

Sociology 326: Social Psychology

Fall 2016

Instructor: Jerry Krause, Ph.D. (krausej@sonoma.edu)

Prerequisites: No

GE: upper-division GE D1 (Individual and Society)

Course Mission. The mission of this course is twofold. First, we examine the theory and research giving the detailed social scientific picture surrounding the idea that who we are (our self) grows out of our social experience. Second, the course will encourage you to translate the theories and research of social psychology into strategies for addressing issues and problems existing in contemporary life. We will cultivate translational mindfulness as we look for ways in which interactionist social psychology furnishes tools that are useful for enabling individuals and groups to more effectively meet the challenges they face.

Course Requirements. As will be explained fully in class, there will be nine short-length (three pages) writing assignments, one moderate-length (six pages) writing assignment, and a final exam. Each short paper will be based on your responses to reflection questions that I assign from the ends of chapters in *Symbols, Selves and Social Reality*, and on selected articles I assign in *Inside Social Life*. Together, the short-length writing assignments are weighted 45% of the course grade. These short papers will be due weekly at the beginning of class for nine consecutive class sessions, starting February 7.

The moderate-length assignment is to design and describe a community-based social marketing strategy to foster change in some type of problematic behavior or issue that you have selected. An “interactionized” understanding of Community-Based Social Marketing, by McKenzie-Mohr should be your guide. This moderate-length paper is due at the beginning of the last day of class, May 2. It is weighted 30% of the course grade. The final exam, held at the scheduled time for this course, is weighted 25% of the course grade. I will provide a study guide for the final exam on or before the last day of class.

Finally, faithfully attending class and participating in discussions are important in Sociology 326. Symbolizing the importance of attendance, a roll sheet will be passed around at the end of each class period. I will take attendance into consideration in assigning final grades.

Required Texts.

Cahill et al., *Inside Social Life* (2014)

McKenzie-Mohr, *Fostering Sustainable Behavior: Introduction to Community-Based Social Marketing* (2011)

Sandstrom et al., *Symbols, Selves, and Social Reality: a Symbolic Interactionist Approach to Social Psychology and Sociology* (2014)

Above is subject to change