



HELLENIC REPUBLIC

**National and Kapodistrian
University of Athens**

**SCHOOL OF PHILOSOPHY
Faculty of Philosophy, Pedagogy and Psychology
Department of Psychology**

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Applied Social Psychology (PSY78)

Description

Applied Social Psychology is an elective course for Psychology students. It is taught in the fall semester (3 hours per week) and it corresponds to 3 credits according to the ECTS system.

Content

The purpose of this course is twofold: (a) to familiarize students with the general frameworks and domains of applications of basic social psychological theories, including health and prevention, consumer behavior, environmental issues, organizations, mass media, law, politics, aggression and violence; and (b) to enhance students' skills on research planning, literature review, and essay writing.

Grading

Based on (a) a 3-hour written exam, and (b) a written assignment, i.e. a 3500-word report of a research project on a specific topic. A 10-point scale is used (where 10='excellent', 5='pass', 1-4='fail').

Basic text

Schneider, F. W., Gruman, J., & Coutts, L. (Eds.). (2005). *Applied Social Psychology: Understanding and addressing social and practical problems*. London: Sage.