



PSYCHOLOGY 3740F (570)
Social Psychology of Attitudes
Fall/Winter 2025-2026

Instructor: Dr. Corey Isaacs
Email: cisaacs3@uwo.ca

Course Information

Calendar Description:

This course provides an introduction to social psychological research and theories in the area of attitudes. The topics include classic and contemporary theories of attitudes (e.g., Dissonance Theory, Elaboration Likelihood Model), how attitudes are defined, measured, formed, and changed, as well as how attitudes affect how we think and behave.

Prerequisite(s): [Psychology 2840F/G](#) (or Psychology 2800E, Psychology 2820E, [Psychology 2830A/B](#), [Psychology 2855F/G](#) or [Psychology 2856F/G](#)) and registration in the third or fourth year of Honours Specialization, Honours Double Major, Major or Specialization in Psychology, Honours Specialization in Applied Psychology, or permission of the Department.

Antirequisite(s): [Psychology 3721F/G](#), [Psychology 3722F/G](#), [Psychology 3723F/G](#).

Extra Information: 3 lecture/discussion hours.

Course Weight: 0.50

Breadth: Category A

Subject Code: PSYCHOL

Notice: Unless you have either the requisites for this course (fulfilment of pre-requisites, no anti-requisite conflicts), or special permission from your Dean to enrol in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites.

King's University College
Psychology 3740F (570)
Social Psychology of Attitudes
Fall 2025

Course Information:

Course: Psychology 3740F (570)
Instructor: Dr. Corey Isaacs
Contact Information: cisaacs3@uwo.ca
Office hours: by appointment, via Zoom

Course Description:

This course provides an introduction to social psychological research and theories in the area of attitudes. The topics include classic and contemporary theories of attitudes (e.g., dissonance theory, elaboration likelihood model), how attitudes are defined, measured, formed, and changed, as well as how attitudes affect how we think and behave.

Course Learning Outcomes:

By the end of this course, successful students should have achieved the following outcomes:

- Identify and describe the biological, psychological, and social factors that influence people's thoughts, feelings, and behaviors
- Apply theoretical principles and research findings to examples of attitude formation and change in everyday life
- Critically evaluate theories, research methods, and findings from the study of attitudes and attitude change
- Communicate ideas clearly and concisely, in language accessible to intelligent non-experts (oral and written formats)
- Describe and explain the limits of research conclusions in the context of methodological practices within the field

Mode of Instruction:

Lectures and exams for this course will all be held in-person on King's University College campus. Our midterm exam will take place in our usual classroom during our scheduled class time, and our final exam will take place on campus during the December exam period.

Course Textbook:

Maio, G., Haddock, G., & Verplanken, B. (2019). *The Psychology of Attitudes & Attitude Change, 3rd Edition*. Thousand Oaks, CA: Sage. (print ISBN: 9781526425836; etext ISBN: 9781526454140)

This textbook is available for purchase as a hard copy or as an etextbook and can be found at the campus bookstore or online (e.g., <https://collegepublishing.sagepub.com/products/the-psychology-of-attitudes-and-attitude-change-3-257922>). (\$77.00 - \$95.90) I always recommend that students use the assigned edition of the course textbook, as there are several changes between editions. While you may be able to use the previous edition of this textbook without too many problems, you absolutely should not use any earlier edition of this textbook or any other textbook.

Methods of Evaluation:

NOTE: Because this is an essay course, as per Senate Regulations, you must pass the essay component to pass the course. That is, the grade for your essay must be at least 50%.

Exams (55% of course grade):

There will be a midterm exam (worth 25% of your course grade) and a final exam (worth 30% of your course grade). Each exam will consist of a combination of multiple-choice and short-essay items that assess your ability to identify, conceptualize, and/or apply the course material.

Research Proposal (30% of course grade):

You will be required to write a research proposal in APA format, worth 30% of your course grade. The paper should be approximately 10 typed, double-spaced pages (or approximately 2500 words), excluding references and cover page. Your goal is to propose a study that would extend our understanding of any area of attitudes research. Note that you will not actually conduct the study. More information about the requirements for the research proposal will be provided on the course website. Your research proposal is due by 5:00 PM on Friday, December 5. Late submissions will be penalized at 10% per day, including weekends.

