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office hours: Thursdays 12:30-13:30, in site or online depending on IP PAS seminar form,  
<https://meet.google.com/vvb-cuzf-qpv>

### **Social Psychology (advanced)**

#### **Current research in social psychology**

seminar

30 hrs

Wednesdays 14:00-15:30

online

The aim of the course is to deepen the knowledge of the most important issues of social psychology. In particular, we will pay attention to the latest trends in research development. Participants will take part in discussions and demonstrations, they will also have the opportunity to prepare research summaries themselves.

Learning outcomes:

#### Knowledge

- P8S-WG: Knows and understands the world's achievements in social psychology, including its theoretical foundations, key scientific developments, and methodological approaches, at a level enabling the revision of existing paradigms.  
Understands the main scientific advancements in social psychology, particularly in areas such as political polarization, social influence, digital behavior, and mental health in societal contexts.  
Has knowledge of scientific research methodologies relevant to social psychology and understands the principles of open-access dissemination of scientific results.
- P8S-WK: Is aware of the fundamental dilemmas of modern civilization, such as economic inequality, climate change, and digital transformations, and their psychological implications.  
Understands the economic, legal, and ethical considerations involved in conducting psychological research, including issues of bias, data privacy, and responsible research communication.  
Recognizes the principles of knowledge transfer to the economic and social spheres and understands the commercialization of scientific results and know-how in psychology-related fields.

#### Skills

- P8S-UW: Is able to apply interdisciplinary knowledge to creatively identify, formulate, and solve complex research problems in social psychology.  
Can define research objectives and formulate hypotheses, selecting and creatively using appropriate methods, techniques, and tools for social psychological research.  
Conducts critical analysis and evaluation of psychological research findings and assesses their contribution to knowledge and practical applications.

Can translate psychological research results into real-world applications, particularly in policy-making, social interventions, and technological development.

Effectively communicates specialized knowledge in social psychology, enabling active participation in international scientific discourse.

Can disseminate research results to both academic audiences and the general public, fostering informed discussions on social psychological issues.

Has the ability to initiate and moderate academic debates on contemporary issues in social psychology.

- P8S-UU: Can autonomously plan and implement self-development activities, as well as inspire and guide others in academic and professional growth.

#### Social Competencies

- P8S-KK: Critically evaluates the achievements of social psychology, identifying strengths and limitations of current theories and methodologies.

Reflects on their own scientific contributions and their impact on the advancement of social psychological knowledge.

Recognizes the value of psychological research in addressing societal and cognitive challenges.

- P8S-KO: Is prepared to initiate and lead activities that serve the public interest, such as promoting scientific literacy and evidence-based policymaking.

Thinks and acts in an entrepreneurial manner, recognizing opportunities for applying psychological knowledge beyond academia.

#### Schedule

no.	date	topic	materials
1.	18.02	<p>Launching the seminar and Political Polarization</p> <p>Objective: To explore the psychological underpinnings of political polarization, its manifestations in society, and its specific impact in contexts like Poland and Eastern Europe.</p> <p>Question: How does the psychology of inequality contribute to political division, and what are the broader implications for societies, particularly in contexts like Poland and Eastern Europe? Think beyond conventional political narratives and consider underlying psychological factors</p>	<p>watch: The psychology of inequality and political division   Keith Payne. <a href="https://www.youtube.com/watch?v=OsbV1_tA1oU">https://www.youtube.com/watch?v=OsbV1_tA1oU</a></p> <p>read: Kane, P. (2023, April 10). Analysis   New report outlines the deep political polarization's slow and steady march. Washington Post. <a href="https://www.washingtonpost.com/politics/2023/04/08/house-polarization-partisanship/">https://www.washingtonpost.com/politics/2023/04/08/house-polarization-partisanship/</a> Van Baar, J. M., &amp; FeldmanHall, O. (2022). The polarized mind in context: Interdisciplinary approaches to the psychology of political polarization. <i>American Psychologist</i>, 77(3), 394–408. <a href="https://doi.org/10.1037/amp0000814">https://doi.org/10.1037/amp0000814</a></p> <p>read more: Korzeniowski, K. (n.d.). Changes in Ways of Understanding Democracy in the Days of Crisis of</p>

