

## Faculty of Psychology and Education Sciences



### PSY1316 Attitude change and social influence

[30h] 4 credits

This course is taught in the 2nd semester

**Teacher(s):** Olivier Corneille  
**Language:** French  
**Level:** First cycle

#### Aims

- to familiarise the students with the various theoretical currents bearing on the question of change of attitude and social influence.

#### Main themes

- concept of attitude: definitions and behaviour prediction
- change of attitude : cognitive process: persuasion; affective process: from conditioning to familiarity; behavioural process: brainwashing technics
- social norms and roles: formation of normes; roles and status
- conformity and obedience: normative and informational dependencies; power and obedience
- resistance and innovation: rebellion; group polarisation; minority influence
- weight of group memberships in the change of attitude situations

#### Content and teaching methods

- to familiarise the students with the various theoretical currents bearing on the question of change of attitude and social influence.

**Other information (prerequisite, evaluation (assessment methods), course materials recommended readings, ...)**

Readings portfolio

#### Other credits in programs

<b>PSP13BA/P</b>	Troisième année de bachelier en sciences psychologiques et de l'éducation (majeure en sciences psychologiques)	(4 credits)
<b>PSP1PM</b>	Année d'études préparatoires au master en sciences psychologiques	(4 credits)