

# 《人类行为科学 I：基本心理学理论及方法》

## 教学大纲

任课老师：杨丽凤

### 一、课程基本信息

开课单位 (学院)	创管学院	课程代码	BHSC1005
课程名称	人类行为科学 I：基本心理学理论及方法	英文名称	Human Behavior Science I: Fundamental Psychological Theories and Methodology
学 分	2	学 时	32
授课对象 (面向专业)	本科生，研究生。 创业创新辅修优先。	双语 / 中文 / 全英文授课	双语
先修课程	无		

### 二、课程简介和教学目的

本课程将从理论和实践中剖析人作为个体或群体将面临的典型心理现象及现象规律。本课程将从介绍心理学基础理论出发，解析印象管理，从众心理，亲社会行为，人际吸引力，说服力，归因和情绪，以及人态度与合作动机。课程将由讲座课（主要讲解基本知识点）与讨论实践课相结合，主要延伸讨论于讲座课内容相关的必读原始文献以及现实心理现象剖析。

### 三、教学内容、教学方式和学时安排

第 1-2 周：“我”怎么定义？“我”在社会交往中如何定义与表达？了解各种社会情境下人对保持自我肯定的动机和倾向性。

第 3-4 周：人动机对人其他心理及行为有什么样的作用？动机在信息处理中真的很重要么？什么样的情景和人的个体差异性能够影响人的利他行为与合作动机？是什么触使人去参与利他行为？是什么让人跟愿意与他人合作？

第 5-6 周：记忆的力量。记忆是怎么形成的？记忆对决策的影响有什么特点？情感对人在信息处理和记忆上有什么影响？情感是怎样影响人意识以及对现实和未来事物发展的评断？

第 7-8 周：人态度的结构与变化。什么是态度？人态度与行为之间的关系是什么？态度是如何改变的呢？

### 四、考核方式和成绩评定

- 出勤 5%
- 课堂讨论 10%
  - 课堂发言 5%
  - 印象分 5%
- 作业 (Presentation & Report) 40%
  - HW1 15%
  - HW2 25%
  - 评分标准:
    - 组内互评 25%
    - 组间评价 25%
    - 教师评价 50%
- Research 45%
  - 期中 20% (Road Show)
    - 评分标准:
      - 参与分 20%
      - 教师评价 80%
  - 期末 25% (Presentation & Report)
    - 评分标准:
      - 个人贡献 10%
      - 组间评价 20%
      - 教师评价 70%

## 五、推荐教材和参考书目

### 推荐教材

- Aronson, E. (2011). *The Social Animal* (11 edition). New York: Worth Publishers.
- Brown, R. (1985). *Social Psychology, 2nd Ed* (2nd edition). New York: London: Free Press.
- Campbell, D. T., & Stanley, J. (1963). *Experimental and Quasi-Experimental Designs for Research* (1 edition). Houghton Mifflin Co.: Cengage Learning.
- Pelham, B. W., & Blanton, H. (2012). *Conducting Research in Psychology: Measuring the Weight of Smoke* (4 edition). Belmont, CA: Cengage Learning.
- Miller, D. T. (2005). *An Invitation to Social Psychology* (1 edition). Belmont, CA: Cengage Learning.
- Epley, N. (2015). *Mindwise: Why We Misunderstand What Others Think, Believe, Feel, and Want* (Reprint edition). Vintage. Wegner, D. M., & Gray, K. (2016). *The Mind Club: Who Thinks, What Feels, and Why It Matters*. New York, New York: Viking.
- Judd, C. M., McClelland, G. H., & Ryan, C. S. (2008). *Data Analysis: A Model Comparison Approach, Second Edition* (2 edition). New York; Hove: Routledge.

## 必读原始文献

### 第 1-2 周:

- Brewer, M.B.(1991). The social self: On being the same and different at the same time. *Personality and Social Psychology Bulletin*, 17(5), 475-482.
- Jiang, L., Hoegg, J., Dahl, D.W., Chattopadhyay, A.(2008). The persuasive role of incidental similarity on attitudes and purchase intentions in a sales context. *Journal of Consumer Research*, 36.