		such as fear, inequality, identity, and moral values.	Democracy: Evidence from Poland. Reykowski, J. (2023). Populizm jako choroba demokracji. Kwartalnik NAUKA, 3, Article 3. <a href="https://nauka-pan.pl/index.php/nauka/article/view/1037">https://nauka-pan.pl/index.php/nauka/article/view/1037</a>
2.	25.02	<p>Violence and Aggression in Society</p> <p>Objective: To dissect the psychological and social dynamics that contribute to violence and aggression in society, with a special focus on political violence.</p> <p>Question: What are the everyday psychological factors that can escalate into political violence, and how can understanding these factors help prevent such occurrences? Consider how ordinary behaviors and attitudes, influenced by social, political, and psychological factors, can potentially lead to large-scale aggression and violence.</p>	<p>watch: TED (Director). (2020, September 18). How do daily habits lead to political violence?   Christiane-Marie Abu Sarah. <a href="https://www.youtube.com/watch?v=B1fkNcmDrIM">https://www.youtube.com/watch?v=B1fkNcmDrIM</a></p> <p>read: Startling Poll Says More Americans Open to Political Violence. (2023, October 25). TIME. <a href="https://time.com/6328179/political-violence-jan-6-ext-remism/">https://time.com/6328179/political-violence-jan-6-ext-remism/</a> Paulus, P. B., &amp; Kenworthy, J. B. (2022). The crowd dynamics and collective stupidity of the January 6 riot: Theoretical analyses and prescriptions for a collectively wiser future. <i>Group Dynamics: Theory, Research, and Practice</i>, 26(3), 199–219. <a href="https://doi.org/10.1037/qdn0000184">https://doi.org/10.1037/qdn0000184</a></p> <p>Read more: Ntontis, E., Jurstakova, K., Neville, F., Haslam, S. A., &amp; Reicher, S. (n.d.). A warrant for violence? An analysis of Donald Trump’s speech before the US Capitol attack. <i>British Journal of Social Psychology</i>, n/a(n/a). <a href="https://doi.org/10.1111/bjso.12679">https://doi.org/10.1111/bjso.12679</a></p>
3.	4.03	<p>Economic Inequality and Social Perception</p> <p>Objective: To analyze how economic disparities shape perceptions, interactions, and attitudes within society, and to understand the psychological mechanisms underpinning these effects.</p> <p>Question: In what ways does economic inequality influence our social perceptions and interactions, and how do these influences manifest in different societal contexts? Think critically about the subtle and overt ways in which economic status can shape</p>	<p>watch: TED (Director). (2011, October 24). How economic inequality harms societies   Richard Wilkinson. <a href="https://www.youtube.com/watch?v=cZ7LzE3u7Bw">https://www.youtube.com/watch?v=cZ7LzE3u7Bw</a></p> <p>read: Tett, G. (2019, February 27). How income inequality affects our mental health. <a href="https://www.ft.com/content/bf700f1a-3a22-11e9-b72b-2c7f526ca5d0">https://www.ft.com/content/bf700f1a-3a22-11e9-b72b-2c7f526ca5d0</a> Willis, G. B., García-Sánchez, E., Sánchez-Rodríguez, Á., García-Castro, J. D., &amp; Rodríguez-Bailón, R. (2022). The psychosocial effects of economic inequality depend on its perception. <i>Nature Reviews Psychology</i>, 1(5), Article 5. <a href="https://doi.org/10.1038/s44159-022-00044-0">https://doi.org/10.1038/s44159-022-00044-0</a></p>

		individual psychology, social dynamics, and broader societal attitudes.	
4.	11.03	<p>Digital Environments and Cognitive Manipulation</p> <p>Objective: To examine how digital platforms exploit psychological mechanisms to influence decision-making, attention, and behavior. The focus will be on persuasion techniques used in online environments, including nudging, dark patterns, and algorithmic reinforcement.</p> <p>Question: How do digital platforms manipulate user engagement and decision-making processes? What are the ethical implications of persuasive technologies, and how can individuals protect their cognitive autonomy? Think critically about the ways digital platforms shape human behavior, from subtle design choices to large-scale societal consequences.</p>	<p>watch: TEDx (2017, October 24). "How a handful of tech companies control billions of minds every day"   Tristan Harris <a href="https://www.youtube.com/watch?v=C74amJRp730">https://www.youtube.com/watch?v=C74amJRp730</a></p> <p>read: Fussell, S. (2019, August 2). "The Endless, Invisible Persuasion Tactics of the Internet." The Atlantic. Retrieved from <a href="https://www.theatlantic.com/technology/archive/2019/08/dark-patterns-manipulate-how-you-shop-online/595360/">https://www.theatlantic.com/technology/archive/2019/08/dark-patterns-manipulate-how-you-shop-online/595360/</a> Hilton, M. (2023). Dark Patterns and User Mental Health: Identifying Theoretical Impacts of Deceptive Design on Vulnerable Demographics. Proceedings of the Human Factors and Ergonomics Society Annual Meeting, 67(1), 2124-2127. <a href="https://doi.org/10.1177/21695067231199684">https://doi.org/10.1177/21695067231199684</a></p>
5.	18.03	<p>Algorithmic Identity, Loneliness, and AI Companions</p> <p>Objective: To move beyond "screen time" and analyze mechanisms by which algorithmic environments shape identity and mental health: social comparison, belonging cues, and engagement loops—plus how emerging AI "companions" might amplify or redirect these mechanisms.</p> <p>Question: Which mechanisms link algorithmic feeds to well-being outcomes (especially comparison and belonging/loneliness cues)? When do "AI companion"</p>	<p>Watch: TEDx Talks. (2017, June 22). Is social media hurting your mental health?   Bailey Parnell   TEDxRyersonU [Video]. YouTube. <a href="https://www.youtube.com/watch?v=Czg_9C7gw0o">https://www.youtube.com/watch?v=Czg_9C7gw0o</a></p> <p>Read: Youmshajekian, L. (2023, November 1). How a weight-loss trend on TikTok might encourage eating disorders. Scientific American. <a href="https://www.scientificamerican.com/article/how-a-weight-loss-trend-on-tiktok-might-encourage-eating-disorders/">https://www.scientificamerican.com/article/how-a-weight-loss-trend-on-tiktok-might-encourage-eating-disorders/</a> Dane, A., &amp; Bhatia, K. (2023). The social media diet: A scoping review to investigate the association between social media, body image and eating disorders amongst young people. PLOS Global Public Health, 3(3), e0001091. <a href="https://doi.org/10.1371/journal.pgph.0001091">https://doi.org/10.1371/journal.pgph.0001091</a></p>

