

PY 693, Social Influence, Fall 2007, Guadagno
Information Campaign Assignment (worth 100 points)
Paper and Presentation Due on 11/29/07

Groups:

- Brad, Jamie, Don
- Cassie, Kelly, Zac
- Nicole, Aimee, Mary, Mina

Overview

In this assignment, you will take what you have learned in this class and apply it to solving a social issue in our society. I will give you two options to choose from but am open to your group selecting a different social issue provided it is well justified and suits the assignment. You will spend a small amount of time in class touching base with your teammates each week to plan but will likely need to meet outside the classroom closer to the due date.

Topics

- 1) How can social influence principles be used to increase voter turn out?
- 2) How can social influence principles be used to decrease the incidence of smoking?

Details

For this assignment, your group will design and present an information campaign using social influence principles to alter the desired behavior. For your presentation, you should plan to present to the group a short background on the problem and a detailed plan for how you intend to solve it. You may wish to create mock-ups of stimulus materials for the presentation. You may assume that your group has an unlimited budget but otherwise must work within the confines of reality. Each group will have 30 minutes for their presentation. In addition to your presentation, each group will need to turn in a short (approximately 5 page) paper that details your information campaign so that I both see a verbal presentation of it and a written summary of the plan.

Questions? Feel free to ask now or catch me later.