

ANSC 510: COMMUNICATION, VALUES, ATTITUDES AND BEHAVIOR

INSTRUCTOR: Sheila T. Murphy
Spring 2008

OFFICE:

Location: 321 Annenberg School
Hours: Thursdays 3-5
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REQUIRED TEXTS:

Bettinghaus, E. P. & Cody, M. J. (1994). 5th Edition. *Persuasive Communication*. Fort Worth, Harcourt Brace Publishers.

Cialdini, R. B. (2004). *Influence: Science and Practice*. Harper Collins.

COURSEPACK: Magic Machine, University Village.

Course Requirements:

1. Attendance --- As we only meet once a week, and much of the material from lecture does not always overlap with that of the text, attendance is crucial. Everyone is allowed one unexplained absence per term. However, if you are absent more than once you must make an appointment to see me or risk losing credit for the course.

2. Reading assignments — The lectures presume you have done the assigned reading prior to coming to class. The lectures will make much more sense if you have done the background reading ahead of time.

3. Discussion leader — Each week a team of individuals will present the key concepts from the previous week in an innovative and entertaining manner. **20%**

4. Midterm paper — You will write a 15 page paper (excluding references and appendices) on an assigned topic demonstrating your knowledge of the theories covered in the first half of the class. **30%**

5. Final paper — You will design an attitude change campaign on a topic of your own choosing integrating theories from the entire semester (18-20 pages) **40%**

6. In class presentation — This course attempts to enable you not just to design a persuasive campaign but to impart that information to others in a coherent and professional manner. Consequently, in the final class period you will prepare and present a 10 minute summary of your campaign to the class. **10%**

Assignments:

Please note that all assignments are to be typed (double-spaced) in 12-point Times New Roman or Century Schoolbook font, with 1 inch margins on all sides of the page. You should adhere to American Psychological Association (APA) format throughout.

Be sure to proofread your paper carefully to ensure that it is free of grammatical and spelling errors. This is a professional program and therefore if a paper contains 10 or more grammar or spelling errors it will receive a grade of F. (If you are not a native English speaker it is recommended that you have a native English speaker perhaps from the Learning Lab look over your paper for grammar. The content of the paper, however, must be yours alone.)

There will also be substantial penalties for assignments turned in after the deadline (up to one grade per day). An "incomplete" will only be given by the university with a documented emergency.

Cheating and plagiarism:

Any individual found to have copied the work or ideas of others without appropriate citation will receive an F in this course and will be recommended for expulsion from the University.

ATTITUDE FORMATION AND CHANGE

Week 1: (1/17) COGNITIVE INFLUENCES

Bettinghaus & Cody, Ch. 4

A. Heuristics and Biases

Tversky, A. and Kahneman, C. (1974). Judgment under uncertainty: Heuristics and biases. Science, 185, 1124-113.

B. Schemata

Fiske, S. and Taylor, S. (1984). "Social Schemata" from Social Cognition, pp. 139-142, 148, 171-179.

C. Stereotyping

Seiter, E. (1986). Stereotypes and the media: A re-evaluation. Journal of Communication, 36(2) 14-26.

Further reading:

Chapters 1-5 of R. Nisbett and L. Ross Human Inference.

Langer, E. J. (1978). Rethinking the role of thought in social interaction. In J. Harvey, et al. (Eds.), New Directions in Attribution Research.

Hamilton, D. and Trolie, T. (1986). Stereotypes and Stereotyping: An overview of the cognitive approach. In J. Dovidio and S. Gaertner, Prejudice, Discrimination and Racism. pp. 127-133.

Week 2: (1/24) EMOTIONAL AND MOTIVATIONAL INFLUENCES

A. Conditioning and Modeling Approaches

Bettinghaus & Cody, Ch. 2

B. Consistency Theories

Bettinghaus & Cody, Ch. 2
Chapter 3 of Cialdini

C. Liking

Chapter 5 and 7 of Cialdini

D. The Primacy of Affect

Zajonc, R. B. (1980). Feeling and thinking: Preferences need no inferences. American Psychologist, 35, 151-175.

