

**SYLLABUS**  
**INSTITUTE OF SOCIAL SCIENCES**

Course Code	Course Title		Credits	ECTS Value
PSI 523	APPLIED SOCIAL PSYCHOLOGY		3(3-0-3)	8
<b>Prerequisite Courses:</b>	NONE			
<b>Course Language:</b>	TURKISH	<b>Course Delivery Mode:</b>	FACE TO FACE	
<b>Course Type and Level:</b>	<b>Compulsory/ SPRING TERM</b>			
<b>Instructor's Title, Name, and Surname</b>		<b>Course Hours</b>	<b>Office Hours</b>	<b>Contact</b>
Ayşe Şenay KOÇ, PhD		13:00-15:30	Tuesdays 15:00-16:00	aysesenaykoc@cag.edu.tr
<b>Course Coordinator:</b>				
<b>Course Objectives:</b> This course aims to provide an overview of the field of applied social psychology and enable students gain hands-on experience in developing an intervention for a social issue that affects individuals and communities. It focuses on understanding social problems and developing skills to design and evaluation interventions that improve conditions for individuals, groups and societies. The goal is to introduce students the field of applied social psychology with its theoretical and methodological background as well as design and evaluation of interventions for empowering individuals and communities.				
<b>Course Learning Outcomes</b>	Upon successful completion of this course, the student will be able to;		<b>Relations</b>	
			Program Outcomes	Net Contribution
	1	how basic and applied research in social psychology are connected	1,3,4	3,4,5
	2	fundamental principles and empirical evidence from the applied topics covered in the modules	1,4,8	3,5,4
	3	how basic social psychological findings can be used to bring about desired changes	4,6,7,9	4,4,5,5
	4	how to compare different explanations for a social psychological phenomenon	2,5,7	3,5,4
	5	how to understand the differences between testing theories and testing interventions	3,5,8	3,3,4
	6	how to describe the available evidence for selected practical problems	9	5
	7	derive predictions for a specific situation from more general social psychological theories and apply knowledge from various courses to new problems	2,7,9	5,4,3
	8	write short scientific texts about applied problems and present the results of their own research and deliberation about a topic	1,3,6	5,3,4
9	analyze a practical problem and recognize the contributions of social psychological phenomena, such as intergroup conflict, cognitive biases, social emotions and norms	6,7,8	3,4,5	
10	search scientific information concerning a topic and judge the quality of the arguments and evidence and design a study to address a question you have regarding your field of interest	4,8	4,5	
<b>Course Content:</b>	The course brings up applied social psychological theories, methods and empirical findings, but also theories from the wider social psychological area, used for specific applied purposes. Particular focus will be on how social psychology can be applied to different areas of life			

including clinical and counseling psychology, media, health, education, organizations, community, environment, and diversity as well as to one's own life.

### Course Schedule (Weekly Plan)

Week	Topic	Preparation	Teaching Methods and Techniques
1	Introduction and Syllabus Review: Defining the Field of Applied Social Psychology	Read syllabus; review scope, goals, and key application areas of applied social psychology	<b>Interactive lecture, syllabus walkthrough, expectation mapping, guided discussion</b>
2	Social Psychological Theory	Read core theoretical frameworks (attitudes, social influence, group processes) <b>Reflection Paper 1:</b> Which social psychological theory do you find most useful for understanding real-world problems, and why? Reflect on its strengths and limitations.	<b>Lecture, concept mapping, small-group discussion, peer teaching</b>
3	Research Methods in Applied Social Psychology	Review applied research designs and ethical considerations	<b>Lecture, case-based discussion, critical article review</b>
4	Intervention and Evaluation	Read intervention models and evaluation strategies <b>Reflection Paper 2:</b> Reflect on the challenges of designing effective social interventions. What factors should be considered to ensure real-world impact?	<b>Problem-based learning, small-group project design, class discussion</b>
5	Applying Social Psychology to Clinical and Counseling Psychology	Review applications to therapy, behavior change, and client–therapist dynamics	<b>Case analysis, scenario discussion, reflective dialogue</b>
6	Applying Social Psychology to Health	Read health behavior models and intervention examples <b>Reflection Paper 3:</b> How can social psychological principles be used to promote healthier behaviors? Reflect using one concrete example.	<b>Lecture, group discussion, applied case analysis</b>
7	Review and Integration of Applied Topics	Review previous topics; prepare for midterm	<b>Student-led review session, Q&amp;A, concept integration workshop</b>
8	Midterm Exam	-	-
9	Applying Social Psychology to Education	Read applications related to learning, motivation, and classroom dynamics	<b>Interactive lecture, small-group discussion, applied scenario analysis</b>
10	Applying Social Psychology to the Community	Review community-based interventions and social change models	<b>Lecture, group discussion, community case analysis</b>
11	Applying Social Psychology to the Environment	Read literature on environmental attitudes and pro-environmental behavior <b>Reflection Paper 4:</b> Reflect on why environmental awareness does not always translate into pro-environmental behavior. How can	<b>Problem-solving activity, debate, reflective discussion</b>

