

PSYC2001 Social Psychology
Assignment 2 (40 marks, 40% of the unit grade)
Due Date: 16 May, 15:00 AWST

What learning outcomes are assessed?

This assignment assesses Unit Learning Outcomes 1 through 3:

1. Distinguish fundamental principles and global issues in social psychology
2. Critically evaluate literature and research in social psychology
3. Apply concepts from social psychology to situations and experiences in everyday life

Assignment Steps

1. Select a Concept. Find one concept in social psychology that may be used to change behavior. A concept means something listed in the Subject Index of the textbook. A behavior means 'the way in which someone conducts oneself or behave' (from Merriam-Webster dictionary). In lectures and tutorials, we discussed many examples of how a social psychology concept is used to change behavior. The textbook has many other examples. In addition, this website lists many examples of behavioral changes relevant to social psychology (https://betalearning.pmc.gov.au/resources/story_html5.html).
2. Search and Describe Research Evidence. Find research evidence that demonstrates the effectiveness of the concept you selected for changing behavior. I recommend first reading the textbook's description of the concept you selected and relevant research evidence. It's fine to use research cited in the textbook. Select 1 research finding.
3. Find a Personal Example. Find a 'real life' example where the concept you selected is used to change behavior. A higher mark is awarded to an example that is personally relevant and local (e.g., example from Western Australia if you live in WA). While a lower mark is awarded to a non-local or non-personal example, such an example is acceptable. A higher mark is also awarded to an example that is original, and a lower mark is awarded to an example that is a variation of something introduced in lectures or tutorials. No mark is awarded to an example introduced in lectures or tutorials. Provide evidence that your example is authentic (not something made up for this assignment).
4. Critically Evaluate. Critically evaluate if the research finding you identified in Step 2 supports the effectiveness of your example identified in Step 3.

Questions to Answer

Step 1 Select a Concept.

- a. What concept did you select? Read the textbook and describe this concept in your own words (you need to reference the textbook).
- b. How can this concept be used for changing behavior? What kind of behavior?

Step 2 Search and Describe Research Evidence

- a. What method was used in this research? Did this research use the experimental method? How do you know? (Hint: see the textbook's definition of experimental method)?
- b. Did you correctly reference this research?
- c. What were the independent variable(s) and dependent variable(s) in this research?

- d. Who were the participants in this research? Were they students? What were their gender and age compositions? What were their nationality or cultural background? Any other noteworthy participant characteristics?
- e. What behavior was changed in this research? How was it changed?

Step 3 Find a Personal Example

- a. What specific behavior is changed in this example? How is it changed?
- b. Did you provide evidence that your example is authentic? Acceptable evidence includes a picture, screenshot, URL. This evidence may be included at the end of the paper after references.
- c. How is the concept you selected used in the example?
- d. Who do you think is the target audience? That is, whose behavior is your example attempting to change?
- e. Is your example local and personally relevant? Explain your answer.
- f. Comment on the effectiveness of your example. That is, do you think the attempt to change behavior in your example is effective? Why do you think so? Is there any evidence?

Step 4 Critically Evaluate.

Do you think the research finding you described in Step 2 supports the effectiveness of your example identified in Step 3? Consider the following points:

- Did the research examine a behavior similar to the behavior targeted in your example?
- Did the research examine a population similar to your example's target audience?
- Was the research conducted recently? If not, do you think the research finding is relevant today?

Formatting Requirements

- Maximum of 4 double-spaced pages, excluding title page and references.
- Use 12-point font
- Use 2.5 cm border (top, bottom, & sides).
- Follow APA 7th ed. guidelines for referencing. Remember all statements of fact must be referenced, except for those facts it might reasonably be expected that most Year 12 students would know (e.g., Mt Everest is the tallest mountain).

Address 'Questions to Answer' in an essay format, not in a bullet point format. It's not necessary to answer the questions in the order they were listed. Nevertheless, structure your writing so that your reader is clear which question is being addressed in different parts of your paper.

Please understand that to read and mark all students' paper within the allotted time, we will have to strictly enforce the length requirement. Your marker is instructed to stop reading at the end of page 4. A paper that deviates from the formatting requirement (e.g., smaller font, single-space, narrower border) will be penalized.

Submitting Your Assignment

Submit your paper to the Turnitin portal by the due date. There is a penalty for a late submission. It is your responsibility to ensure that the paper was submitted correctly. Please check and keep the digital receipt of your submission.

Assignment 2 Rubric

	Excellent	Very Good	Good	Pass	Fail
Select a Concept 4 marks An excellent answer: <ul style="list-style-type: none">▪ correctly describes a social psychology concept in one's own words (2 marks)▪ clearly explains HOW the concept can be used to change WHAT kind of behavior (2 marks)					
Search and Describe Research Evidence 9 marks An excellent answer: <ul style="list-style-type: none">▪ clearly describes the research method used. correctly identifies whether the experimental method was used. correctly identifies IV and DV (3 marks)▪ correctly characterizes participants in terms of their age, gender, nationality, etc (2 mark)▪ clearly describes the behavior changed and how the behavior was changed (4 mark)					

<p>Find a Personal Example 12 marks</p> <p>An excellent answer:</p> <ul style="list-style-type: none"> clearly describes what specific behavior is changed and how in the example (2 marks). clearly describes how the concept selected in Step 1 is used in the example (2 marks) clearly discusses the target audience (1 mark) introduces an example that is local, personal, original, and authentic (5 marks). thoughtfully discusses the effectiveness of the example (2 marks). 					
<p>Critically Evaluate 8 marks</p> <p>An excellent answer:</p> <ul style="list-style-type: none"> provides a well-considered response on whether the research finding described in Step 2 supports the effectiveness of the example identified in Step 3, considering issues such as the similarity of the behavior, population, and timeframe examined (8 marks). 					
<p>Writing, Formatting & APA Style Referencing 7 marks</p> <p>An excellent answer:</p> <ul style="list-style-type: none"> is clearly structured, easy to follow, and is free from mechanical problems (e.g., grammar, word choice, typos) (5 marks) demonstrates the mastery of the APA style referencing (2 marks) 					