**MAR 6930 (Section 352A): Topics in Social and Consumer Psychology**

Instructor: Dr. Aner Sela, Fall 2018

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Class meetings: Monday 12:50 – 3:50 (Periods 6-8) in 267G Stuzin Hall

Course Credit: 3

**COURSE GOALS**

How do we form the beliefs that underlie our behavior? How do we understand others? How do we manage our social identity? The goal of this course—geared toward graduate students in marketing, management, and related disciplines—is to explore questions such as these. We will discuss classic as well as novel research on the development of attitudes and beliefs, inference-making and attribution, the self, and the interplay of emotion and cognition. Students will be encouraged to think critically about existing research and generate new research ideas.

**COURSE SCHEDULE**

|  |  |
| --- | --- |
| 8/27:  | Introduction  |
| 9/3: | No class (Labor Day holiday) |
| 9/10:  | The Attitude-Behavior Relationship |
| 9/17:  | How attitudes and beliefs influence information processing |
| 9/24:  | Dual-process theories |
| 10/1:  | Implicit attitudes |
| 10/8:  | Emotional and attitudinal ambivalence  |
| 10/15:  | Attitude strength, certainty, and resistance to persuasion |
| 10/22:  | Emotions and information processing  |
| 10/29:  | Metacognition |
| 11/5:  | Attribution processes |
| 11/12: | No class (Veterans Day holiday) |
| 11/19: | The self |
| 11/26: | Self and others |
| 12/3: | Student presentations (last day of class) |
| 12/10: | Term paper due |

**HELPFUL TEXTS (useful and interesting, but not required)**

1. Kruglanski, A. W. & Higgins, E. T. (2007). *Social Psychology: Handbook of Basic Principles (2nd edition)*. New York: Guilford Press
2. Ross, L. & Nisbett, R. E. (2011). *The Person and the Situation: Perspectives of Social Psychology*. London: Pinter & Martin Publishers.
3. Hamilton, D. L. (2005). *Social Cognition: Key Readings*. New York: Psychology Press.
4. Albarracín, D., Johnson, B. T., & Zanna, M. P. (2005). *The Handbook of Attitudes*. Mahwah, New Jersey: Erlbaum.

**COURSE FORMAT AND REQUIREMENTS**

*Class Discussion.* Students are responsible for completing the readings (both “background” and “discussion” items) before class each week and being ready to discuss the papers and offer thoughtful comments in class. All students are expected to contribute to the discussion at every class meeting. To facilitate class discussion, I will assign a team of 2-3 students to **lead the discussion** of each article. More details will be provided in class. Discussion leaders should not use PowerPoint slides (if necessary, they may use a single-page handout). Asking relevant, thoughtful questions is an important component of class participation. Your discussion, questions, and comments in class will account for 40% of your course grade.

*Thought Papers.* Each week, all students will prepare a short thought paper (up to **one page** in length) related to that week’s readings. The thought paper can take one of several forms. First, you may write a **critique** of one of the papers. Such a critique may include conceptual and/or methodological aspects, and even alternative ways to think about the problem. Second, you may **integrate** the ideas of several papers and discuss how they relate to each other. This may include other assigned papers from the same week, papers from other weeks, or other papers not included in the syllabus. Third, you may propose a **research idea**. Research ideas may range from a development or further exploration of an idea contained in one of the assigned papers to a completely novel idea broadly related to any topic covered in this seminar. All thought papers should be emailed to me NO LATER than 5:00 PM *on the day before* class.

Thought papers account for 30% of your course grade.

*Term paper.* An **original research proposal** is due by December 10th. In this paper (10-15 pages, double-spaced, 12 pt. type), you will develop a research project designed to address an unanswered question related to one or more of the topics discussed in class. The paper should include an appropriate discussion of existing literatures, development of hypotheses and their rationales, and a fairly detailed description of one or two experiments designed to test your hypotheses. Ideally, this should be something that you are really interested in doing; it will be most valuable to you if you can tie it to something you actually would like to work on. Also, on December 3rd, as part of our wrap-up discussion, each student will give a **brief presentation** about his or her idea for the paper. The aim is to present it so other students can hear what you are thinking about and so that you can receive feedback on your idea or proposed experiment(s) before turning in your paper. The term paper accounts for 30% of your course grade.

