

**Social Influence and Groups**

Code: 102602  
ECTS Credits: 6

Degree	Type	Year	Semester
2502443 Psychology	OB	2	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

Name: Francisco Javier Elejabarrieta Olabbarri  
Email: Francisco.Elejabarrieta@uab.cat

**Use of Languages**

Principal working language: spanish (spa)  
Some groups entirely in English: No  
Some groups entirely in Catalan: No  
Some groups entirely in Spanish: Yes

**Other comments on languages**

Materials of the subject, written tests and exams in Catalan. Written tests and open-ended exams (not test type) can be submitted in English and exams in Spanish can be requested one month in advance

**Teachers**

Juan Manuel Muñoz Justicia  
Félix Vázquez Sixto  
Jesus Rojas Arredondo

**Prerequisites**

It is recommendable to have previously studied the course "The social dimension of the person."  
It is recommendable to attend simultaneously the courses of the second year of the first semester.

**Objectives and Contextualisation**

In the first year course *The social dimension of the person*, subjects such as identity, attitudes, attraction, aggression, etc. have been studied. In this second course, the second one that the student will take linked to the area of Social Psychology, other psychosocial processes of influence will be looked at and students will be introduced to theoretical and practical aspects of group dynamics and intergroup relationships. Students are expected to know some theoretical elements of the aforementioned topics and be able to analyse them in a practical way. They also need to recognize the social dimension of the human being and the influence of sociocultural factors.

**Competences**

- Actively listen to be able to obtain and synthesise relevant information and understand the content.

- Analyse the demands and needs of people, groups and organisations in different contexts.
- Apply techniques to collect and produce information about the functioning of individuals, groups and organisations in context.
- Distinguish and relate the principles of psychosocial functioning of groups and organizations.
- Recognise and appreciate external assessment of personal actions.
- Recognise the social dimension of human beings, considering historical and sociocultural factors involved in shaping human psychology.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Use different ICTs for different purposes.

## Learning Outcomes

1. Analyse and compare concepts and psychosocial processes that show the social dimension of individual behaviour of the person.
2. Apply concepts and identify psychosocial processes in analysing the behaviour of the person in connection with their membership in social categories and their social context.
3. Apply concepts and identify psychosocial processes in analysing the behaviour of the person in relation to their membership of certain social groups.
4. Apply techniques for managing the group activity.
5. Apply techniques to detect the main needs of in-group activity.
6. Identify key techniques to gather information in a group.
7. Identify psychosocial principles involved in interaction between different social groups.
8. Identify psychosocial principles permitting the understanding and explanation of in-group activity.
9. Identify some of the psychosocial concepts and processes that enable the understanding and explanation of social interaction between people.
10. Identify some of the psychosocial principles involved in the operation of the groups.
11. Identify some of the psychosocial principles that allow understanding and explanation of social interaction in groups.
12. Identify the techniques of analysis and interpretation of information contained in a group.
13. Recognise and appreciate external assessment of personal actions.
14. Recognise psychosocial concepts and processes from seeing classic experiences of social psychology.
15. Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
16. Use different ICTs for different purposes.

## Content

### 1. Social Influence:

#### 1.1 Normalization, uniformity, conformism.

- Normalization: investigations by Muzafer Sherif
- Conformism: research by Solomon Asch
- Normative influence and informative influence

#### 1.2 Obedience to the authority.

- The experiments of Stanley Milgram
- Obedience in the 21st century
- The banality of evil
- Disobedience

#### 1.3 Propaganda and persuasion.

- From Nazi propaganda to Persuasive Communication Theory

- The Nazi propaganda apparatus: the first mass persuasion laboratory
- The Second World War and its belligerent and non-belligerent needs
- Characteristics of the dual models of persuasion
- The Petty and Cacioppo production probability model
- Persuasion and action
- Persuading does not imply that you do what I want
- Persuasion, reason, emotion and action
- Persuasion, Big Data and propaganda
- Resistance to persuasion: selective exposure and avoidance
- Resistance to persuasion: inoculation

#### 1.4 Majority Influence and Minority Influence.

- The study of active minorities
  - The influence as a reciprocal process
  - The notion of a minority
  - Types of minorities
- Active minorities and conflict
  - Conflict as a requirement of the influence of minorities
  - Regulatory elements of the conflict
- Actions that favour and hinder the influence of minorities
  - Actions that favour the influence of minorities
  - Means to hinder the influence of minorities
- Explanatory models of the influence of minorities
  - Cognitive models
  - Sociocognitive Models
  - Relationships of power in a historical-social context

## 2. Groups and collective movements:

### 2.1 Definition and types of groups.

- Group concept
- Some types of groups

### 2.2 Structure and group processes.

- Notion of group structure
- Elements of the structure of the group: roles and status
- Group cohesion
- Decision making

### 2.3 Communication in the groups

- Concept of communication and communication to the group
- Psychosocial aspects of communication
- Communication networks

## Methodology

Large theoretical sessions in which the lecturer explains theoretical elements of the subject.