		experiences plausibly function as support, and when are they more likely to simulate connection without improving (or even displacing) real-world social ties?	Read more (optional): Lanier, J. (2025, March 22). Your A.I. lover will change you. The New Yorker. <a href="https://www.newyorker.com/culture/the-weekend-essay/your-ai-lover-will-change-you">https://www.newyorker.com/culture/the-weekend-essay/your-ai-lover-will-change-you</a>
6.	25.03	<p>Climate Change and Social Action</p> <p>Objective: To explore the psychological impact of climate change on individuals and communities, and to understand the determinants of societal participation in climate action.</p> <p>Question: How does climate change affect mental health, and what motivates individuals to engage in collective climate action? Consider the emotional and psychological dimensions of climate change and the factors that drive social action to address it.</p>	<p>watch: TEDx (Director). (2019, September 20). How climate change affects your mental health   Britt Wray. <a href="https://www.youtube.com/watch?v=-IIDkCEvsYw">https://www.youtube.com/watch?v=-IIDkCEvsYw</a></p> <p>read: Harrington, S. (2020, February 4). How climate change affects mental health » Yale Climate Connections. Yale Climate Connections. <a href="http://yaleclimateconnections.org/2020/02/how-climate-change-affects-mental-health/">http://yaleclimateconnections.org/2020/02/how-climate-change-affects-mental-health/</a> Rees, J. H., &amp; Bamberg, S. (2014). Climate protection needs societal change: Determinants of intention to participate in collective climate action. <i>European Journal of Social Psychology</i>, 44(5), 466-473. <a href="https://doi.org/10.1002/ejsp.2032">https://doi.org/10.1002/ejsp.2032</a></p>
7.	1.04	<p>Artificial Intelligence and Human Interaction</p> <p>Objective: To explore the complexities of human interaction with Artificial Intelligence (AI) and the ethical challenges of AI's expanding role in decision-making.</p> <p>Question: What are the moral and ethical implications of AI's increasing role in decision-making, and how should we navigate this evolving landscape? Think about AI not just as a technological tool but as an entity that presents complex ethical dilemmas in human interaction.</p>	<p>watch: TED (Director). (2023, November 6). AI Is Dangerous, but Not for the Reasons You Think   Sasha Luccioni   TED. <a href="https://www.youtube.com/watch?v=eXdVDhOGqoE">https://www.youtube.com/watch?v=eXdVDhOGqoE</a></p> <p>read: Parsons, L. (2020, October 26). Ethical concerns mount as AI takes bigger decision-making role. <i>Harvard Gazette</i>. <a href="https://news.harvard.edu/gazette/story/2020/10/ethical-concerns-mount-as-ai-takes-bigger-decision-making-role/">https://news.harvard.edu/gazette/story/2020/10/ethical-concerns-mount-as-ai-takes-bigger-decision-making-role/</a> Bonneton, J.-F., Rahwan, I., &amp; Shariff, A. (2024). The Moral Psychology of Artificial Intelligence. <i>Annual Review of Psychology</i>, 75(1), null. <a href="https://doi.org/10.1146/annurev-psych-030123-113559">https://doi.org/10.1146/annurev-psych-030123-113559</a></p> <p>read more: Cañas, J. J. (2022). AI and Ethics When Human Beings Collaborate With AI Agents. <i>Frontiers in Psychology</i>, 13. <a href="https://www.frontiersin.org/articles/10.3389/fpsyg.20">https://www.frontiersin.org/articles/10.3389/fpsyg.20</a></p>