Final Letter grades will be assigned as follows:

|  |  |
| --- | --- |
| **If you earn at least:** | **You will get:** |
| 95 | A |
| 90 |  A- |
| 87 |  B+ |
| 83 | B |
| 80 |  B- |
| 77 |  C+ |
| 73 | C |
| 70 | C- |
| 65 | D+ |
| 55 |  D |

(Scores below 55 points will result in an F.)

Grades are translated into grade points by the University Registrar according to guidelines posted on <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>.

This course follows general University policy regarding academic honesty and accommodations for students with disabilities. Students requesting classroom accommodation must first register with the Dean of Students Office.

**WEEKLY COURSE SCHEDULE**

**August 27: Welcome and Course Overview**

 **What Is an Attitude?** (Be sure to do the readings before class!)

Discussion items:

1. Fazio, R. H. (2007), “Attitudes as Object-Evaluation Associations of Varying Strength,” *Social Cognition*, 25 (5), 603-37.

vs.

Schwarz, N. (2007), “Attitude Construction: Evaluation in Context,” *Social Cognition*, 25 (5), 638-56.

1. Fabrigar, L. R. & R. E. Petty (1999), “The Role of the Affective and Cognitive Bases of Attitudes in Susceptibility to Affectively and Cognitively Based Persuasion,” *Personality and Social Psychology Bulletin*, 25 (3), 363-81.
2. LeBoeuf, R. A. & J. P. Simmons (2010), “Branding Alters Attitude Functions and Reduces the Advantage of Function-Matching Persuasive Appeals,” *Journal of Marketing Research*, 47 (April), 348-60.

Further reading (optional):

Macrae, C. N. & G. V. Bodenhausen (2000), “Social Cognition: Thinking Categorically about Others,” *Annual Review of Psychology*, 51, 93-120.

**September 3: No class (Labor Day)**

**September 10: Habit and the Attitude-Behavior Relationship**

Discussion items:

1. Wood, W. & D. T. Neal (2007), “A New Look at Habits and the Habit–Goal Interface,” *Psychological Review*, 114 (4), 843-63.
2. Priester, J. R., D. Nayakankuppam, M. A. Fleming, & J. Godek (2004), “The A2SC2 model: The influence of attitudes and attitude strength on consideration and choice,” *Journal of Consumer Research*, 30(4), 574-87.
3. Albarracín, D. & R. S. Wyer, Jr. (2000), “The cognitive impact of past behavior: Influences on beliefs, attitudes, and behavioral decisions,” *Journal of Personality and Social Psychology*, 79 (1), 5-22.
4. Aarts, H. & A. Dijksterhuis (2000), “Habits as Knowledge Structures: Automaticity in Goal-Directed Behavior,” *Journal of Personality and Social Psychology*, 78 (1), 53-63.

**September 17: How attitudes and beliefs influence information processing**

Discussion items:

1. Lord, C. G., L. Ross, & M. R. Lepper (1979), “Biased Assimilation and Attitude Polarization: The Effects of Prior Theories on Subsequently Considered Evidence,” *Journal of Personality and Social Psychology*, 37 (11), 2098-109.
2. Russo, J. E., M. G. Meloy, K. A. Carlson, & K. Yong (2008), “The Goal of Consistency as a Cause of Information Distortion,” *Journal of Experimental Psychology: General*, 137 (3), 456-70.
3. Vallone, R. P., L. Ross, & M. R. Lepper (1985), “The Hostile Media Phenomenon: Biased Perception and Perceptions of Media Bias in Coverage of the Beirut Massacre,” *Journal of Personality and Social Psychology*, 49 (3), 577-85.
4. Kunda, Z. (1990), “The Case for Motivated Reasoning,” *Psychological Bulletin*, 108 (3), 480-98.