Online Discussions (15% of course grade):

There will be an online discussion forum for each of the readings, and you will be required to participate in any FIVE of the chapter discussions throughout the course to earn the Online Discussions component of your course grade. You can choose to participate in six discussions, in which case your best five out of six discussion grades will be used to calculate your Online Discussions grade. If you participate in more than six discussions, your grade will be based only on the FIRST SIX—any additional discussions beyond the first six will not be graded. The ‘Introduce Yourself!’ forum is NOT graded.

Each discussion will be open for seven days, from 12:01 AM on Sunday until 11:59 PM the following Saturday. You will be required to post at least one question (before midnight on Monday) about the previous week's topic/content as a starting point for discussion. You will also be required to respond to at least two of your classmates' posts during the week. Once the discussion closes, no more posts can be made. **Please post early in the week to avoid last-minute problems, and always back up your work (screenshots of your forum posts are ideal), as “technical difficulties” is NOT an acceptable excuse for missing a discussion deadline.**

Academic Consideration:

Exams:

Students who fail to write an exam at the scheduled time will receive a grade of zero unless they receive formal academic consideration from their Academic Dean's office. If a student is absent from an exam with permission from their Academic Dean's office, they will be required to write a makeup exam. Makeup exams are administered by the school on Fridays each week.

Research Proposal:

Your research proposal is due by 5:00 PM on Friday, December 5. Late submissions will be penalized at 10% per day, including weekends. The submissions deadline can only be extended based on formal academic considerations from your Academic Dean's office.

Online Discussions:

Because students are only required to participate in any five of the ten online discussions throughout the term and you have the ability to drop your lowest of six grades, you will not be excused from this assessment except in rare instances of ongoing medical or compassionate circumstances. Waiting until the last five weeks to participate in the online forums will not change this, except with formal academic considerations from your Academic Dean's office.

Academic Integrity:

Scholastic offences are taken seriously, and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, here:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Possible penalties for a scholastic offence include failure of the assignment/exam, failure of the course, suspension from the University, and expulsion from the University.

Plagiarism Detection Software:

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between Western and Turnitin.com.

Use of AI:

The use of generative AI tools such as ChatGPT to produce written work is not permitted unless permission is granted by the instructor for specific circumstances. Any work submitted must be the original work of the student in its entirety unless otherwise disclosed. When used, AI tools should be used ethically and responsibly, and students must cite or credit the tools used in line with the expectation to use AI as a tool to learn, not to produce content.

Multiple-Choice Exam Responses:

Computer-marked multiple-choice exams will be subject to submission for similarity review by software that will check for answer patterns that may indicate cheating.

Schedule of Classes, Readings, Assessments:

Dates	Reading	Topic
Sept. 12	Chapter 1	Definition and Measurement of Attitudes
Sept. 19	Chapter 2	Attitude Content, Structure, and Function
Sept. 26	Chapter 3	Attitudes and Information Processing
Oct. 3	Chapter 4	Attitudes and Behaviour
Oct. 10	Chapter 5	Cognitive Approaches to Attitudes
Oct. 17	MIDTERM EXAM (Chapters 1 - 5)	
Oct. 24	Chapter 6	Affective Approaches to Attitudes
Oct. 31	Chapter 7	Behavioural Approaches to Attitudes
Nov. 7	READING WEEK (No Classes)	
Nov. 14	Chapter 8	How Attitudes are Shaped
Nov. 21	Chapter 9	Internal Influences on Attitudes
Nov. 28	Chapter 10	External Influences on Attitudes
Dec. 5	--	No New Content; Research Proposals Due
TBA (Dec. 11 – 22)	FINAL EXAM (Chapters 6 - 10)	

Department of Psychology Policies Related to AI Tools

1. Policy on the Use of Generative AI Tools

The Department of Psychology expects that students will submit work that is truly their own, completed without external assistance (human or artificial).

The use of generative AI tools (such as ChatGPT) is not permitted for any submitted coursework unless express permission has been granted by your instructor.

Students **should not have AI tools write any part of their assignments or papers, either by copying and pasting or by paraphrasing the output.** Unauthorized use of AI constitutes an academic offence and will be subject to academic discipline.

Additional information: Students can use AI tools to clarify questions they have about course content (e.g., you can ask ChatGPT about a course concept to help with your understanding), but students should be aware that the response may be inaccurate or inconsistent with the course content. Asking your instructor is a more effective strategy. Students should note that information provided by AI tools such as ChatGPT can include mistakes, inaccuracies, biases, and outdated information. Whenever these tools are used, students should cross-verify the information provided to them. This means verifying that the sources used by AI exist and have been accurately summarized, consulting multiple original and reputable up-to-date sources to verify information, and being cautious of bias that could be present in the information provided.

