



**LEAD CITY UNIVERSITY**  
*Faculty of Social and Management Sciences*  
*Department of Sociology and Psychology*

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**COURSE PARTICULARS**

**Course Code:** PSY 411

**Course Title:** Social Perception

**No. of Units:** 3

**Status:** Compulsory

**Semester:** Second

**Session:** 2016/2017

**LECTURER'S DETAILS**

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**Area of Specialization:** Personality and Social Psychology

**COURSE DESCRIPTION**

Social Perception is concerned with how individuals make judgements and form impressions about other people based on observations or pre-existing knowledge. Perception shapes the way humans view the world.

**COURSE OBJECTIVES**

This course is designed to assist students in the following areas:

- understanding social perception, the factors that affect it and the biases associated with it.
- the role that perception play in our daily interaction and decision making.
- the relationship between our perception and our attitude towards objects and situations.
- the role of social perception in individual self concept.

**LECTURE PLAN**

| <b>Week</b>   | <b>Topic</b>                           |
|---------------|--|
| <b>Week 1</b> | Introduction to Social Perception.     |
| <b>Week 2</b> | Factors Influencing Social Perception. |
| <b>Week 3</b> | Distortions in Social Perception.      |
| <b>Week 4</b> | Social Perception Theories.            |
| <b>Week 5</b> | Social Perception and Sensations.      |

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| <b>Week 6</b>  | Social Perception and Decision Making: The Rational Model.   |
| <b>Week 7</b>  | The Bounded Rationality Model and Intuition Decision Making. |
| <b>Week 8</b>  | The Relationship Between Perception and Decision Making.     |
| <b>Week 9</b>  | Common Errors in Decision Making.                            |
| <b>Week10</b>  | The Role of Perception in Conflicts                          |
| <b>Week 11</b> | Social Perception and Attitude.                              |
| <b>Week 12</b> | Social Perception, Stereotypes, and Prejudice.               |

### **ASSESSMENT**

**Class Attendance 5%**

**Tests and Assignments 25%**

**Final Examination 70%**

### **READING LIST:**

(a) Allport, G. (1954). Social Psychology. Boston: Houghton, Mifflin.

(b) Kelly, H.H. (1967). Attribution Theory in Social Psychology. In Nebraska symposium on Motivation. Lincoln; University of Nebraska.

(c) Psychology: Perspectives in Human Behaviour by Bola Udegbe, Shyngle Balogun, Helen Osinowo and Gbenga Sunmola

### **TUTORIAL QUESTIONS**

1 (a) Define social perception and explain the factors that influence it?

(b) Discuss the various distortions and biases associated with social perception?

2 (a) What is your understanding of attribution theory? Describe the notable theoretical approaches used in explaining the process of attribution? (b) Explain attribution biases?

3 (a) Citing relevant examples, explain the following theories; implicit personality theory, social identity theory and self perception theory? (b) Enumerate the importance of social perception?

4 (a) Mention the similarities and differences between social perception and sensations?

(b) List the importance of social perception and sensation in daily life?

5 (a) How does perception affect decision making? (b) List and explain the steps, assumptions and criticisms associated with the Rational Decision Making Model?

6 (a) Why is the Bounded Rationality Model said to be a preferred method of decision making?

(b) Explain intuition decision making, highlighting its limitations? (c) Describe the steps to reduce errors in decision making?

7 (a) Discuss the following biases; overconfidence bias, confirmation bias, availability bias and hindsight bias? (b) Write short notes on randomness error, risk aversion and escalation of commitment?

8 (a) What do you understand by conflict? (b) What is the role of perception in conflict?

9 (a) Define attitude and state the relationship between attitude and perception?

(b) What are the major components and functions of attitude?

10 (a) How can attitude be changed? (b) Explain the theories of attitude?

11(a) Define stereotypes and types of stereotypes? (b) How did stereotypes develop?

12 (a) Explain how prejudice can be reduced? (b) What are the contributing factors to the origin and maintenance of prejudice?