



Cultural Psychology Lab (PSYCH 342)
Spring 2016 Course Syllabus
DAY, TIME, 204 Hilles Hall

Instructor: Shu-wen Wang, PhD, Assistant Professor
Contact: swang1@haverford.edu, x6234
Office: 408 Sharpless Hall
Office Hours:

Course Description and Objectives

This course is designed to accompany the Cultural Psychology Lecture PSYCH 242 and provides students with in-depth study of various methodologies and data analytic strategies used in cultural psychological research. Students will develop two projects over the course of the semester and will gain hands-on experience using different methods to address questions relevant to the study of culture and psychological processes. Students will write APA-style research reports on their projects and give oral presentations to the class.

Prerequisites

- For Cultural Psychology Lecture: Foundations of Psychology (PSYC 100). Having taken another 200 level course is highly recommended.
- For Cultural Psychology Lab: Foundations of Psychology (PSYC 100) and Experimental Methods and Statistics (PSYC 200). The lecture is a CO-REQUISITE for the lab.

Course Readings

- 1) You will review some sections from the textbook for lecture, *Cultural Psychology 2nd Edition* by Steven J. Heine. Copies are on reserve in the Science Library.
- 2) Articles and book chapters are included as required readings and are available via the course website (Moodle).
- 3) It is highly recommended that you consult the APA Publication Manual for guidance on proper reference citation and general guidance on scientific writing. Copies are on reserve in the Science Library.

Course Requirements

Grades are determined based on the following course requirements:

Participation and Effort (10 points) 10 pts

Project 1 – Individual Coding Project (45 points)

Proposal 10 pts
 Coding Manual 5 pts
 Report 25 pts
 Presentation 5 pts

Project 2 – Group Experimental Project (45 points)

Proposal (group) 10 pts
 Prime Description + Materials 5 pts
 Report (individual) 25 pts
 Presentation (group) 5 pts

Total = 100 pts

When we talk about studies on “culture”, the picture that may come to mind is studying specific ethnocultural groups. However, cultures do not just exist along ethnocultural or national lines. For example, distinct cultures may thrive in different residence halls, student groups, academic majors, colleges, and geographic regions, or along gender and SES lines. As long as the phenomena of interest fit the definition of culture, you may discuss with me whether it is appropriate for a lab project.”

All project assignments (proposals, lab reports) are to be typed, double-spaced, with 12-pitch Times New Roman font and 1 inch margins, and turned in as hard copies. Follow APA style guidelines carefully. Assignments are to be turned in directly to me in my office or placed in the designated box if I’m not in. Please don’t ever email me assignments – there is no way to ensure unproblematic delivery. I will deduct one letter grade for each day that an assignment is turned in late. If you turn in an assignment late, it is your responsibility to ensure that I receive the assignment (no emails, paper in my hand or designated space that we will arrange). I will allow late assignments without penalty only in the case of serious personal illness and emergency; both require documentation and you must get in touch with me *immediately*. I will consider alternative arrangements on a case-by-case basis. Note that because the Project 2 Lab Report is due at the end of the final exam period, any extraordinary circumstances that require an extension or incomplete are to be made through a formal process that includes your dean (not by me). These are granted in rare instances.

Grading Scale

Grade	Points	Grade	Points
A / 4.0	94-100	C+ / 2.3	77-79.99
A- / 3.7	90-93.99	C / 2.0	73-76.99
B+ / 3.3	87-89.99	C- / 1.7	70-72.99
B / 3.0	83-86.99	D+ / 1.3	67-69.99
B- / 2.7	80-82.99	D / 1.0	60-66.99
		F / 0.0	59.99 and below

1) Participation and Effort (10 points)

Your attendance is expected at every class meeting, particularly since this is a laboratory course that meets only once a week. **If you must miss a class (due to personal illness or emergency), please let me know by email.** Points will be deducted at my discretion for unacceptable absences. In addition, you are expected to be an involved and contributing coder for your classmates for Project 1, and group member for Project 2 (this includes intellectual contributions as well as “pitching in” on hands-on tasks to run your group study). Points will be deducted at my discretion for lack of contribution.

2) Project 1 – Individual Coding Project (45 points)

Project 1 consists of an individual coding project using a content analysis approach. Content analysis refers to analyzing and coding cultural products for specific messages, ideals, and values. For example, these cultural products may include advertisements, internet sites, written materials such as storybooks, song lyrics, movie scenes, etc. You will conduct a content analysis comparing two cultural groups on some cultural variable of interest.

You will write a brief project proposal (about 4-5 pages; 10 pts).

You will develop a coding manual (5 pts).

After collecting and analyzing your data, you will write an APA-style report (25 pts).

You will give an 8-10 minute Powerpoint presentation (5 pts).

3) Project 2 – Group Experimental Project (45 points)

Project 2 consists of a group project (2-3 members) that provides a research experience using experimental cultural priming methods. Cultural priming refers to *activating or making salient* specific cultural ideas within participants, and then investigating what happens when people are primed in a certain way (e.g., performance on a task, reaction to stimuli, response on survey).

Your group will write a brief proposal (about 4-5 pages; 10 pts).

Your group will turn in a detailed description of the priming method with related materials (5 pts)

After collecting and analyzing your data, you will write an individual APA-style report (25 pts)

Your group will give a 10-12 minute Powerpoint presentation (5 pts).

