Instructor: Troy Elias, Ph.D.  Office: 2084 Weimer Hall, 352.392.5059
telias@jou.ufl.edu  Office Hours:  M: 11AM - 12PM; T: 2PM-3PM

Texts:

Additional readings for the course are compiled in e-Learning

Please read the assigned materials before each class meeting. The course lectures will interpret, demonstrate, and extend the information and ideas in the readings, so be sure to take careful notes during each class.

Course Requirements:
1. Weekly Response Papers & In-class Participation. Consists of 30% of overall grade. Short 1-2 page papers will critically discuss, and analyze ideas and concepts from the readings.
2. Class Discussant. Consists of 20% of overall grade. Each student will serve as discussion leader twice during the semester.
3. Final Paper. Consists of 50% of overall grade. Final paper (approx. 15-20 pages) addressing a question related to issues and problems in social influence, diversity, and emerging technology.

Course Overview:
This graduate level course examines the impact of social psychological processes on intergroup behavior in new media environments. The course will highlight past and current research on social influence in advertising, important questions that have not been adequately addressed in mainstream advertising research, and explore how current theories can be used to inform and construct better strategic communication plans. The book chapters, articles, and case studies draw upon existing literature and problems from the fields of social psychology, advertising, marketing, communication, and related disciplines to amplify understanding and insight into developing effective advertising and strategic communication approaches to reach diverse audiences. The course will also contribute to the understanding of the diversity of people, the changing landscape of the U.S., and the need for a more inclusive society.

Evaluation & Descriptions of Assignments:
Weekly Response Papers (15%)
Beginning the second week of the semester, you are required to write one 1-2 page response paper per week based on your reactions to the readings. You may write about any aspect of the readings that you liked, disliked, found interesting, found confusing, etc. At the end of each paper, include three possible discussion questions for the class. Submit your paper via Sakai no later than 5pm the day before the corresponding class. These papers will count for 15% of your final grade.
Class attendance and participation (15%)
A significant portion of your grade is based on your attendance, engagement and participation in class, including reading and synthesizing the materials, and actively participating in seminar discussion. Each student should be prepared to participate in class discussion.

Class discussants (20%)
Each student will serve as discussion leader twice during the semester. Being a discussant means leading discussion on that day’s topic during class.

On e-Learning - No later than 5pm the night before class, discussants must post at least five questions or observations from the readings to help stimulate discussion.

In class - A successful discussant may:
- Review relevant material from the readings
- Pose intriguing questions
- Make provocative points
- Bring related ideas and material beyond the readings into the discussion

Final Paper (50%)
For the final paper, you will write a 15-20 page proposal on social influence in new media in which you design an original research study, using any methodology (e.g., experiment, survey, content analysis, qualitative). This proposal should be inspired (but need not be constrained) by the course material. Although you will be encouraged to collect some pilot data for this proposal, you are not required to do so. At a minimum, the paper must include an introduction, theoretic framework, methods, questionnaire/survey/interview questions, and references. Please prepare your paper according to the American Psychological Association (APA) guidelines.

Toward the middle of the semester, you will be asked to bring in and discuss three tentative study ideas for the proposal. We will devote one class session to this activity in order for you to get as much constructive feedback as possible before settling on a topic. The paper will be due on the last day of class. The research proposal will count for 50% of your final grade. Note: You can work in groups of up to 3 for your research project. Each group member will get the same grade for the paper.

Honor code:
Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261.

You can review UF’s academic honesty guidelines in detail at: http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php
Thursday, January 9  
**Introduction to the Course**

Thursday, January 16  
**II. Mass Media vs. Interpersonal Influence - A Historical Perspective**


ADDITIONAL RECOMMENDED READING:


Thursday, January 23  
**III. The Multiple Roles People Play in the Dissemination of Innovations**


ADDITIONAL RECOMMENDED READING:

Thursday, January 30  

**IV. Social Identity Theory**


Thursday, February 6  

**V. Social Categorization**


Thursday, February 13  

**VI. Social Comparison**


VII. Psychological Distinctiveness


ADDITIONAL RECOMMENDED READING:


VIII. Market Mavens & Susceptibility to Interpersonal Influence


IX. Class Discussion – RESEARCH PROPOSALS

X. Social Identity Model of De-Individuation Effects


**Thursday, March 27**

**XI. New Media Effects**


**Thursday, April 3**

**XII. Technology and Advertising**


Thursday, April 10  

XIII. Influence Through Source Effects—Whites, Blacks, Hispanics, Asians & Native Americans


Thursday, April 17  

XIV. Source Effects — Asian Americans, Religion, & Elderly in Advertising


Thursday, April 24  

>>**FINAL PAPER DUE<<**

****************************************************************************************************************************