

# PGS350: Social Psychology Project #1

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Spring 2005 | N. J. Schweitzer

This handout explains the first of your two class projects. You may work in groups of up to four (4) people, but you are not required to do so (i.e. you can work alone if you wish).

Your task is to develop a creative project that demonstrates/comments on one of the social psychological phenomena we have covered in class (attitudes, attitude change, conformity, obedience, compliance). Projects that bring together multiple phenomena are especially encouraged.

You should use any artistic medium you wish (photography, video, graphic design, prose, poetry, electronic art/design, visual art, etc). The goal is to have you merge your creative side with your scholarly side and integrate social psychology into your everyday life.

**PROPOSAL (Due 2/17):** Hand in a 1-2 page paper describing your project in detail. Address the medium you will be using, the phenomena you will be examining and the general concept of the project. You should hand in only one proposal per group. *You may hand in your proposal early to get a jump start on the project.*

I will be keeping track of your progress via gentle prying, prodding and nagging. Please make a good effort to begin your work early. Come to me with any questions, comments or concerns.

**FINAL PROJECT (Due 3/10):** Bring your final project to class on this day. I will grade them over spring break and return them to you the next week. Projects handed in late will be docked 10 points; projects not handed in before spring break will be given a 0.

**GROUP ASSESSMENT:** After the project has ended, I will ask you all to write a quick evaluation of your group members (if any) to identify any slackers. While participation is not part of the official project grade, I will make note of any problems when it comes time to curve grades at the end of the semester.

## Grading Breakdown:

<b>Portion</b>	<b>Criteria</b>	<b>Point Value</b>
Proposal:	Is it in on time? How thought out is it? Has the group been formed?	10pts
Creativity:	How innovative and creative is it?	10pts
Topic:	Is this a topic that is appropriate to Social Psychology / this course? Were multiple topics integrated?	20pts
Accuracy:	Does your project accurately depict the psychological phenomenon you chose?	30pts
Appearance:	Is it presented nicely / well put-together?	5pts
<b>OVERALL:</b>		<b>75pts</b>

## Sample Acceptable / Unacceptable Project Ideas:

These are simply guidelines. The general idea is that, no matter what specific type of project you are doing, its main focus must be on social psychology. It must be clear that you are meeting the goals of the project listed on the previous page.

### Acceptable:

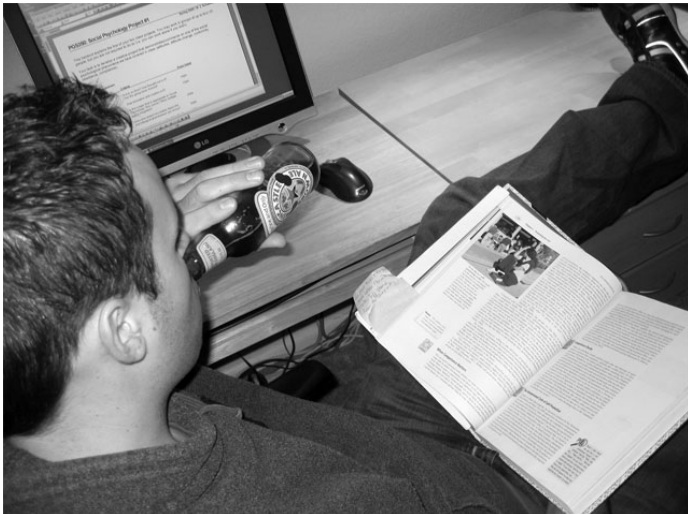


Create a scrapbook of 15-20 advertisements that use specific influence techniques and describe exactly how they use them.

Or, create your own advertising campaign that employs influence/attitude change techniques.

Or write a play wherein the characters are affected by some psychological phenomenon.

### Unacceptable:



Pictures of yourself reading the textbook

Projects that are irrelevant to psychology

Projects in poor taste (e.g. extremely violent or obscene material)

Projects that involve breaking the law, cheating, harming others, or placing others at risk.