Course Schedule (15-weeks)

Week (Dates)	Topic	Reading
Wk 1	Lab Introduction Introduction to Content Analysis	
Wk 2	Discuss articles Project 1 brainstorming	Ch4 137-139 #1 (St2) #2 (St4) #3 (St1)
Wk 3	Coding Workshop – Vogue P1 Proposal due Thur by 5pm	
Wk 4	Review proposals and feedback Introduction to developing coding manual	
Wk 5	Coding day P1 Coding Manual due in lab	#4, #5, #6
Wk 6	Data analysis – interrater reliability, descriptives, hypothesis-testing	
Wk 7	P1 Presentations and Lab Report Due	
	SPRING BREAK	
Wk 8	Introduction to Cultural Priming Discuss articles Project 2 brainstorming, form groups	#7 #3 (St2)
Wk 9	Review experimental design Group work P2 Proposal due Thur by 5pm	
Wk 10	Review proposals and feedback Develop prime procedures/materials Prep for data collection P2 Prime procedures/materials due Thur by 5pm*	
Wk 11	Group work, data collection	
Wk 12	Group work, data collection	
Wk 13	Data Analysis	#8
Wk 14	P2 Presentations	
	P2 Lab Reports For Seniors: Due Saturday 5/7 by 5pm For Others: Due Friday 5/13 by noon	

*The sooner you get me your prime procedures/materials, the sooner I will give you feedback via email with any last issues to address. The sooner I give you feedback, the sooner you can start data collection of your N>40 participants. You have approximately 2 weeks to collect your data.

#	Additional Readings (available on Moodle)
1	Tsai, J. L., Louie, J. Y., Chen, E. E., & Uchida, Y. (2007). Learning what feelings to desire: Socialization of ideal affect through children's storybooks. <i>Personality and Social Psychology Bulletin</i> , 33(1), 17-30. ***assigned for Lecture Week 4
2	Kim, H., & Markus, H. R. (1999). Deviance or uniqueness, harmony or conformity? A cultural analysis. <i>Journal of Personality and Social Psychology</i> , 77, 785–800.
3	Sasaki, J. Y., & Kim, H. S. (2010). At the intersection of culture and religion: A cultural analysis of religion's implications for secondary control and social affiliation. <i>Journal of Personality and Social Psychology</i> . Advance online publication.
4	Descriptive Statistics Chapter http://vassarstats.net/textbook/ch2pt1.html
5	ANOVA Chapter http://vassarstats.net/textbook/ch13pt1.html
6	Chi Square Chapter http://www.vassarstats.net/textbook/ch8pt2.html
7	Oyserman, D., & Lee, & S. W. S. (2007). Priming "culture": Culture as situated cognition. In S. Kitayama & D. Cohen (Eds.), <i>Handbook of cultural psychology</i> (pp. 255-279). New York, NY: Guilford Press.
8	Factorial ANOVA http://vassarstats.net/textbook/ch16pt1.html Read parts 1-5

Class Policies

1) Academic Integrity: I have zero tolerance for academic dishonesty of any kind. This includes 'cheating' (giving or obtaining assistance on exams) as well as plagiarism (using another person's work, words, or ideas without properly crediting them). At the very least, you will receive a 0 for the assignment and there will likely be much more severe consequences. Follow the Haverford College Honor Code and do your own work. Become friends with the APA Publication Manual and when in doubt, cite!

2) Phone and Laptop Etiquette: Please turn off or silence your cell phones. No texting. Students who use laptops must restrict use to class-related activities.

3) Getting Help: There are numerous ways to get help or feedback.

- **Office Hours:** I strongly encourage you to visit me during office hours to ask questions and discuss assignments. Come early and come often!
- **Emails:** I will try to respond to emails within 24 hours. Please don't ask me general or vague questions like "What goes in the Methods section of a lab report?" The more specific your question and the more you've thought about it, the better I'll be able to address it. For any question that requires an extensive response, I may ask you to come to office hours instead. Please don't email me papers (unless otherwise directed)!
- **Writing Center:** <http://www.haverford.edu/writingcenter/>
- **Office of Academic Resources:** <http://www.haverford.edu/oar/>
- **Office of Disabilities Services:** <http://www.haverford.edu/ods/> Please contact this office to discuss and document any accommodations you may be eligible for. Please talk to me as early in the semester as possible about accommodations.
- **Student Counseling Center:** <http://www.haverford.edu/caps/> Please know that all regularly enrolled students are eligible for confidential counseling services.

4) Grade Disputes: If you believe that you did not receive a fair grade on an exam or paper, you may submit a written grade dispute to me. The typed grade dispute should include the reason why you believe your work/answer is correct including references to readings or lecture material for support, and the number of points you feel you should have received. The dispute should be submitted to me (in my hand or under my door; no emails) along with the original assignment within 1 week after the exam or the date the paper was returned to you. I will consider your case and make any adjustments at my discretion.

We will not discuss grade disputes in person. All disputes need to be typed and submitted according to the above guidelines. I am, however, happy to discuss material with you that you may have missed on an assignment to help you better understand it. I am also happy to generally discuss your performance in class or your concerns about your grade. If I have simply goofed and mis-calculated the math for your grade on an assignment, of course feel free to see me and I will make the correction immediately!