

**FACULTY OF SOCIAL SCIENCE
STUDY COURSE DESCRIPTION**

Course title	SOCIAL COGNITION AND BEHAVIOR				
Course code (LAIS)	Psih5001				
Study programme	Media and Information Literacy				
Type of study program	<input checked="" type="checkbox"/>	Master program			
Type of study course	<input checked="" type="checkbox"/>	Compulsory course (Part A)			
	<input type="checkbox"/>	Professional specialization courses (Part B, compulsory)			
	<input type="checkbox"/>	Professional specialization optional courses (Part B, optional)			
	<input type="checkbox"/>	Elective courses (Part C)			
Course workload	Credits	ECTS	Academic hours	Contact hours	Independent work hours
	2	3	80	24	56
Course author/ tutor	Vineta Silkāne				
	vineta.silkane@va.lv				
	Consultation: according to the schedule for each semester				
Type of studies	Full time studies				
Study year, semester					
Language	Latvian/ English				
Prerequisites for the course	--				
Course summary	The aim of the study course is to promote a critical understanding of social processes using social cognition - how people perceive, interpret, and remember information about themselves, others, and social groups. The knowledge gained during the course will promote more successful and more valued judgments and decisions.				
Course Methods, including description of the organization of students' individual work and tasks:	<ul style="list-style-type: none"> – Lectures, seminars, practical sessions etc. – Literature studies, research project – case study analysis. 				
Assessment:	Exam				
Requirements for Credits and Criteria for Assessing the Course Results:	<ul style="list-style-type: none"> – All independent assignments must be prepared and submitted on time – All independent course assignments must follow the instructions described in this course syllabus. – All independent course assignments must adhere to the academic and/or ViA principles of ethics. Any violation of academic and/or ViA principles of ethics will result in an unsatisfactory grade for this course. – Only upon the satisfactory completion of all independent course assignments, will a student be allowed to take the final exam. – A student must adhere to class attendance policies. – Attendance in seminars and sessions with practical class assignments are mandatory. Only in the case of an excused absence, will a student be allowed to complete a written make-up assignment. – In order to successfully complete this course, a student must submit all independent assignments and receive a satisfactory grade (no lower than 4) for each assignment. 				
	Assessment: <ul style="list-style-type: none"> – Research project – 60 % – Exam – 40% – The exam will be evaluated on a 10-point scale, a positive assessment (4 points) will be received by the student if correctly answered at least 50% of the questions. – The final project will be evaluated in the 10-point system according to the following criteria: application of the course's compulsory and additional literature in the study of the empirical case, work with the collected data, their processing and analysis, the validity of the arguments and conclusions proposed at the conclusions. 				
Course content	Social perception Bounded rationality Heuristics and cognitive biases Social judgment Decision making Choices Prediction Social cognition and emotions Social cognition and behavior Attitudes and behavior				

	Behavior change	
Learning outcomes; the evaluation methods	Learning outcomes	
	Knowledge	
	Understand the most important concepts of social cognition	study assignments, seminars, exam
	Will know the most important issues of behavior change	study assignments, seminars, exam
	Skills	
	Will be able to use knowledge of social cognition and behavior change to solve media literacy related problems, and make complex decisions	study assignments, seminars, exam
	Competencies	
	Will be able to analyze professional problems in the field of media and to explain alternative choices	study assignments, seminars, exam
Course literature	<ul style="list-style-type: none"> – Gilovich, T., Griffin, D., & Kahneman, D. (Eds.) (2002). <i>Heuristics and Biases: the psychology of intuitive judgement</i>. Cambridge: Cambridge University Press – Gilovich, T., Keltner, D., & Nisbett, R. E. (2011). <i>Social psychology</i> – Hardman, D. & Macchi, L. (2005). <i>Thinking: Psychological Perspective on Reasoning, Judgement and Decision Making: Psychological Perspectives on Reasoning, Judgment and Decision Making</i> – Kahneman, D., & Tversky, A. (2000). <i>Choices, Values, and Frames</i>. Cambridge: Cambridge University Press – Kahneman, D., Slovic, P., & Tversky, A. (Eds.) (2017). <i>Judgment Under Uncertainty: heuristics and biases</i>. Cambridge: Cambridge University Press – Manktelow, K. (2012). <i>Thinking and Reasoning: An Introduction to the Psychology of Reason, Judgment and Decision Making</i> – Miltenberger, R. G. (2011). <i>Behavior Modification: Principles and Procedures</i> – Wendel, S. (2013). <i>Designing for Behavior Change: Applying Psychology and Behavioral Economics</i> 	
Additional literature	<ul style="list-style-type: none"> – Kānemans, D. (2012). <i>Domā ātri, domā lēnām</i>. Rīga: Jumava – Sanna, L. J., & Chang, E. C. (Eds.) (2006). <i>Judgments Over Time: The Interplay of Thoughts, Feelings, and Behaviors</i> – Wilhelms, E. A., Reyna, V. F. (Eds.) (2014). <i>Neuroeconomics, Judgment, and Decision Making (Frontiers of Cognitive Psychology)</i> 	
Course confirmation date	08.11.2017.	
Date of course syllabus update		

Study course plan

Theme	Academic hours		Study activities
	Contact hours	Independent work hours	
Social perception	2	4	lecture, seminar
Automatic Thought	1	2	lecture, seminar
Schema and Categorization	1	2	lecture, seminar
Bounded rationality	2	4	lecture, seminar
Heuristics	2	4	lecture, seminar
Cognitive biases	2	4	lecture, seminar
Social judgment	2	4	lecture, seminar
Decision making	2	4	lecture, seminar
Choices	2	4	lecture, seminar
Prediction	2	4	lecture, seminar
Attitudes and behavior	2	4	lecture, seminar
Attitude Change	2	4	lecture, seminar
Behavior change	2	4	lecture, seminar
Social cognition and emotions	2	4	lecture, seminar
Social cognition and behavior	2	4	lecture, seminar
	24	56	