment in the [AQA Psychology Specification](#)

Activity 3 – Impression management and self-presentation

- Discussion on impression formation and person perception Explore the ways we manipulate people's impressions of us. Have you used any of those this week?
- Students work in pairs to investigate Central traits, Peripheral traits, Primacy, and recency (Explore: A study by Asch (1946) demonstrated that the order in which information about an individual is presented impacts on the impressions formed about that individual). Can you think about how Asch's findings may impact on job interviews?
- Explore similarities and differences between online and offline impression management. Individual reflection leading to an open tutor led discussion. Students are encouraged to think about how they manage and maintain how they are perceived by others.
- Why does this matter?

Activity 4 – Academic Skills – Critical Thinking & Evaluation

- Introduction to cross-cultural research as a way of evaluating our understanding of social psychology.
- Ethical, methodological and theoretical evaluation
- Implications and applications of social psychology research to everyday life
- Discussion of the skills required of an undergraduate - an inquiring mind and the ability to use scientific research findings to support and challenge various claims about why people behave the way that they do.

Activity 5 – Re-cap & Close

Recap and review learning in the session and link to objectives / Q&A