

SYLLABUS

COURSE TITLE	Persuasion: Social Influence and Compliance Gaining
CREDITS	4 ECTS
LANGUAGE OF INSTRUCTION	English
DEPARTMENT/FACULTY	Faculty of Education and Psychology
LECTURER(S)	dr Krzysztof Leoniak
COURSE OBJECTIVES	
<p>Students who successfully complete this course will have a basic knowledge of and insight into:</p> <ul style="list-style-type: none"> • The student is able to recognize social influence tactics that can occur in everyday situations • The student recognizes the problems related to the unethical use of social influence tactics and coercion. • The student is acquainted with the basic concepts of social influence and is familiar with compliance gaining tactics • The student gains awareness of ethical considerations when using social influence 	
PREREQUISITES	none
COURSE ORGANISATION –LEARNING FORMAT AND NUMBER OF HOURS	
30 hours of lecture	
COURSE DESCRIPTION	
<p>Social Influence is one of the most pervasive and powerful mechanisms for attitude and behavior change. In this course you will learn why and under what conditions an individual's thoughts and actions can be influenced by those around them. The primary goal of this course is to introduce you to some of the theories and key research findings in the field of persuasion and social influence through the lens of social psychology. The second goal is to have you applying the tools of influence from day one of the course: you will learn about compliance gaining techniques!</p> <p>Except learning about different experimentally tested social influence tactics you will also learn about an unethical side of using social influence, coercion and manipulation (e.g., in cults, frauds etc.).</p> <p>List of topics:</p> <ul style="list-style-type: none"> •Theories and mechanisms behind social influence •Attitudes and persuasion •Compliance gaining tactics: an overview •Sequential techniques •Techniques based on cognitive mechanisms •Techniques based on emotional mechanisms •Unethical side of social influence: cults, frauds and coercion 	
METHODS OF INSTRUCTION	Lecture, discussion, didactic film, reading assignments, case studies, demonstrations
REQUIREMENTS AND ASSESSMENTS	Active participation in classes One short presentation
GRADING SYSTEM	<p>Success in this course depends on attending class regularly, actively participating in class, and taking thorough notes.</p> <p>Presentation: The final assignment for the course will be in form of presentation. Students will be informed about it in advance (at the beginning of the course). Students will be provided with all the necessary materials.</p>

**TOTAL STUDENT WORKLOAD NEEDED TO
ACHIEVE EXPECTED LEARNING
OUTCOMES EXPRESSED IN TIME AND
ECTS CREDIT POINTS**

Activity	Hours:
Lecture	30
Preparation for classes (Reading, homework etc.)	45
Preparing a presentation	25
ECTS	4

STUDYMATERIALS

PRIMARY OR REQUIRED BOOKS/READINGS:

- Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annu. Rev. Psychol.*, 55, 591-621.
- Dolinski, D. (2015). *Techniques of social influence: The psychology of gaining compliance*. Routledge.
- Pratkanis, A. R. (2011). *The science of social influence: Advances and future progress*. Psychology Press.

SUPPLEMENTAL OR OPTIONAL BOOKS/READINGS:

Singer, M. T. (2003). *Cults in our midst: The continuing fight against their hidden menace*, Rev. Jossey-Bass.