

Tel Aviv University
Gershon Gordon Faculty of Social Sciences
The Department of Sociology and Anthropology

Social Psychology
Issues on cross cultural research

B.A | M.A Program
Semester B, 2025
Course number 1041.3595.01

Dr. Hugo Simkin

Course dates: Tuesday, 16:00-20:00
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Course description

This course explores key topics in social psychology from a cross-cultural perspective, emphasizing the unique experiences of Argentine migrants in Israel. By integrating psychology and sociology, students will learn to apply contemporary psychological theories to interpret and evaluate empirical research, translating these insights into everyday life. This approach not only broadens understanding but also fosters critical thinking and analytical skills. The course connects students from Tel Aviv University and the University of Buenos Aires through an online platform, promoting international collaboration and networking. Topics include historical, philosophical, and epistemological perspectives in social psychology, attitude formation, conformity and group influence, stereotypes, prejudice and intergroup relations, social identity theory, self-concept and self-esteem, prosocial behavior, and intimate relationships. Students are encouraged to choose research topics in social psychology that focus on Argentine migrants in Israel. These topics will culminate in cross-cultural research papers, co-authored by students from both universities, with the potential for publication in a special dossier of the journal PSOCIAL, edited by the University of Buenos Aires. This provides students with a valuable opportunity to contribute to an academic journal and gain experience in scholarly publishing.

Course format and requirements

This 4-credit course requires students to complete at least 78 hours of coursework. Students will have access to a virtual campus at <http://campus.sociales.uba.ar/>, providing resources, materials, and opportunities for enriched discussions, intensive reading, study groups, and consultations with assistant teachers and professors. Participants from Tel Aviv University and the University of Buenos Aires will interact live through chat rooms and video conferences.

Theoretical content will be available in an audiovisual format. Online synchronous sessions will be held every Tuesday from March 17th to July 2nd, 2025, between 16:00 and 20:00. These sessions will cover the main topics in social psychology while fostering connections between students from Tel Aviv University and the University of Buenos Aires. The focus will be on collaboratively writing academic papers, co-authored by participants from the two universities. Students will work in small groups to develop their research and produce scholarly papers. As in previous iterations, students will be encouraged to publish their articles in a dossier (see PSOCIAL ISSN 2422-619X, Vol. 6, No. 1; Vol. 10, No. 2).

Regarding the course requirements, please note:

1. Attendance: attending all front classes is mandatory. Missing more than 2 front classes will result in immediate cancellation of the student's participation in the course.
2. Final exam: submission of a cross-cultural home assignment co-authored with students from the University of Buenos Aires at the end of the semester. Students are free to choose any research topic in social psychology, as long as it focuses on Argentine migrants in Israel.
3. Assignment Deadline: November 24th, 2025.

The course is taught in English. International students, as well as bachelor's and master's students from the Department of Sociology and Anthropology and the School of Psychological Sciences, are welcome to join the class.

Composition of course grade

Home assignment: 70%

Participation in class: 10%

Participation in online campus: 20%

Course subjects and reading material

1. Historical, philosophical and epistemological perspectives in Social Psychology

Required reading:

- Kassin, S., Fein, S., & Markus, H. R. (2023). *Social Psychology* (12th ed.). Sage. Chapter 1: What Is Social Psychology?
- Gough, B. (Ed.). (2017). *The Palgrave Handbook of Critical Social Psychology*. London: Palgrave MacMillan. Chapter 1: Critical Social Psychologies: Mapping the Terrain

2. Attitudes: attitude formation, attitude change, and behavior

Required reading:

- Kassin, S., Fein, S., & Markus, H. R. (2023). *Social Psychology* (12th ed.). Sage. Chapter 6: Attitudes and Persuasion
- Gough, B. (Ed.). (2017). *The Palgrave Handbook of Critical Social Psychology*. London: Palgrave MacMillan. Chapter 14: Attitudes and Attributions

3. Conformity and group influence

Required reading:

- Kassin, S., Fein, S., & Markus, H. R. (2023). *Social Psychology* (12th ed.). Sage. Chapter 7: Conformity.
- Gough, B. (Ed.). (2017). *The Palgrave Handbook of Critical Social Psychology*. London: Palgrave MacMillan. Chapter 15: Social Influence

4. Stereotypes, prejudice and intergroup relations

Required reading:

- Kassin, S., Fein, S., & Markus, H. R. (2023). *Social Psychology* (12th ed.). Sage. Chapter 5: Prejudice

- Gough, B. (Ed.). (2017). *The Palgrave Handbook of Critical Social Psychology*. London: Palgrave MacMillan. Chapter 16: Prejudice

5. Social identity theory, self, self-esteem and self-concept

Required reading:

- Kassin, S., Fein, S., & Markus, H. R. (2023). *Social Psychology* (12th ed.). Sage. Chapter 3: The Social Self.
- Gough, B. (Ed.). (2017). *The Palgrave Handbook of Critical Social Psychology*. London: Palgrave MacMillan. Chapter 19: The Self

6. Prosocial behavior

Required reading:

- Kassin, S., Fein, S., & Markus, H. R. (2023). *Social Psychology* (12th ed.). Sage. Chapter 10: Helping Others
- Gough, B. (Ed.). (2017). *The Palgrave Handbook of Critical Social Psychology*. London: Palgrave MacMillan. Chapter 17: Prosocial Behavior

7. Attraction and close relationships

Required reading:

- Kassin, S., Fein, S., & Markus, H. R. (2023). *Social Psychology* (12th ed.). Sage. Chapter 9: Attraction and Close Relationships
- Gough, B. (Ed.). (2017). *The Palgrave Handbook of Critical Social Psychology*. London: Palgrave MacMillan. Chapter 18: Relationships: From Social Cognition to Critical Social