**September 24: Dual-Process Theories**

Required background reading:

Petty, R. E. & D. T. Wegener (1999), “The Elaboration Likelihood Model: Current status and controversies,” in *Dual Process Theories in Social Psychology*, ed. S. Chaiken & Y. Trope, New York: Guilford Press, 41-72.

Smith, E. R. & J. DeCoster (2000), “Dual-Process Models in Social and Cognitive Psychology: Conceptual Integration and Links to Underlying Memory Systems,” *Personality and Social Psychology Review*, 4 (2), 108-31.

Discussion items:

1. Kruglanski, A. W. & E. P. Thompson (1999), “Persuasion by a single route: A view from the Unimodel,” *Psychological Inquiry*, 10 (2), 83-109.
2. Petty, R. E., S. C. Wheeler, & G. Y. Bizer (1999), “Is there one persuasion process or more? Lumping versus splitting in attitude change theories,” *Psychological Inquiry*, 10 (2), 156-63.
3. Haidt, J. (2001), “The Emotional Dog and Its Rational Tail: A Social Intuitionist Approach to Moral Judgment,” *Psychological Review*, 108 (4), 814-34.
4. Roser, M. E. & M. S. Gazzaniga (2006), “The interpreter in human psychology,” *The evolution of primate nervous systems*, Oxford: Elsevier.

**October 1: Implicit Attitudes**

Background reading:

Gawronski, B. & G. V. Bodenhausen (2006), “Associative and propositional processes in evaluation: An integrative review of implicit and explicit attitude change,” *Psychological Bulletin*, 132 (5), 692-731.

Discussion items:

1. Wilson, T. D., S. Lindsey, & T. Y. Schooler (2000), “A model of dual attitudes,” *Psychological Review*, 107, 101-26.
2. Petty, R. E., Z. L. Tormala, P. Briñol, & W.B.G. Jarvis (2006), “Implicit ambivalence from attitude change: An exploration of the PAST model,” *Journal of Personality and Social Psychology*, 90, 21-41.
3. Greenwald, A. G., M. R. Banaji, L. A. Rudman, S. D. Farnham, B. A. Nosek, & D. S. Mellott (2002), “A unified theory of implicit attitudes, stereotypes, self-esteem, and self-concept,” *Psychological review*, 109 (1), 3-25.

Further reading (optional):

Mann, T.C. & M.J. Ferguson (2015), “Can We Undo Our First Impressions? The Role of Reinterpretation in Reversing Implicit Evaluations,” *Journal of Personality and Social Psychology*, 108 (6), 823-49.

Greenwald, A. G., D. E McGhee, & J. L. K. Schwartz (1998), “Measuring individual differences in implicit cognition: The implicit association test,” *Journal of Personality and Social Psychology*, 74 (6), 1464-80.

**October 8: Emotional and attitudinal ambivalence**

Background reading (required):

Thompson, M. M., M. P. Zanna, & D. W. Griffin (1995), “Let’s Not Be Indifferent About (Attitudinal) Ambivalence,” in *Attitude Strength: Antecedents and Consequences*, ed. R. E. Petty & J. A. Krosnick, Hillsdale, NJ, England: Lawrence Erlbaum Associates, 361-86.

Discussion items:

1. Cacioppo, J. T., W. L. Gardner, & G. G. Berntson (1997), “Beyond bipolar conceptualizations and measures: The case of attitudes and evaluative space,” *Personality and Social Psychology Review*, 1 (1), 3-25.
2. De Liver, Y., van der Pligt, J., & Wigboldus, D. (2007), “Positive and negative associations underlying ambivalent attitudes,” *Journal of Experimental Social Psychology*, 43 (2), 319-326.
3. Reich, T., & Wheeler, S. C. (2016), “The good and bad of ambivalence: Desiring ambivalence under outcome uncertainty,” *Journal of personality and social psychology*, 110 (4), 493.
4. Williams, P. & J. Aaker (2002), “Can Mixed Emotions Peacefully Co-Exist?” *Journal of Consumer Research*, 28 (March), 636-49.

