



Module code	TPOA	NQF level	4
Credit value	15	Study duration	9 weeks

The Psychology of Attitudes

Module description

This module is particularly relevant for students who are interested in how psychology can be useful in analysing how attitudes are formed and changed. Building on the study of individual differences and social psychology, this module combines classic and modern research in the examination attitudes.

Concepts such as attitude strength and structure, persuasion, resistance and predicting behaviour from attitudes, will be examined with the aim of deciphering attitudes towards critical questions such as attitudes towards climate change, politics and equality.

Students will develop their experience of working with both explicit and implicit measures of attitude and develop skills in communicating publicly through the development of an Edublog.

This module aims to:

- Develop students':
 - knowledge of the principle theories of attitude formation and change
 - ability to analyze the variables that determine attitude strength
 - experience of implicit and explicit measures of attitude
 - ability to think critically about accepted measures of attitude measurement

Learning outcomes

On completion of this module, students will be able to:

- evaluate the principle theories of attitude formation and change
- apply the principles of attitudes measurement to the predication of behaviour
- compile an evidence based memo
- prepare and communicate an evidence based position in a style accessible to the general public

Syllabus

- Defining the attitude
- The function of attitudes
- Theories of attitude change
- Persuasion
- Predicting behaviour from attitudes
- Measurement
- The neuroscience of attitudes

Learning and teaching methods

The pedagogical approach for this module is informed through the principles of collaborative enquiry, constructionism and scientific apprenticeship.

Collaborative enquiry is supported through our internet-mediated learning platform that aims to develop a learning community and support dialogue and collaboration between students. This is encouraged through online peer discussion and debate to construct a unique learning experience that enhances students' subject understanding through social interactions and empowers them to explain their understandings, and receive feedback from tutors and peers.

Learning through scientific apprenticeship will take place through the integration of scientific knowledge, principles and experience into the practical application of scientific communication through memo and edublog.

Teaching will be delivered through the provision of specified reading materials that will be provided on the University of Essex Online learning platform, and will be supported by specified discussion forums, pre-recorded lecturecasts and biweekly online question and answer sessions (using synchronous communication software and application sharing facility).

Students will be provided with indicative guidance on, and encouraged to look at relevant websites which are appropriate to the learning outcomes, and to identify and share appropriate web-based resources (as learning support references) with their fellow students.

The pre-recorded lecturecasts and the online question and answer sessions will include referenced use of selected case studies which will be drawn from the reading materials and the practice-based and professional/educational contexts and experience of the tutors.

Self-managed learning will supplement lectures and students will be given direction on required and indicative reading.

Description of unit of assessment	Length/Duration	Submission date	Weighting
Short essay / Memo	1,500 words	Mid module	30%
Edublog	2,000 words	End of module	70%