E. Fear Appeals

*Witte, K., Meyer, G., Martell, D. (2001). History of Health Risk Messages: Fear Appeal Theories from 1953 to 1991, Chapter 2 of Effective Health Risk Messages: A step by step guide. Thousand Oaks, Sage Publications.

Further Reading:

Festinger, L. (1957). A Theory of cognitive dissonance. Evanston: Row and Peterson.

Schacter, S. and Singer, J. E. (1962). Cognitive, social and physiological determinants of emotional state. Psychological Review, 379-399.

Newcomb, T. (1968). Interpersonal balance. In Theories of Cognitive Consistency. Chicago: Rand McNally.

Week 3: (1/31) INDIVIDUAL LEVEL INFLUENCES – THE SELF

Bettinghaus & Cody, Ch. 6

A. Attitudes as Functional

Katz, D. (1958). The functional approach to the study of attitudes. Public Opinion Quarterly, 20, 163-204.

B. The Self

Markus, H. and Sertis, K. (1982). The Self in Social Information Processing. In J. Suls (Ed.) Social Psychological Perspectives on the Self. Hillsdale, NJ: Erlbaum, 1982.

Synder, M., and De Bono, K. G. (1985). Appeals to image and claims about quality: Understanding the psychology of advertising. Journal of Personality and Social Psychology, 49, 586-597.

C. Self-Efficacy

*Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. Psychological Review, 84, 191-215.

D. Individual Recipient Characteristics

*Bhatnagar, N., Aksoy, L., Malkoc, S. A. (2004). Embedding Brands Within Media Content: The impact of message, media, and consumer characteristics on placement efficacy. In L.J. Shrum, (eds). The Psychology of Entertainment Media, Lawrence Erlbaum: New Jersey.

Further Reading:

Lepper, M. R., Ross, L and Lau, R. R. (1986). Persistence of inaccurate beliefs about the self: Perseverance effects in the classroom. Journal of Personality and Social Psychology, 50, 482-491.

Pages 613-651 from Theories of Cognitive Consistency, Chicago: Rand McNally.

Coover, G. E. & Murphy, S. T. (1999). The communicated self: Exploring the interaction between self and social context. Human Communication Research, 26(1), 125-147.

Week 4: (2/7) INDIVIDUAL LEVEL INFLUENCES CONTINUED -- GENDER

Bettinghaus & Cody, Ch. 9

D. Gender

Eagly, A. H. (1994). On comparing women and men. Feminism and Psychology, 4, 513-522.

Buss, D. M. (1995). Psychological Sex Differences: Origins through sexual selection. American Psychologist, 50, 164-168.

Eccles, J.S., Jacobs, J.E., & Harold, R.D. (1990). Gender role stereotypes, expectancy effects and parents socialization of gender differences. Journal of Social Issues, 46, 183-201.

Further reading:

Lee, T. & Hwang, F. H. (2002). Portrayal of Women In Movie Ads Changes Little From 1963-1993. Newspaper Research Journal, 23, 4, 86-90.

Week 5: (2/14) Valentine's Day No Class

Week 6: (2/21) Guest Lecture

Week 7: (2/28) SOCIAL INFLUENCES

Bettinghaus & Cody, Ch. 7

A. Compliance

Chapters 3 and 6 of Cialdini
Milgram film in class

B. Reciprocity & Social Comparison

Chapter 2 of Cialdini

D. Scarcity

Chapter 7 of Cialdini

E. Bystander Apathy

Chapter 4 of Cialdini

Week 8: (3/6) SOCIAL INFLUENCES CONTINUED

F. Group Norms

Bettinghaus & Cody, Chs. 10, 11, 12, 13 & 14.

G. Social Identity

*Hogg, M. A. & Reid, S. A. (2006). Social Identity, Self-Categorization, and the Communication of Group Norms. Communication Theory, 16, 7-30.