2. Policy on Use of Translation Tools*

The Department of Psychology views the unapproved use of translation or language applications as an academic offence.

Any usage of translation applications or language generation by students to complete specific assigned work for this course **must be approved** by the instructor **prior** to submitting the work **and noted by the student in the submitted work** itself.

Writing text and then feeding it into a computer application to improve or translate your own words, changing a few words, and then submitting this text as if it was your own **constitutes plagiarism.** You must compose text, choose words, construct logic flow, structure sentences and paragraphs to organize, synthesize, interpret information with your own mind. When you borrow language or ideas from another person or from a machine this must be acknowledged with quotation marks and/or citations.

Why do we have this policy?

- Translation is intellectual work and produces intellectual property, thus any text which is translated must cite the translator.
- Psychology endeavors to advance students' linguistic, analytic, and reasoning competencies – this can not happen outside of specific language competencies.
- Earning a university degree signals that an individual has advanced literacy and communicative skill in the language of instruction at the university; this is English at King's University College at Western University. If translation machines are used by students without regulation, we will have no way of certifying whether these competencies exist and fewer mechanism for encouraging students to do the hard work to develop them.

** Based on the policy developed by the Department of Child and Youth Studies*

KING'S UNIVERSITY COLLEGE
GENERAL COURSE POLICIES
2025-2026

1. Academic Accommodations, Consideration for Absences

Academic Accommodation (Accessibility)

Accessibility Services works to ensure that academic programs are accessible to all students, and supports students who may have a condition related to, but not limited to, vision, hearing, mobility, different ways of learning, mental health, chronic illnesses, chronic pain, autism spectrum disorder, ADD/ADHD, and temporary conditions (beyond short-term academic consideration). Accessibility Services provides recommendations for accommodation based on medical documentation or psychological and cognitive assessment. The accommodation policy can be found here [Academic Accommodation for Students with Disabilities](#). Information on Accessibility Services at King's can be found [here](#).

Academic Consideration for Student Absence

If a student is unable to meet a course requirement due to substantial but temporary extenuating circumstances (medical or compassionate), they should follow the procedures below.

In some cases, where instructors have built flexibility into their assessments, this flexibility will already address consideration needs.

Requests for academic consideration should be directed to the Academic Advising Office of your faculty/college of registration. Requests must be made as soon as possible and no later than 48 hours after the missed assessment.

As a rule, documentation is required for academic consideration. For academic consideration requests on medical grounds, the Student Medical Certificate is available at https://www.kings.uwo.ca/kings/assets/File/currentStudents/courses_enrollment/exams_and_tests/SMC-Feb-2025.pdf.

Students are permitted one academic consideration request without supporting documentation per term per course.

Instructors may designate one assessment per half-course weight as requiring formal supporting documentation. Please refer to the course outline for each course.

For further information, please see:

https://uwo.ca/univsec/pdf/academic_policies/appeals/academic_consideration_Sep24.pdf

Absences from Final Examinations

If you miss the Final Exam, contact the Academic Advising Office of your faculty/college of registration as soon as you are able to do so. They will assess your eligibility to write the Special Examination (the name given by the University to a makeup Final Exam).

You may also be eligible to write the Special Exam if you are in a “Multiple Exam Situation” (e.g., more than 2 exams in 23-hour period, or more than 3 exams in a 47-hour period).

If a student fails to write a scheduled Special Examination, the date of the next Special Examination (if granted) normally will be the scheduled date for the final exam the next time this course is offered. The maximum course load for that term will be reduced by the credit of the course(s) for which the final examination has been deferred. See the Academic Calendar for details (under [Special Examinations](#)).

Religious Accommodation

Students should consult the University's list of recognized religious holidays, and should give notice in writing to the instructor and Academic Advising Office if a course requirement will be affected by a religious holiday/observance. Notice must be given as early as possible, and no later than two weeks prior to an examination, and one week prior to a midterm test date. It is the responsibility of such students to inform themselves concerning the work done in classes from which they are absent and to take appropriate action.