**October 15: Attitude strength, certainty, and resistance to persuasion**

Background reading:

Krosnick, J. A., D. S. Boninger, Y. C. Chuang, M. K. Berent, & C. G. Carnot (1993), “Attitude strength: One construct or many related constructs?” *Journal of Personality and Social Psychology*, 65 (6), 1132-51.

Discussion items:

1. Pomerantz, E. M., S. Chaiken, & R. S. Tordesillas (1995), “Attitude strength and resistance processes,” *Journal of Personality and Social Psychology*, 69 (3), 408-19.
2. Tormala, Z. L. & R. E. Petty (2004), “Source Credibility and Attitude Certainty: A Metacognitive Analysis of Resistance to Persuasion,” *Journal of Consumer Psychology*, 14 (4), 427-42.
3. Litt, A. & Z. L. Tormala (2010) “Fragile Enhancement of Attitudes and Intentions Following Difficult Decisions,” *Journal of Consumer Research*, 37 (December), 584-98.
4. Karmarkar, U. R. & Z. L. Tormala (2010), “Believe me, I have no idea what I’m talking about: The effects of source certainty on consumer involvement and persuasion,” *Journal of Consumer Research*, 36 (April), 1033-49.

**October 22: Emotions and information processing**

Discussion items:

1. Wegener, D. T. & R. E. Petty (1994), “Mood Management Across Affective States: The Hedonic Contingency Hypothesis,” *Journal of Personality and Social Psychology*, 66 (6), 1034-48.
2. Tiedens, L. Z., & S. Linton (2001), “Judgment under emotional certainty and uncertainty: The effects of specific emotions on information processing,” *Journal of Personality and Social Psychology*, 81 (6), 973-88.
3. Raghunathan, R. & M. T. Pham (1999), “All Negative Moods Are Not Equal: Motivational Influences of Anxiety and Sadness on Decision Making,” *Organizational Behavior and Human Decision Processes*, 79 (1), 56-77.
4. Verrochi Coleman, N. & P. Williams (2013), “Feeling Like My Self: Emotion Profiles and Social Identity,” *Journal of Consumer Research*, 40 (2), 203-22.

Further reading (optional):

Lerner, J. S. & D. Keltner (2000), “Beyond valence: Toward a model of emotion-specific influences on judgment and choice,” *Cognition and Emotio*n, 14 (4), 473-93.

Forgas, J. P. (2001), “Mood and Judgment: The Affect Infusion Model (AIM),” *Psychological Bulletin*, 117 (1), 39-66.

**October 29: Metacognition**

Background reading:

Bem, D. J. (1972), “Self-perception theory,” *Advances in experimental social psychology*, 6, 1-62.

Discussion items:

1. Schwarz, N. (2004), “Metacognitive experiences in consumer judgment and decision making,” *Journal of Consumer Psychology*, 14 (4), 332-48.

Huber, J. (2004), “A comment on metacognitive experiences and consumer choice,” *Journal of Consumer Psychology*, 14 (4), 356-9.

Schwarz, N. (2004), “Metacognitive experiences: Responses to commentaries,” *Journal of Consumer Psychology*, 14 (4), 370-73.

1. Tormala, Z. L., R. E. Petty, & P. Briñol (2002), “Ease of Retrieval Effects in Persuasion: A Self-Validation Analysis,” *Personality and Social Psychology Bulletin*, 28 (12), 1700-12.
2. Novemsky, N., R. Dhar, N. Schwarz, & I. Simonson (2007), “Preference fluency in choice,” *Journal of Marketing Research*, 44 (August), 347-56.
3. Schrift, R. Y., O. Netzer, & R. Kivetz (2011), “Complicating choice,” *Journal of Marketing Research*, 48 (2), 308-26.

Further reading (optional):

Sela, A. & J. Berger (2012), “Decision quicksand: how trivial choices suck us in,” *Journal of Consumer Research*, 39 (2), 360-70.

