

COURSE INFORMATION FORM	
Faculty / Institute	Faculty of Science and Literature
Department	Psychology
Course Code	PSI 416
Course title	Attitude and Attitude Change
Instructional Language	English
Programs that can take the course	Psychology
Course Type	Elective
Course Level	Undergraduate
ECTS Credit	6
Prerequisites	PSI 210 - Social Psychology
Course Content	The course introduces students to various methods of attitude measurement such as Likert, and implicit measures. It also teaches them how to develop a scale, how to apply to the ethics committee, how to collect data, how to analyze their data, and how to write a manuscript about scale development.
The Aim of the Course	The aim of this course is to provide students with a general overview of the basic themes and issues in the topics of attitude and attitude measurement.
Course Outcomes	By the end of the course, students will acquire the theoretical knowledge in the field of attitudes and will be familiar with the process of developing a Likert type attitude scale.
Textbook and / or References	Oppenheim, A. N. (1992). <i>Questionnaire design, interviewing and attitude measurement</i> . Printer Publishers. Vogel, T., Wanke, M. (2016). <i>Attitudes and attitude change</i> . Psychology Press

Evaluation Criteria	Percentage
Attendance	-
Lab	-
Application	-
Field Study	-
Homework	-
Presentations	30% (10% Presentation I + 20% Presentation II)
Projects	-
Seminar	-
Midterm Exams	30%
Quiz	-
Final	40% (Research Proposal)

Total	100%
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Course Plan	Subjects to Be Discussed
1. Week	Introduction – Group and chapter selection What is an attitude and why is it important?
2. Week	Ethics application forms
3. Week	Attitudes: A question of good balance Persuasion: Making others like what you want them to like
4. Week	Social influence on our attitudes Resistance: Stubborn receivers and how to persuade them
5. Week	Do attitudes predict behavior? From Indirect Measures to Implicit Attitudes
6. Week	Asking for Attitudes
7. Week	The exploratory interview Format for measurement
8. Week	How to generate an item pool Transcribing the interview
9. Week	Item review and finalizing the questionnaire
10. Week	Group study
11. Week	-Presentations-
12. Week	-Presentations-