2. Support Services

Accessibility, Counselling and Student Development at King's University College:

<https://www.kings.uwo.ca/current-students/student-services/>

Students experiencing emotional or mental health distress can access services at King's University College: <http://www.kings.uwo.ca/current-students/campus-services/student-support-services/personal-counselling/>

Good2talk is a good online and phone 24/7 resource for students and is available in English, Mandarin, and French: <https://good2talk.ca>, 1-866-925-5454

MentalHealth@Western provides a complete list of options about how to obtain help:

https://www.uwo.ca/health/mental_wellbeing/

Academic Support Services at King's University College:

<https://www.kings.uwo.ca/current-students/academic-resources/>

GBSV Support:

King's is committed to reducing incidents of gender-based and sexual violence and providing compassionate support to anyone who has gone through these traumatic events. If you have experienced sexual or gender-based violence (either recently or in the past), you will find

information about support services for survivors, including emergency contacts at:
<https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

You can reach someone supports at Kings by emailing Care@kings.uwo.ca or calling 519-930-4640 to reach a social worker who can offer help.

You can also reach Western's Gender-Based Violence & Survivor Support Case Manager by [email](#) or by calling 519-661-3568.

Further supports can be found on this website: <https://www.kings.uwo.ca/about-kings/safe-campus/gender-and-sexual-violence/>

See also https://www.uwo.ca/health/student_support/survivor_support/get-help.html

University Students' Council offers many valuable support services for students, including the health insurance plan: <http://westernusc.ca/services/>

3. Statement on Use of Electronic Devices

Use of Electronic Devices: Unless explicitly stated otherwise, you are not allowed to have a cell phone, or any other electronic device, with you during tests or examinations. Unauthorized possession of such a device during a test or examination constitutes an academic offence.

Use of Laptops, Tablets, and Smartphones in the Classroom: King's University College at Western University acknowledges the integration of new technologies and learning methods into the curriculum. The use of electronic devices such as laptop computers, tablets, or smartphones can contribute to student engagement and effective learning. At the same time, King's recognizes that instructors and students share jointly the responsibility to establish and maintain a respectful classroom environment conducive to learning.

The use of electronic devices by students during lectures, seminars, labs, etc., shall be for matters related to the course at hand only. Students found to be using electronic devices for purposes not directly related to the class may be subject to sanctions under the Student Code of Conduct; see <https://www.kings.uwo.ca/current-students/student-affairs/code-of-student-conduct1/>

Inappropriate use of electronics (e.g., laptops, tablets, smartphones) during lectures, seminars, labs, etc., creates a significant disruption. As a consequence, instructors may choose to limit the use of electronic devices in these settings. In addition, in order to provide a safe classroom environment, students attending in-person class sessions are strongly advised to operate laptops with batteries rather than power cords.

4. Statement on Academic Offences

King's is committed to academic integrity. Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, is posted at

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

It is expected that students will submit work that is truly their own, completed without external assistance (human or artificial) except as explicitly permitted by the course instructor. Check with your instructor on what tools, including generative AI (ChatGPT, translation tools, grammar-checking tools) are permitted in the course. Because a tool is permitted in one course, that does not mean it is permitted in other courses.

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted for such checking will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system; see https://elearningtoolkit.uwo.ca/tools/Originality_Reports - TurnItIn.html.

Computer-marked multiple-choice tests and/or exams may be subject to submission for similarity review by software that will check for unusual coincidences in answer patterns that may indicate cheating.

5. Copyright of Course Material

Lectures and course materials, including PowerPoint presentations, tests, outlines, and similar materials are protected by copyright. Faculty members are the exclusive owner of copyright in those materials they create. Students may take notes and make copies for their own use. Students may not allow others to reproduce or distribute lecture notes and course materials publicly (whether or not a fee is charged) without the express written consent of a faculty member. Unauthorized sharing of class content is subject to academic discipline.

Similarly, students own copyright in their own original papers and exam essays. If a faculty member wishes to post a student's answers or papers on the course website, they should ask for the student's written permission.

6. Use of Recordings

Participants in this course are not permitted to record the sessions, except where recording is an approved accommodation and/or the participant has the prior written permission of the instructor. Unauthorized recording and/or sharing of class content is subject to academic discipline.

7. Policy on Attendance

Any student who, in the opinion of the instructor, is absent too frequently from class or laboratory periods in any course, will be reported to the Dean of the Faculty offering the course, after due warning has been given. On the recommendation of the department concerned, and with the permission of the Dean of that Faculty, the student will be debarred from taking the regular examination in the course.

