

# Social psychology



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## What do people all over the world ask Google?

- how to be happy?
- how to win friends and influence people?
- how to tell if a girl likes you?
- how to impress a girl?
- why did i get married?
- how to get over a breakup?
- who deleted me on facebook?
- why am i so tired?
- how to make friends?
- does he like me?
- what to do when your bored?
- <https://www.mondovo.com/keywords/most-asked-questions-on-google>





**There is science focused on the same  
questions:  
social psychology**



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## What are we going to study?

- Social psychology theories
- Social perception
- Social influence
- Verbal and non-verbal communication
- Cross-cultural communication
- Social psychology of health
- Social psychology of judgment and decision making
- Other practical implications of social psychology



## How are we going to study?

- **Interactive lectures (28 hours)**
- **Seminars (28 hours)**
  - to discuss the most up-to-date studies and accumulated knowledge (with focus on the data quality, replications and data synthesis through systematic reviews and meta-analysis)
  - to practice the use of social psychology principles and concepts in the everyday life
- **And some hours for your group and individual work (58 hours) to:**
  - Be in line with what and how social psychology works on right now
  - Choose a topic of interest to discover further. The one which would enhance your diploma project and/or is just interesting for you from the professional or personal perspective



## And we're going to make it fun since its evidence-based educational technique

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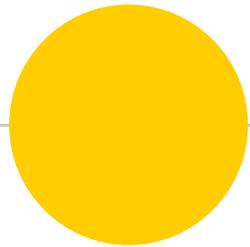
### Using *The Simpsons* to Teach Social Psychology

Judy Eaton and Ayse K. Uskul  
*York University*

*We examined students' perceptions of the effectiveness of clips from the popular animated television show The Simpsons in illustrating key concepts in social psychology. Students rated the clips favorably and reported that the clips helped them understand the material better and apply social psychological concepts to real-life situations. In addition, students' exam performance was significantly better on*

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hoped that the  
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Eaton, J., & Uskul, A. K. (2004). Using *The Simpsons* to teach social psychology. *Teaching of Psychology*, 31(4), 277-278.



**See you!**

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