

PYB302 exam revision guide

Exam info

Final exam structure

- 60 multiple choice questions
 - 0.5 marks for each question (total = 30 marks)
- 1 short answer question (20 marks)
- 2hrs working and 10 minutes perusal
- 50% final grade
- Lectures, readings and tutorials-(excluding assignment) are assessable
 - For readings use the weekly focus questions to focus on key points to know for exam
- Week 5 and 8 are client meetings

Content covered

- influencing real world behaviours - attitude and attitudinal change
- social change – influencing stereotypes, prejudice, and discrimination
- the social psychology of consumer behaviour
- understanding online social behaviour
- high-performing teams
- diversity and inclusion
- job attitudes and performance
- organisational change

Week 1 lecture content : unit introduction (not assessed)

Learning outcomes

1. Synthesise and apply concepts, theories and frameworks of social and organisational psychology to formulate evidence-based solutions
2. Critically appraise the value of evidence-based approaches to address social and org issues
3. Identify and differentiate between concepts, theories, and frameworks and their application and contribution
4. Identify how the knowledge, skills, and abilities contribute to the development of grad abilities (short-response question) e.g., through group assignment I development the skills of communication, a vital soft skill as a grad because

Assessed topics

- influencing real world behaviours – attitude and attitudinal change
- social change – stereotypes, prejudice, and discrimination
- social psychology of consumer behaviour
- online social behaviour
- high performing teams
- diversity and inclusion
- job attitudes and performance
- organisational change

Social psychology: investigation of how thoughts, feelings, and behaviours of individuals are influenced by the actual, imagined, or implied presence of others.

Organisational psychology: study of human behaviour and group dynamics in the workplace. Aims to find solutions such as how to improve the wellbeing and performance of organisations and employees.

Differences between organisational vs social

Organisational	Social
<ul style="list-style-type: none">• applying existing theories• provides framework or model based on other theories• links with other areas• goals: productivity/performance, wellbeing, overcome org problems	<ul style="list-style-type: none">• applying basic theories• goals: reduce prejudice & discrimination, overcome social problems• low inter-disciplinarity

Week 2 lecture content: influencing real world behaviours – attitude and attitudinal change

Overview

- defining attitude
- how do attitudes predict behaviours?
- Framework of attitude-behaviour relations – theory of reasoned action, theory of planned behaviour
- Persuasion -> changing attitudes and behaviours
- Public education and advertising campaigns – review a case study of an anti-speeding campaign

Defining an attitude

- An evaluative judgement about someone or something – positive or negative feelings and thoughts
- Stable – hard to change attitudes
- Affective, cognitive, and behavioural components
 - Affective – emotional aspect (feelings)
 - Behavioural – actions or behaviours
 - Cognitive – thoughts, beliefs, and knowledge (beliefs)

Do attitudes influence behaviour?

- There was an assumption that attitudes underpin/influence actual behaviour -> early research did not support this
- Lapiere 1934 study: tested if hotels would allow Chinese guests at their establishment. The researcher sent an anonymous letter and 92% said they would not let them come back
- Wicker 1969: only 9% showed attitude explained behaviour
- Thus, conclusion is attitudes don't just describe behaviour

Theory of Reasoned Action (TRA)

- Believed behavioural intentions could be predicted through attitudes and subjective norm-(social context, what important people think about what we do) which leads to the actual behaviour

Theory of Planned Behaviour (TPB)

- This model questioned that intention does not always lead to behaviour, our perceived control influences it
 - Our attitude, subjective norm, perceived behavioural control, perceived ease of engaging in behaviour influence our intentions and then actions/behaviours
 - Attitude – positive or negative evaluation, thoughts and feelings
 - Subjective norm – what others think
 - Perceived behavioural control (PBC) – belief about how easy it is to perform a behaviour, which leads to how much control over it they have
 - Perceived ease and control of engaging in behaviour – based on above categories
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- Indirect beliefs/salient beliefs are underlying beliefs that shape the direct constructs

Indirect beliefs	Direct beliefs
Behavioural beliefs	Belief about advantages and disadvantages of the behaviour (consequences)
Normative beliefs	Belief about important others evaluation of your behaviour, looks at behaviours that are socially acceptable
Control beliefs	Belief about what are the barriers/facilitators to engage in this behaviour?

Tests of TPB

- One of the most frequently applied models of attitude-behaviour relations
- Meta-analytical support of model, well validated
- Armitage and Conner (2001) confirmed PBC = strong predictor, subjective norm = weaker predictor
- Importance of predictors will change based on study's context