

Course Information English and Psychology Psychology | PSY





A2PSY

Unit 2 Attitudes, stereotypes and social influence

This unit focuses on the influence of others on human behaviour, cognition and emotion. You will explore the function and effect of attitudes and apply the tripartite model of attitude structure to develop a more complex understanding. The theories of cognitive dissonance, social identity and attribution, with reference to relevant psychological studies will be explored, and you will apply these theories to real world experiences.

The unit also introduces social influences. You will learn the role of stereotypes and the relationship between attitudes, prejudice and discrimination in a range of areas. You will also learn about the relationship between social influence and the development of prosocial and antisocial behaviours.