		social psychology help bridge this gap?	
12	Applying Social Psychology to Diversity	Review topics on prejudice, discrimination, and inclusion	<b>Guided discussion, case analysis, reflective dialogue Reflective discussion, experiential learning activity, peer sharing</b>
13	Applying Social Psychology to One's Own Life	Reflect on personal experiences through applied social psychology concepts <b>Reflection Paper 5:</b> Reflect on how applied social psychology concepts have helped you better understand your own behaviors, decisions, or social interactions.	<b>Problem-solving activity, debate, reflective discussion</b>
14	Applying Social Psychology to the Media	Read social psychological approaches to media, persuasion, and social influence	<b>Media analysis, small-group discussion, critical reflection</b>
15	Contemporary Issues and Future Directions in Applied Social Psychology	Review emerging topics and current research trends	<b>Student presentations, discussion panel, synthesis workshop</b>
16	Final Exam	-	-

#### Course Resources

<b>Textbook:</b>	Gruman, J. A., Schneider, F. W., & Coutts, L. M. (Eds.). (2017). <i>Applied social psychology: Understanding and addressing social and practical problems</i> (3rd ed.). Thousand Oaks, CA: SAGE Publications.
<b>Recommended References:</b>	Çukur, C. Ş. & Sayılan, G. (2022). <i>Uygulamalı Sosyal Psikoloji</i> (2. Basım). Nobel Akademik Yayıncılık

#### Course Assessment and Evaluation

Activities	Number	Percentile	Notes
<b>Midterm Exam</b>	1	30%	A sit-down exam designed to assess knowledge and understanding of the material covered so far.
<b>Project</b>	-	-	-
<b>Assignment</b>	5	20%	Reflective report on scientific articles on social psychological theories covered throughout the semester.
<b>Presentation</b>	-	-	-
<b>Portfolio</b>	-	-	-
<b>Final</b>	1	50%	A comprehensive written assignment covering all course topics.

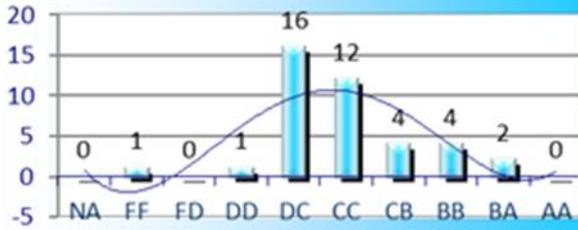
#### ECTS Table

Content	Number	Hours	Total
Course Duration	<b>14</b>	<b>3</b>	42
Out-of-Class Study	<b>14</b>	<b>6</b>	84
Assignment	<b>5</b>	<b>6</b>	30

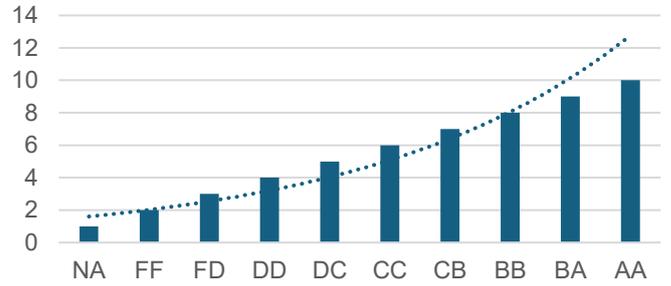
Presentation	-	-	-
Project	-	-	-
Midterm Exam (Midterm Exam Duration + Midterm Exam Preparation)	1	40	40
Final Exam (Final Exam Duration + Final Exam Preparation)	1	40	40
<b>Total:</b>			236
<b>Total / 30:</b>			$236 \div 30 = 7,8 \approx 8$
<b>ECTS Credit:</b>			8

Past Term Achievements

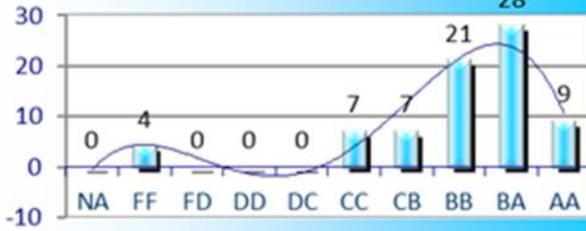
**2023-2024 FALL SEMESTER  
PSI 577- SOCIAL PSYCHOLOGY**



2024-2025 Spring Semester  
Course Code and Name



**2024-2025 FALL SEMESTER  
PSI 577- SOCIAL PSYCHOLOGY**



2025-2026 Spring Semester  
Course Code and Name

