



## HÖGSKOLAN I GÄVLE

### Persuasion, attitudes and behaviour 7.5 cr

*Attityd- och beteendepåverkan 7,5 hp*

Set by Faculty of Health and Occupational Studies

<b>Version</b>	<b>Set at</b>	<b>Valid from</b>
	5/5/11	HT2011

<b>Level</b>	G1N
<b>Education level</b>	First cycle
<b>Course identifier</b>	PSG000
<b>Credits</b>	7.5 cr
<b>Main field of study</b>	Psychology
<b>Subject group</b>	Psychology
<b>Disciplinary domain</b>	Natural sciences 50.0 % Social sciences 50.0 %

**Learning outcomes** On completion of the course, the student should

- describe psychological theories and models of significance for attitude and behaviour influence
- describe the relationships between attitude and behaviour and a situation
- describe aware and unaware ways in which people process information
- apply basic psychological principles and theories of attitude and behavioural influence
- identify basic principles of mapping attitudes and behaviours
- analyse ethical problems of understanding in connection with attitude and behavioural influence

**Course content**

- Influence and health behaviours
- Influence and marketing
- Implicit attitudes and unaware influence
- Explicit attitudes and aware influence
- Attitude assessment
- The elaboration Likelihood Model
- Theory of Planned Behaviour
- Interhuman influence and group influence

<b>Teaching</b>	Lectures and exercises.
<b>Prerequisites</b>	General entry requirements
<b>Examination</b>	Written examination and case analysis.
<b>Grade</b>	A, B, C, D, E, Fx, F
<b>Limitations</b>	Students who have not utilised or who have been failed at regular examinations are given four additional chances of examination. One regular examination and two additional examinations are given in connection with the implementation of the course. A student who has not passed after these three examinations is referred to the next course occasion.
<b>Sustainable environment</b>	A minor part of the course content deals with sustainable development.
<b>Module</b>	0010 Persuasion, attitudes and behaviour 7.5 cr Grade: AF