Further reading:

Yanovitzky, I. & Rimal, R. (2006). Communication and Normative Influence: An Introduction to the Special Issue. Communication Theory, 16, 1-6

- Smith, S. W., Atkin, C.K., Martell, D. Allen, R., & Hembroff, L. (2006). A social Judgment Theory Approach to Conducting Formative Research in a Social Norms Campaign. Communication Theory, 16, 141-152.
- Boer, H. & Westhoff, Y. (2006). The Role of Positive and Negative Signaling Communication by Strong and Weak Ties in the Shaping of Safe Sex Subjective Norms of Adolescents in South Africa. Communication Theory. 16, 75-90.
- Lapinski, M. K. & Rimal, R. N. (2005). An Explication of Social Norms. Communication Theory, 15(2), 127-147.
- Price, V., Nir, L. & Capella, J. N. (2006). Normative and Informational Influences in Online Political Discussions. Communication Theory, 16, 47-74.
- Asch, S. Effects of group pressure upon the modification and distortion of judgments. In Maccoby, E. Newcomb, T., and Hartley, E. Readings in Social Psychology, 3rd Edition MNH, pp. 174-183.
- Milgram, S. (1963). Behavioral study of obedience. Journal of Abnormal and Social Psychology, 67, 371-378.
- Deutsch, M. and Gerard, H. (1955). A study of normative and informational influences on individual judgment. Journal of Abnormal and Social Psychology, 51, 629-636.
- Nemuth, C. J. (1986). Differential contributions of majority and minority influence. Psychological Review, 93, 23-32.
- Campbell, D. T. and Levine, R. A. (1968). Ethnocentrism and intergroup relations. In Theories of Cognitive Consistency, Chicago: Rand McNally. pp. 551-564.
- Sherif, M. Group influences upon the formation of norms and attitudes. In Maccoby, E. Newcomb, T. and Hartley, E. (Eds.) Readings in Social Psychology, 3rd Edition (MNH), pp. 219-232.
- Newcomb, T., Attitude development as a function of reference groups: The Bennington Study. In Maccoby, E., Newcomb, T. and Hartley, E. Readings in Social Psychology, 3rd Edition (MNH), pp. 265-275.

Week 9: (3/13)

MIDTERM PAPER DUE – No class

Please drop your papers at the Annenberg Mail Room (next to student services – use mail slot if closed) or send papers to me at 321 Annenberg School for Communication, 3502 South Hoover St., USC, LA, CA 90089-0281.

PLEASE DO NOT EMAIL PAPERS – YOU MUST SUBMIT 2 HARD COPIES.

Week 10: (3/20). SPRING BREAK

Week 11: (3/27)

CROSS-CULTURAL INFLUENCES

- Murphy, S. T. (1998). A mile away and a world apart: The impact of independent and interdependent views of the self on US-Mexican communications. In J. Power and T. Byrd, (Eds.) Health Care Communication on the US/Mexico Border. Newbury Park, CA: Sage.
- Markus, H. and Kitayama, S. (1990). Culture and Self: Implications for cognition, emotion and motivation. Psychological Review.
- Gudykunst, W.B. & Lee, C. M. (2002). Cross-cultural communication theories. In Handbook of International and Intercultural Communication. (2nd edition), Gudykunst and Mody, Eds., p.25-50.

Week 12: (4/3) MEDIA INFLUENCES 1

A. Source, Message, Recipient and Channel Factors

Bettinghaus & Cody, Chs 3, 5 & 9.

B. Entertainment Education

- *Slater, M.D., Rouner, D. & Long, M. (2006). Television Dramas and Support for Controversial Public Policies: Effects and Mechanisms. Journal of Communication, 56, 235-252.

Week 13: (4/10) MEDIA INFLUENCES 2 Cont.

C. Agenda Setting

- *Kosicki, G. M. (2002). News Media and Considerations Affecting Political Judgments. In The Persuasion Handbook: Developments in Theory and Practice, Dillard and Pfau, (Editors), Chapter 4, 63-82.

D. Framing

- *Salovey, P., Schneider, T. R., Apanovitch, A. M. (2002). Message Framing in the Prevention and Early Detection of Illness. In The Persuasion Handbook: Developments in Theory and Practice, (Dillard and Pfau, Editors), Chapter 20, 391- 406.

E. Priming

Berkowitz, L. and Rogers, K. H. (1986). A priming effect analysis of media influences. In J. Bryant and D. Zillman (Eds.) Perspectives on media effects, pp. 57-81. Hillsdale, NJ: Erlbaum, Inc.