Practical sessions of case analysis social influence. The second case study is directly related to the gender perspective.

Practical sessions of group dynamics.

N.B. The proposed teaching and assessment methodologies may experience some modifications as a result of the restrictions on face-to-face learning imposed by the health authorities. The teaching staff will use the Moodle classroom or the usual communication channel to specify whether the different directed and assessment activities are to be carried out on site or online, as instructed by the Faculty.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Analysis of practical cases, role playing and group dynamics (seminar, small groups)	24	0.96	3, 5, 4, 7, 8, 6, 12, 14
Conferences	21	0.84	1, 2, 9, 10, 11
Type: Supervised			
Debates and virtual tutorials	15.5	0.62	13, 16
Type: Autonomous			
Search for documentation	10	0.4	
Study	30	1.2	
Team work	18	0.72	
Text reading	30	1.2	

## Assessment

Codi Evidència	Denominació	Pes	Format	Autoria	Via
EV1	Multiple choice exam on the contents of the theory program	50	write	individual	presencial
EV2	Group report on the contents of the practical case of majority influence	12,5	write	group / individual	presencial
EV3	Group report on the contents of the practical case of propaganda and persuasion	12,5	write	group / individual	presencial
EV4	Active participation in the activities of group dynamics sessions	25	realització (1) / write (2)	individual	presencial (1) + virtual (2)

## Submission/undertaking of assignments

EV1: 2nd assessment period  
Ev2: week 7 (approx.)  
Ev3: week 11 (approx.)  
Ev4: week 9 (approx.)- week 15

The subject will be deemed passed if students obtain a grade greater than or equal to 50%. The calculation of percentages will be carried out independently of the grade obtained in each one of them.

Students who have undertaken assessments (set of them or one) with a weighting equal to or greater than 40% will be considered "evaluable."

Re-assessment: students can opt for continuous assessment to undertake surveys with a weight equal to or greater 2 / 3 of the total grade and have obtained a score of less than 5 points and greater or equal to 3.5 points.

The resit test will be focused on EV1 learning. The maximum final grade that can be obtained in the subject through re-assessment is 5.

No unique final synthesis test for students who enrol for the second time or more is anticipated.

Facultat de Psicologia: <https://www.uab.cat/web/estudiar/graus/graus/avaluacions-1345722525858.html>

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
EV1 - Multiple choice exam on the contents of the theory program	50	1.5	0.06	1, 2, 5, 9, 10, 8, 11, 14
EV2- Group report on the contents of the practical case of majority influence	12,5	0	0	5, 7, 8, 15, 14, 16
EV3 - Group report on the contents of the practical case of propaganda and persuasion. Related to the gender perspective	12,5	0	0	5, 7, 8, 15, 14, 16
EV4 - Active participation in the activities of group dynamics sessions and corresponding individual report	25	0	0	3, 4, 6, 12, 13

## Bibliography

Apfelbaum, E. (1989). Relaciones de dominación y movimientos de liberación. Un análisis del poder entre los grupos. En J.F.Morales y C.Huici (Comps.). *Lecturas de Psicología Social* (pp. 261-295). Madrid: UNED.

Canto, J. M. (1994). *Psicología Social e Influencia. Estrategias de poder y procesos de cambio*. Málaga: Algibe.

Cialdini, R. (2007). *Influence : the psychology of persuasion* (1º ed.). New York: Collins.

Doise, W. y Moscovici, S. (1984). Las decisiones en grupo. En S.Moscovici (Ed.). *Psicología Social, I. Influencia y cambio de actitudes. Individuos y grupos* (pp. 261-278). Barcelona: Paidós,

Hogg, M. (1985). Cohesión de grupo. En C. Huici (Ed.). *Estructura y procesos de grupo* (pp. 463-486). Madrid: UNED.

Huici, C. (1987). Definición y tipos de grupo. En C. Huici (Dir.) *Estructura y procesos de grupo*. (Vol 1). Madrid: UNED.

Huici, C. y Morales, J.F. (dirs.) (2011). *Psicología de grupos I. Estructura y procesos*. Madrid: UNED.

Huici, C.; Molero, F.; Gómez, Á. y Morales, J.F. (coords.) *Psicología de los grupos*. Madrid: UNED.

Milgram, S. (1980). *Obediencia a la autoridad: un punto de vista experimental*. Bilbao: Desclée de Brouwer.

Sánchez, J.C. (2002). *Psicología de los grupos*. Madrid: McGraw Hill

Stangor, C. (2004). *Social groups in action and interaction*. New York: Psychology Press.