

Faculty of Psychology and Education Sciences



PSY2220 Attitudinal change and social influence

[30h] 3 credits

This course is taught in the 2nd semester

Teacher(s): Olivier Corneille
Language: French
Level: Second cycle

Aims

- to familiarise the students with the various theoretical trends bearing on the attitudinal change and the social influence

Main themes

- The concept of attitude : definition aspects and behaviour prediction
- attitudinal change: cognitive line: persuasion; affective line : conditioning to familiarity; behavioural line: technics of manipulation
- social norms and roles: forming of norm; roles and status
- conformity and obedience: normative and informational dependencies; power and obedience
- resistance and innovation: rebellion; group polarisation; minority influence
- weight of the group memberships in the situations of attitudinal change

Content and teaching methods

- to familiarise the students with the various theoretical trends bearing on the attitudinal change and the social influence

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

Reading portfolio

Other credits in programs

COMU22/RP Deuxième licence en information et communication (Relations (3 credits) publiques et communication d'organisation)