### 第 3-4 周:

- Dunn, E. W., Aknin, L. B., & Norton, M. I. (2008). Spending money on others promotes happiness. *Science*, 319(5870), 1687-1688.
- Vohs, K. D., Mead, N. L., Goode, M. R. (2008). Merely activating the concept of money changes personal and interpersonal behavior. *Current Directions in Psychological Science*, 17(3), 208-212.

### 第 5-6 周:

- Forgas, J. P. (2011). Can negative affect eliminate the power of first impressions? Affective influences on primacy and recency effects in impression formation. *Journal of Experimental Social Psychology*, 47, 425-429.
- Lerner, J.S. & Keltner, D. (2000). Beyond valence: Toward a model of emotion-specific influences on judgment and choice. *Cognition and Emotion*, 14(4), 473-493.

### 第 7-8 周:

- Petty, R. E., Tormala, Z. L., Brinol, P., & Jarvis, W.B.G. (2006). Implicit ambivalence from attitude change: An exploration of the PAST model. *Journal of Personality and Social Psychology*, 90, 21-41.
- Rucker, D. D., & Petty, R. E. (2004). When resistance is futile: Consequences of failed counterarguing for attitude certainty. *Journal of Personality and Social Psychology*, 86, 219-235.

# Course Syllabus

Course Instructor: Professor Lifeng Yang

## I. General Information

Course Code			
Course Title	Human Behavior Science I: Fundamental Psychological Theories and Methodology		
Credit	2	Teaching Hours	32
Major	Graduate or Undergraduate Students (Minor in Entrepreneur and Innovation Preferred)		
Prerequisite(s)	None		

## II. Course Description

In this course, we will be discussing theories and processes of how people think about, feel, and behave in social situations. You will learn about fundamental human behavioral theories and research methods that would help you make sense of why people behave in certain ways. Topics to be discussed in this class are coming from classical studies within the field of social psychology.

## III. Course Schedule

- Weeks 1-2: Social Self.

How self is defined and expressed in the presence of others? The motivation and inclination to hold a positive self-concept under various situations.

- Weeks 3-4: Motivation.

How does motivation affect one's emotions, information processing, intention to help others, etc.? What are the situational and individual differences that may affect one's inclination to engage in altruistic and cooperative behavior? What motivates altruism and cooperation?

- Weeks 5-6: Emotion.

How do emotions affect information processing and memory? How do emotions affect cognitive appraisal of current/future situations?

- Weeks 7-8: Attitude: Structure and change.

What is an attitude? What is the relationship between attitude and behavior? How attitudes can be changed?

#### IV. Evaluation

- Class attendance 10%;
- In-class discussions 25%;
  - Intra-group evaluation (Group members evaluate each other) 10%;
  - Inter-group evaluation (Groups evaluate each other) 5%;
  - Teacher's evaluation 10%;
- Assignments (Group-assignments contain 10% intra-group evaluation) 40%;
- Exams 25%.
  - Midterm Exam 10%
  - Final Exam 15%
- Details for extra credit opportunities will be provided in class. Extra credit will be accounted for no more than 5% of the course final grade.
  
- Class attendance 5%
- In-class discussions 10%
  - Present ideas in class 5%
  - Teacher's Impression 5%
- Homework (Presentation & Report) 40%
  - HW1 15%
  - HW2 25%
  - Grading Standard:
    - Intra-group evaluation 25%
    - Inter-group evaluation 25%
    - Teacher's evaluation 50%
- Research 45%
  - Midterm 20% (Road Show)  
Grading Standard:
    - Participation 20%
    - Teacher's evaluation 80%
  - Final Research 25% (Presentation & Report)  
Grading Standard:
    - Personal contribution 10%
    - Inter-group evaluation 20%
    - Teacher's evaluation 70%

#### V. Readings

## Recommended Texts

- Aronson, E. (2011). *The Social Animal* (11 edition). New York: Worth Publishers.
- Brown, R. (1985). *Social Psychology, 2nd Ed* (2nd edition). New York : London: Free Press.
- Campbell, D. T., & Stanley, J. (1963). *Experimental and Quasi-Experimental Designs for Research* (1 edition). Houghton Mifflin Co.: Cengage Learning.
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