

# PS359-15 Behaviour Change

**22/23**

**Department**

Psychology

**Level**

Undergraduate Level 3

**Module leader**

Thomas Hills

**Credit value**

15

**Assessment**

33% coursework, 67% exam

**Study location**

University of Warwick main campus, Coventry

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## Description

### Introductory description

The module aims to develop your scientific understanding of the principles of Behaviour Change as they scale from neurons to culture

[Module web page](#)

### Module aims

This applies to changes in behaviour in response to factors such as reinforcement learning, persuasion and influence (e.g., advertising and negotiation), job interviews and negotiation, and cultural forces acting over history. Emphasis will be placed on understanding the research and developing a theoretical framework for understanding behaviour change. In addition, this module aims to help you identify and evaluate persuasive content and to develop programs for motivating change.

### Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

Introduction

Changing Attitudes

Reinforcement Learning

Persuasion  
Mindspace  
Create Yourself  
The self in group  
Diversity & Historical changes  
Negotiation  
Interviews  
Revision sessions

## **Learning outcomes**

By the end of the module, students should be able to:

- Understand theoretical principles of behaviour change
- Research contributions of behaviour change, ranging from Asch to Zimbardo
- Know how to recognize, evaluate, and create persuasive messages to motivate change
- Apply behaviour change to the real world, such as advertising, job interviews, and negotiation

## **Indicative reading list**

Cialdini, R. B. (2009). *Influence: Science and practice*. Boston: Pearson Education, Inc.  
Goldenberg, J., Mazursky, D. et al. (1999). The fundamental templates of quality ads. *Marketing Science*, 333-351.  
Malhotra, D., & Bazerman, M. H. (2007). *Negotiation genius*. New York: Bantam Books.

[View reading list on Talis Aspire](#)

## **Subject specific skills**

Understanding of principles of behaviour change and  
Ability to recognize, evaluate, and create persuasive messages to motivate change  
Understand how to apply behaviour change in the real world.

## **Transferable skills**

- effective communication skills to develop a cogent argument supported by relevant evidence and being sensitive to the needs and expectations of an audience
- computer literacy
- recognition of what is required for effective teamwork
- effective personal planning skills

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## **Study**

## **Study time**

Type	Required	Optional
Lectures	34 sessions of 1 hour (100%)	
Seminars	(0%)	10 sessions of 1 hour
Total	34 hours	

## Private study description

116 hours guided student study and assessment preparation

## Costs

No further costs have been identified for this module.

## Assessment

You do not need to pass all assessment components to pass the module.

Students can register for this module without taking any assessment.

## Assessment group D3

	Weighting	Study time
Project	33%	
Propaganda for Change Project - Blog		
Exam	67%	

- Online examination: No Answerbook required

## Feedback on assessment

Assessed via annotated copy and academic guidance form; exam performance via personal tutor or online.

[Past exam papers for PS359](#)

## Availability

## Courses

This module is Optional for:

- Year 1 of TPSS-C8P9 Postgraduate Taught Psychological Research
- Year 3 of UPSA-C804 Undergraduate Psychology with Education Studies

This module is Option list B for:

- Year 4 of UPHA-VL79 BA in Philosophy with Psychology (with Intercalated year)