Introduction to Social Psychology
Paper Assignment #1: Making a Public Service Announcement Video

There is a good deal of social psychological research on how to change people's attitudes and behavior, including the research discussed in class and in Chapters 7 and 8 of your textbook (Aronson et al., *Social Psychology*, 10th edition). For this assignment, you should *use this research* to make a 60-second public service announcement video, using a smartphone or computer, that encourages people to change in a beneficial way.

This assignment can be done alone or in small groups of 2-4 people. If you do the assignment in groups you agree to receive the same grade as your group members; that is, we will assign one grade to each group. Please follow these instructions carefully:

Step 1: **Do your research.** Read Aronson et al. Chapters 7 and 8 carefully and take good notes at the lectures that cover these topics. In addition, please read the following three papers on Canvas: Petty, Cacioppo, & Goldman (1981), Goldstein, Cialdini, & Griskevicius (2008), and Horne, Powell, Hummel, & Holyoak (2015). Your video should be based on research findings in these chapters/lectures <u>and</u> **at least one** of the readings.

Step 2: **Choose the behavior you want to change**. It should be a change that virtually anyone would agree is beneficial, such as getting people to act in healthier ways (e.g., drink less, exercise more, eat healthier foods), act in safer ways (e.g., road safety for scooters, interact safely with wildlife), act in more environmentally sustainable ways (e.g., recycle more, drive cars less, eat in more sustainable ways), or act in civically-minded ways (e.g., voting in elections, becoming involved in local or national issues, reducing bias or prejudice). They should *not* be partisan videos (e.g., not ones for a particular political candidate or political viewpoint).

Step 3: **Choose your audience**: Whose behavior are you trying to change? College students? Adolescents? Children of a specific age range? Older adults?

Step 4: **This is a crucial step:** Decide which area of social psychological research you are going to use to try to change the behavior (e.g., the central or peripheral route to persuasion, injunctive norms, etc.). Think very carefully about which approach you want to use. Base your change technique on a <u>specific</u> theory or research study, not something general like "research on attitude change."

Step 5: **This is also a crucial step**: Decide how to use this research to design a public service announcement that is up to 60 seconds long. Be creative. Your approach should follow directly from the social psychological research. Writing a script/storyboard will greatly help. That is, do not think about how you want to make your video and then try to connect that to research findings, **instead, begin with the research findings and design your video based on a specific area of research or a specific study.**

Step 6: **Record the video**—no more than 60 seconds! You will probably want to do more than one take. You do not need to do fancy editing. You will be graded on the *content* of the video, not how professional it looks. Not everyone in the group needs to appear in the video. It could be

just one of you, or even a video with voice-over but no people in it. Make sure to watch your final product to ensure that it can be easily heard/understood.

Step 7: **Write a one-page, double-spaced paper** that explains what social psychological research you drew upon and how you used it to design your video. ***Each group should hand in ONE paper***; that is, you should write this together rather than each writing one separately.

Details About the Paper

The paper must not be longer than one page, double spaced, in 12-pt Times New Roman font, with 1-inch margins. The TAs will not be able to read anything you submit that is longer than one page in this format (note: if you use a different format, we will reformat it, take points off, and read only the first page). There should be an additional page with references (following the instructions for the first paper). **Please use direct quotes sparingly**; we are interested in what *you* have to say. Do include citations, though, even if you are quoting or paraphrasing from the readings.

The **first half** of the paper should briefly describe what theoretical, research-based approach your video was based on (e.g., "the Elaboration Likelihood Model of Attitude Change, " "research on descriptive norms") and, **most importantly**, how you translated that into your specific approach.

The **second half** should evaluate how successful you think the video would be in changing behavior and why or why not. This should involve a critical analysis of the theoretical approach you used. Show us you understand the theory and can evaluate it.

Note that there are three extra readings for this paper. Everything else you need is in the textbook and lectures.

Submitting the Video and Paper

Note: If you did the project in groups, only ONE of you should submit the paper. The others will get credit by being listed on the cover page below.

