

Course Description					
Name	Code	Semester	T+A Hour	Credit	ECTS
INTRODUCTION to BEHAVIORAL SCIENCE	BUS2153250	Fall Semester	3+0	3	4
Prerequisites Courses					
Recommended Elective Courses					
Language of Instruction	English				
Course Level	First Cycle (Bachelor's Degree)				
Course Type	Required				
Course Coordinator	Res.Assist. Duygu GÜNER GÜLTEKİN				
Name of Lecturer(s)	Assoc.Prof. Elif BAYKAL, Res.Assist. Duygu GÜNER GÜLTEKİN				
Assistant(s)					
Aim	This course offers an introduction to social psychology, the scientific examination of how humans interact and influence one another. Social psychologists systematically study how social contact affects perceptions, attitudes, and behaviour. Encompassing topics like persuasion, conformity, prejudice, aggression, and attraction, this course encourages analytical observation of social interaction and understanding its psychological research.				
Course Content	This course contains; Introducing Social Psychology,Social Cognition: How We Think About the Social World,Social Perception: How We Come to Understand Other People,The Self: Understanding Ourselves in a Social Context, Cognitive Dissonance and the Need to Protect Our Self-Esteem,Attitudes and Attitude Change: Influencing Thoughts and Feelings (Part 1),Attitudes and Attitude Change: Influencing Thoughts and Feelings (Part 2),Conformity and Obedience: Influencing Behavior (Part 1),Conformity and Obedience: Influencing Behavior (Part 2),Group Processes: Influence in Social Groups,Prosocial Behavior: Why Do People Help?,Aggression: Why Do We Hurt Other People? Can We Prevent It?,Prejudice: Causes, Consequences, and Cures.				
Course Learning Outcomes			Teaching Methods	Assessment Methods	
1. will be able to explain basic sources of human behavior.			10, 14, 16, 9	A, E	
1.1 compares different approaches explaining how human behavior is shaped.			10, 14, 16, 9		
1.2 determines sources of motivation.			10, 14, 16, 9		
1.3 explains processes of learning and behavior modification.			10, 14, 16, 9		
2. will be able to tell the impact of culture on human behavior.			10, 14, 16, 9	A, E	
2.1 summarizes cultural assumptions.			10, 14, 16, 9		
2.2 differentiates cultural differences.			10, 14, 16, 9		
2.3 demonstrates the relationship between culture and behavior.			10, 14, 16, 9		
2.4 compares individual and social effects.			10, 14, 16, 9		
3. will be able to detect circumstances which impact interpersonal relationships			10, 14, 16, 9	A, E	
3.1 distinguishes efficient and non-efficient communication			10, 14, 16, 9		
3.2 differentiates conflict management strategies for use.			10, 14, 16, 9		
3.3 explains interpersonal differences			10, 14, 16, 9		
4. will be able to demonstrate knowledge of the major theories and research findings in social psychology.			10, 14, 16, 9	A, E	
4.1 describes the characteristics of social psychology			10, 14, 16, 9		
4.2 contrasts social psychology with other disciplines			10, 14, 16, 9		
4.3 discusses the major developing areas of theory and research in contemporary social psychology			10, 14, 16, 9		
5. will be able to describe the process of social perception and the factors that influence it.			10, 14, 16, 9	A, E	
5.1 explains the processes involved in making causal attributions and discuss common errors or biases in these processes.			10, 14, 16, 9		
5.2 explains the operation of heuristics, counterfactual thinking, and other automatic or controlled processes involved in social cognition.			10, 14, 16, 9		
Teaching Methods	10: Discussion Method, 14: Self Study Method, 16: Question - Answer Technique, 9: Lecture Method				
Assessment Methods	A: Traditional Written Exam, E: Homework				
Lecture Schedule					
Sequence	Topics	Preliminary Preparation			
1	Introducing Social Psychology	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 1: Introduction: Introducing Social Psychology			
2	Social Cognition: How We Think About the Social World	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 3: Introduction: Social Cognition: How We Think About the Social World			
3	Social Perception: How We Come to Understand Other People	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 4: Social Perception: How We Come to Understand Other People			
4	The Self: Understanding Ourselves in a Social Context	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 5: The Self: Understanding Ourselves in a Social Context			
5	Cognitive Dissonance and the Need to Protect Our Self-Esteem	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 6: Cognitive Dissonance and the Need to Protect Our Self-Esteem			
6	Attitudes and Attitude Change: Influencing Thoughts and Feelings (Part 1)	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 7: Attitudes and Attitude Change: Influencing Thoughts and Feelings			
7	Attitudes and Attitude Change: Influencing Thoughts and Feelings (Part 2)	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 7: Attitudes and Attitude Change: Influencing Thoughts and Feelings			
8	Conformity and Obedience: Influencing Behavior (Part 1)	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 8: Conformity and Obedience: Influencing Behavior			
10	Conformity and Obedience: Influencing Behavior (Part 2)	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 8: Conformity and Obedience: Influencing Behavior			
11	Group Processes: Influence in Social Groups	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 9: Group Processes: Influence in Social Groups			

Lecture Schedule		
Sequence	Topics	Preliminary Preparation
12	Prosocial Behavior: Why Do People Help?	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 11: Prosocial Behavior: Why Do People Help?
13	Aggression: Why Do We Hurt Other People? Can We Prevent It?	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 12: Aggression: Why Do We Hurt Other People? Can We Prevent It?
14	Prejudice: Causes, Consequences, and Cures	Before class, complete any Revel reading, quiz, or writing assignments for Chapter 13: Prejudice: Causes, Consequences, and Cures
Evaluation Methods		Weight(%)
(Midterm Exam) Onsite Exam + Revel (Pearson) Assignments		Ara Sınav puanının %35'ini oluşturur / 35% of the midterm score derives from Revel Assignments
Midterm Exam		40
(General Exam) Onsite Exam + Revel Assignments		Final Sınavın %35'ini oluşturur / 35% of the final score derives from Revel Assignments
General Exam		60

Resources
Aronson, Wilson, and Sommers, "Social Psychology", Global Edition 10e, by Pearson. Lecture Notes Additional Reading: 1. Social Psychology. Kenneth S. Bordens, Irwin A. Horowitz. 2nd ed. Mahwah, N.J.: Psychology Press. 2001 (ebook) 2. Exploring Social Psychology. David Myers & Jean Twenge, McGraw Hill. 2021 3. Sosyal Psikoloji : Klasik Çalışmaları Yeniden Değerlendirmek. Ed: Joanne R. Smith, S. Alexander Haslam; Translation ed: Çağatay Çoker, Göklem Tekdemir Yurtdaş, Sevim Cesur. Nobel yayıncılık. (2016)