Power, J., Murphy, S. T. & Coover, G. (1996). Priming prejudice: How stereotypes and counter-stereotypes influence attribution of responsibility and credibility among ingroups and outgroups. Human Communication Research, 23(1), 36-58.

Further Reading:

- Iyengar, S. & Simon, A.F. (2000). New Perspectives and Evidence on Political Communication and Campaign Effects. Annual Review of Psychology, 51: 149-169.
- Entman, R. M. (1993). Framing: Toward clarification of a fractured paradigm. Journal of Communication, 43(4), 51-58.
- Ball-Rokeach, Rokeach and Grube (1984). The Great American Values Test: Influencing belief and behavior through TV.
- Berscheid, E. (1966). Opinion change and communicator-communicatee similarity and dissimilarity. Journal of Personality and Social Psychology, 4, 670-680.
- Berkowitz, L. and Rogers, K. H. (1986). A priming effect analysis of media influences. In J. Bryant and D. Zillman (Eds.) Perspectives on media effects, pp. 57-81. Hillsdale, NJ: Erlbaum, Inc.
- Chaiken, S., and Eagley, A. H. (1976). Communication modality as a determinant of message persuasiveness and comprehensibility. Journal of Personality and Social Psychology, 34, 605-614.
- Gamson, S. and Modigliani, A. (1987). The changing culture of affirmative action. In Research in Political Sociology, 3, 137-177.
- Gould, M. S., and Schaffer, D. (1986). The impact of suicide in T.V. movies: Evidence and imitation. New England Journal of Medicine, 315, 690-694.

- Iyengar, S. and Kinder, D. R. (1987). News That Matters. Chicago: University of Chicago Press.
- Kinder, D. R. and Sears, D. O. (1985). Public opinion and political behavior. Handbook of Social Psychology. New York: Random House.
- Klapper, J. (1960). The effects of mass communications. New York: Free Press.
- Lippmann, W. (1922). Public Opinion. New York: MacMillan.
- Lippmann, W. (1925). The Phantom Public. New York: MacMillan.
- Mullen, B. et al. (1986). Newscasters' facial expressions and voting behavior of viewers: Can a smile elect a president? Journal of Personality and Social Psychology, 51, 291-295.
- Patterson, T. and McClure, R. (1976). The unseeing eye: The myth of television power in national elections. New York: G. P. Putnam.
- Phillips, D. (1980). Airplane accidents, murder and the mass media. Social Forces, 54, 1001-1024.
- Phillips, D. (1983). The impact of mass media violence on U.S. homicides. American Sociological Review, 48, 560-568.
- Roeh, I., Katz, E., Cohen, A., and Zeliger, B. (1989). Almost Midnight. Beverly Hills: Sage Publications.
- Rogers, E. (1988). Agenda-setting research: Where has it been? Where is it going? In James A. Anderson (Ed.) Communication Yearbook 11, pp. 555-594. Newbury Park, CA: Sage Publications.
- Katz, E. (1968). On reopening the question of selectivity in exposure to mass communications. In Theories of Cognitive Consistency, Chicago: Rand McNally, pp. 788-796.

Week 14: (4/17)

THE RELATIONSHIP BETWEEN ATTITUDES AND BEHAVIORS THE INFLUENCE OF ATTITUDES ON BEHAVIOR

- Ajzen, I. and Fishbein, M. (1977). Attitude-behavior relations: A theoretical analysis and review of empirical research. Psychological Bulletin, 84, 888-918.

The Elaboration Likelihood Model

- *Petty, R. E. & Wegener, D. T. (1999). The Elaboration Likelihood: Current Status and Controversies. In S. Chaiken and Y. Trope (Eds.), Dual process theories in social psychology, New York: Guilford Press.