1. Upload your video to a web site such as YouTube or Google Drive. The particular site doesn't matter as long as the TAs can view the video with a URL that you provide. Instructions about how to upload a video to YouTube are here:
https://support.google.com/youtube/answer/57407?co=GENIE.Platform%3DDesktop&hl=en

Instructions about how to upload a video to Google Drive are here:
https://support.google.com/drive/answer/2423694?co=GENIE.Platform%3DDesktop&hl=en

Do NOT make the video public, but rather one that the TAs can view when provided with the link.

2. Fill out the cover sheet below, including the link to the video. *Test this link to make sure it works and that the TAs can access it.*

3. Make a three page Word document that includes the cover page (page 1), your one-page paper (page 2), and the reference page (page 3).

4. Submit the document.

Late Papers

If papers are late, they will be penalized 5 points per 24 hour period.

References and Plagiarism

When discussing the ideas of others you should give proper credit. If you are unsure whether you should cite a source, you probably should. Here is a good site explaining plagiarism: http://www.indiana.edu/~wts/pamphlets/plagiarism.shtml.

In psychology, the citation style is as follows: After presenting someone's idea, statistic, quote, etc., put in parentheses the authors' last name(s), year of publication, then if applicable the page or section number, such as this: (Aronson, Wilson, Akert, & Sommers, 2016, p. 145). You can cite one of the **lectures** like this: (Westgate, 2019, September 13). You can cite one of the **assigned papers** like this: Petty & Cacioppo (1986). When discussing a **specific theory** that is *not* in one of the assigned papers, but that you read about in the text or heard in lecture, you should cite it as in these examples:

> "We based our video on the Elaboration Likelihood Model, as cited by Aronson, Wilson, Akert, and Sommers (2016, Section 7.3)."

> "We attempted to convey a new injunctive norm, [describe what this is], as discussed by Aronson, Wilson, Akert, and Sommers (2016, Section 8.4)."

Then, on the third page of your report (not part of the one page limit) you give the full reference to what you actually read or heard, such as:

> Aronson, E., Wilson, T., Akert, R., & Sommers (2016). *Social Psychology* (9th ed.). Upper Saddle River, NJ: Prentice Hall.

> Westgate, E. Lecture in Social Psychology 3004 (September 13, 2019).

Grading

If you do the project in a group, all members of each group will receive the same grade. The videos and papers will be graded jointly (i.e., you will not receive a separate grade for each one). Here is a description of the grading scheme:

A papers: An outstanding video that clearly uses a research-based approach to changing behavior, and a paper in which that approach is discussed intelligently and appropriately. The video is a clear specific application of social psychological research and is carried out in an effective and creative manner. The paper demonstrates mastery of the theory and how it can be applied to change behavior, evaluates how successful you think the video would be in changing behavior, and provides deep conceptual analysis and connections.

B papers: The same as an A paper, though the video is not as creative or clear and the paper does not provide as much of a critical analysis or demonstrate as deep a conceptual understanding. Free of factual or conceptual errors.

C papers: It is not as clear which social psychological approach was used in the video, and the approach was not applied very effectively. The paper addresses all required topics but contains

some factual or conceptual errors. Conceptual analysis, while present, is not particularly deep. The paper does not add new insight.

D papers: It is not at all clear which social psychological approach was used in the video, and the approach was applied ineffectively, possibly with errors of application. The paper does not address all required topics and/or contains major factual or conceptual errors. The paper suggests misunderstanding of the theories and concepts involved.

F papers: The video and paper omit or fail to address required sections. The change technique in the video and/or the paper contain major factual or conceptual errors and suggests deep flaws in understanding of the theories and concepts involved.

Cover Sheet
(fill out and attach to your paper)

Team Members (please type)

Name	University ID	Check the Person Who is Submitting (one person only!)

URL for Your Video (please type and please test to make sure it works!):

What Attitudes/Behaviors Are You Trying to Change?

What Audience Are You Targeting?

Theories/Research Used: