

Social influence techniques in research and real life

Basic information about the subject (independent of the cycle)

Module name	Social influence techniques in research and real life
Erasmus code	
ISCED code	
Language of instruction	English
Website	
Prerequisites	
ECTS points hour equivalents	Contact hours (work with an academic teacher): 30 Total number of hours with an academic teacher : 30 Number of ECTS points with an academic teacher: 1,5 Non-contact hours (students' own work): 40 Total number of non-contact hours :40 Number of ECTS points for non-contact hours: 2,5 Total number of ECTS points for the module: 4
Educational outcomes verification methods	Activity during classes, presentations
Description	<p>During this course, students will learn about compliance gaining techniques through an exciting subfield of social psychology: social influence. Selected theories concerning the impact of social influence in everyday life will be discussed. However, primarily students will learn about different experimentally tested social influence tactics along with techniques for increasing credibility and attraction. An important part of this course will be the focus on the unethical side of using social influence, coercion and manipulation (e.g., in cults, frauds etc.).</p>
Reading list	<ul style="list-style-type: none"> • Pratkanis, A. R. (2011). The science of social influence: Advances and future progress. Psychology Press. • Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. Annu. Rev. Psychol., 55, 591-621.
Educational outcomes	KNOWLEDGE Student understands the basic concepts of social influence and is familiar with compliance gaining tactics. Student is aware of ethical considerations when using social influence.

	<p>SKILLS</p> <p>Student is able to recognize social influence tactics that can occur in everyday situations and is able to use them under ethical considerations.</p> <p>ATTITUDES</p> <p>Student presents an attitude of curiosity, involvement and critical thinking.</p>
Practice	
Information about classes in the cycle	

Website	
Educational outcomes verification methods	Activity during classes, presentations
Comments	At the beginning of the course students will be informed about the details of course final assessment. Additional literature will be provided by the teacher during the course.
Reading list	<ul style="list-style-type: none"> • Pratkanis, A. R. (2011). The science of social influence: Advances and future progress. Psychology Press. • Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. Annu. Rev. Psychol., 55, 591-621.
Educational outcomes	<p>KNOWLEDGE</p> <p>Student understands the basic concepts of social influence and is familiar with compliance gaining tactics. Student is aware of ethical considerations when using social influence.</p> <p>SKILLS</p> <p>Student is able to recognize social influence tactics that can occur in everyday situations and is able to use them under ethical considerations.</p> <p>ATTITUDES</p> <p>Student presents an attitude of curiosity, involvement and critical thinking.</p>
A list of topics	<ul style="list-style-type: none"> • Social influence as an inseparable element of social life – what are the mechanisms? • Compliance gaining tactics: an overview • Sequential techniques • Techniques based on cognitive mechanisms • Techniques based on emotional mechanisms • The dark side of social influence: cults, frauds and

	coercion <ul style="list-style-type: none"> • The importance of ethical consideration while gaining compliance
Teaching methods	exercises, lecture, discussion, case studies, movies, projects
Assessment methods	activity during classes, presentations