Further reading:

- Petty, R. E. & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology, 19, New York: Academic Press.
- Bentler, P. M., and Speckert, G. (1981). Attitudes "cause" behaviors: A structural equation analysis. Journal of Personality and Social Psychology, 40, 226-238.
- La Pierre, R. T. (1934). Attitudes vs. actions. Social Forces, 13, 230-237.
- Wicher, A. W. (1969). Attitudes vs. actions: The relationship of verbal and overt behavioral responses to attitude objects. Journal of Social Issues, 25, 41-78.
- Fazio, R. H. and Williams, C. J. (1986). Attitude behavior relations: An investigation of the 1984 Presidential election. Journal of Personality and Social Psychology, 51, 505-514.
- Gibbons, F. X. (1978). Sexual standards and reactions to pornography. Journal of Personality and Social Psychology, 36, 976-987.
- Kahle, L. R., and Berman, J. (1979). Attitudes cause behaviors: A cross-lagged panel analysis. Journal of Personality and Social Psychology, 37, 315-321.
- Regan, D. T. and Fazio, R. H. (1977). On the consistency between attitudes and behavior:

- Look to the method of attitude formation. Journal of Experimental Social Psychology, 13, 28-45.
- Schuman, H. and Johnson, M. P. (1976). Attitudes and behavior. Annual Review of Sociology, 2, 161-207.
- Chaiken, S. (1980). Heuristic vs. systemic information processing and the use of source vs. message cues in persuasion. Journal of Personality and Social Psychology, 39, 752-766.

Week 15 (4/24)

THE INFLUENCE OF BEHAVIOR ON ATTITUDES AND RESISTING PERSUASION

- Bem, D. S. (1972). Self-perception theory. In L. Berkowitz (Ed.) Advances in Experimental Social Psychology, Vol. 6.
- *Bandura chapter in Singhal, A., Cody, M.J., Rogers, E.M., & Sabido, M. (Eds.)(2004). Entertainment-Education and Social Change: History, Research, and Practice. Mahwah, NJ: Lawrence Erlbaum Associates

Further reading:

- Festinger, L. and Carlsmith, J. (1959). Cognitive consequences of forced-compliance. Journal of Abnormal and Social Psychology, 58, 203-210.
- Lord, C. G., Ross, L. and Lepper, M. R. (1979). Biased assimilation and attitude polarization: The effects of prior theories on subsequently considered evidence. Journal of Personality and Social Psychology, 37, 2098-2109.
- Aronson, E. and Mills, J. (1959). The effect of severity of initiation on liking for a group, Journal of Abnormal and Social Psychology, 59, 177-181.
- Rokeach, M. (1985). Inducing change and stability in belief systems and personality structures. Journal of Social Issues, 41, 153-171.
- Cialdini, et al. (1976). Elastic shifts of opinion. Journal of Personality and Social Psychology, 34, 663-672.
- Lord, C., Lepper, M. and Preston, E. (1984). Considering the opposite: A corrective strategy for social judgment. Journal of Personality and Social Psychology, 50, 482-491.
- Ross, L., Lepper, M. R. and Hubbard, M. (1975). Perseverance in self-perception and social perception. Journal of Personality and Social Psychology, 32, 880-892.
- Freedman J, L, and Sears, D. O. (1965). Warning, distraction and resistance to influence. Journal of Personality and Social Psychology, 1, 262-266.
- McGuire, W. J. (1964). Inducing resistance to change in persuasion: Some contemporary approaches. In L. Berkowitz (Ed.), Advances in Experimental Social Psychology. New York: Academic Press.
- Petty, R. E. and Cacioppo, J. T. (1979). Issue involvement can increase or decrease persuasion. Journal of Personality, 37, 1915-1926.
- Newcomb, T., Koenig, K., Flacks, R. and Warwick, D. (1967). Persistence and Change: Bennington College and its students after 25 years. New York: Wiley.

Resisting Persuasion

- *Tormala, Z.L. & Petty, R.E. (2002). What Doesn't Kill Me Makes Me Stronger: The effects of resisting persuasion on attitude certainty. Journal of Personality and Social Psychology, Vol. 83, No. 6, 1298-1313.

Further reading:

- Knowles, E. S. & Linn, J. A. (2004). Resistance and Persuasion. Lawrence Erlbaum, New Jersey.
- Rokeach, M. (1985). Inducing change and stability in belief systems and personality structures. Journal of Social Issues, 41, 153-171.
- Cialdini, et al. (1976). Elastic shifts of opinion. Journal of Personality and Social Psychology, 34, 663-672.

Week 16 (4/1) NO CLASS Work on final

Week 17 (4/8) In class presentations and final paper due