**November 5: Attribution**

Background reading:

Ross, L. (1977), “The intuitive psychologist and his shortcomings: Distortions in the attribution process,” *Advances in experimental social psychology* 10, 173-220.

Discussion items:

1. Ross, M. & F. Sicoly (1979), “Egocentric biases in availability and attribution,” *Journal of personality and social psychology*, 37 (3), 322-36.
2. Gilbert, D. T. & P. S. Malone (1995), “The Correspondence Bias,” *Psychological Bulletin*, 117 (1), 21-38.
3. Wegener, D. T. & R. E. Petty (1995), “Flexible Correction Processes in Social Judgment: The Role of Naïve Theories in Corrections for Perceived Bias,” *Journal of Personality and Social Psychology*, 68 (1), 36-51.
4. Kahneman, D. & D. T. Miller (1986), “Norm Theory: Comparing Reality to Its Alternatives,” *Psychological Review*, 93 (2), 136-53.

Further reading (optional):

Folkes, V. S. (1988), “Recent Attribution Research in Consumer Behavior: A Review and New Directions,” *Journal of Consumer Research*, 14 (March), 548-565.

Kozak, M. N., A. A. Marsh, & D. M. Wegner (2006), “What Do I Think You’re Doing? Action Identification and Mind Attribution,” *Journal of Personality and Social Psychology*, 90 (4), 543-55.

**November 12: No class (Veterans Day)**

**November 19: The Self**

Background reading:

Markus, H. (1977), “Self-schemata and processing information about the self,” *Journal of Personality and Social Psychology*, 35 (2), 63-78.

Discussion items:

1. Markus, H., J. Smith, & R. L. Moreland (1985), “Role of the Self-Concept in the Perception of Others,” *Journal of Personality and Social Psychology*, 49 (6), 1494-512.
2. Wheeler, S. C., K. G. DeMarree, & R. E. Petty (2007), “Understanding the Role of the Self in Prime-to-Behavior Effects: The Active-Self Account,” *Personality and Social Psychology Review*, 11 (3), 234-61.
3. Gao, L., S. C. Wheeler, & B. Shiv (2009), “The ‘Shaken Self’: Product Choices as a Means of Restoring Self-View Confidence,” *Journal of Consumer Research*, 36 (June), 29-38.
4. Gillihan, S. J. & M. J. Farah (2005), “Is Self Special? A Critical Review of Evidence from Experimental Psychology and Cognitive Neuroscience,” *Psychological Bulletin*, 131 (1), 76-97.

Further reading (optional):

Greenwald, A. G. (1980), “The totalitarian ego: Fabrication and revision of personal history,” *American Psychologist*, 35 (7), 603-18.

Belk, R. W. (1988), “Possessions and the Extended Self,” *Journal of Consumer Research*, 15 (September), 139-68.

Steele, C. M. (1988), “The psychology of self-affirmation: Sustaining the integrity of the self,” *Advances in experimental social psychology*, 21, 261-302.

**November 26: Self and Others**

Discussion items:

1. Brewer, M. B. (1991), “The social self: On being the same and different at the same time,” *Personality and Social Psychology Bulletin*, 17 (5), 475-82.
2. Berger, J. & C. Heath (2007), “Where Consumers Diverge from Others: Identity Signaling and Product Domains,” *Journal of Consumer Research*, 34 (August), 121-34.
3. Escalas, J. & J. R. Bettman (2005), “Self-Construal, Reference Groups, and Brand Meaning,” *Journal of Consumer Research*, 32 (December), 378-389.
4. Bhattacharjee, Amit, Jonah Berger, & Geeta Menon (2014), “When Identity Marketing Backfires: Consumer Agency in Identity Expression,” *Journal of Consumer Research*, 41 (August), 294-309.

Further reading (optional):

Aaker, Jennifer L. (1999), “The Malleable Self: The Role of Self-Expression in Persuasion,” *Journal of Marketing Research*, 1 (Feb.), 45-57.

**December 3: Student presentations**

Details will be discussed in class.

**December 10: Term paper due**