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8.	8.04	<p><b>Migration and Cultural Integration</b></p> <p>Objective: To delve into the complexities of migration and its impact on cultural integration, highlighting the experiences of immigrants and the psychological aspects of adapting to new cultures.</p> <p>Question: How do migration experiences, especially under stressful circumstances like conflict or economic hardship, affect the process of cultural integration and the psychological well-being of migrants? Consider the varied dimensions of migration, including the challenges faced by migrants and the societal impact of their integration, with a focus on recent events like the Ukrainian crisis.</p>	<p>watch:  TED (Director). (2019, March 28). Through The Lens: Immigration and Cultural Diversity   Kourosh Shahbazi   TEDxYouth@LafargeLake.  <a href="https://www.youtube.com/watch?v=Eu5VNbrzHQE">https://www.youtube.com/watch?v=Eu5VNbrzHQE</a>  TED (Director). (2023, May 3). The Power of One: My Unexpected Path to Rescue 20,000 Ukrainians   Natalie Moores   TEDxStGeorge.  <a href="https://www.youtube.com/watch?v=aWEB2M2Wcr4">https://www.youtube.com/watch?v=aWEB2M2Wcr4</a></p> <p>read:  JAVANBAKHT, A. (2022). Ukrainians Face Lasting Psychological Wounds from Russian Invasion. Scientific American.  <a href="https://www.scientificamerican.com/article/ukrainians-face-lasting-psychological-wounds-from-russian-invasion1/">https://www.scientificamerican.com/article/ukrainians-face-lasting-psychological-wounds-from-russian-invasion1/</a>  Kim, J., Sirbu, A., Giannotti, F., Rossetti, G., &amp; Rapoport, H. (2022). Origin and destination attachment: Study of cultural integration on Twitter. EPJ Data Science, 11(1), Article 1.  <a href="https://doi.org/10.1140/epjds/s13688-022-00363-5">https://doi.org/10.1140/epjds/s13688-022-00363-5</a></p>
9.	15.04	<p><b>Gender and Sexuality in Modern Society</b></p> <p>Objective: This class aims to delve into contemporary theories and narratives surrounding gender and sexuality, examining their complexities through academic, cultural, and scientific lenses.</p> <p>Question: How do contemporary theories and research challenge traditional views of gender and sexuality, and what implications do these evolving perspectives have on societal norms and individual identity? Engage with varying perspectives on gender and sexuality, considering both theoretical frameworks and empirical research.</p>	<p>watch:  Big Think (Director). (2023, czerwiec 8). Berkeley professor explains gender theory   Judith Butler.  <a href="https://www.youtube.com/watch?v=UD9IOIUR4k">https://www.youtube.com/watch?v=UD9IOIUR4k</a></p> <p>read:  ‘The Ezra Klein Show’ (2023, październik 10). Opinion   We Need Better Narratives About Gender. The New York Times.  <a href="https://www.nytimes.com/2023/10/10/opinion/ezra-klein-podcast-masha-gessen-oct-2023.html">https://www.nytimes.com/2023/10/10/opinion/ezra-klein-podcast-masha-gessen-oct-2023.html</a>  Michael Price. (2017). Toddler play may give clues to sexual orientation. Science.Org. Pobrano 9 styczeń 2024, z  <a href="https://www.science.org/content/article/toddler-play-may-give-clues-sexual-orientation">https://www.science.org/content/article/toddler-play-may-give-clues-sexual-orientation</a>  Li, G., Kung, K. T. F., &amp; Hines, M. (2017). Childhood gender-typed behavior and adolescent sexual orientation: A longitudinal population-based study. Developmental Psychology, 53(4), 764–777.  <a href="https://doi.org/10.1037/dev0000281">https://doi.org/10.1037/dev0000281</a></p>

10.	22.04	<p>Racial and Ethnic Inequalities</p> <p>Objective: To examine how implicit bias is discussed publicly and governed institutionally (media, professional regulation), then translate that into the research question that matters in 2026: what bias interventions measurably change decisions and outcomes, not only attitudes or “awareness”.</p> <p>Question: When institutions mandate or implement implicit-bias training, what evidence supports real-world impact (behavior, decisions, disparities)? What mechanisms and boundary conditions (identity threat, backlash, trust in institutions, implementation quality) explain when such training helps, does nothing, or backfires?</p>	<p>watch: TEDx Talks (Director). (2017, wrzesień 18). We all have implicit biases. So what can we do about it?   Dushaw Hockett   TEDxMidAtlanticSalon. <a href="https://www.youtube.com/watch?v=kKHSJHkPeLY">https://www.youtube.com/watch?v=kKHSJHkPeLY</a></p> <p>read: Reuters. (2025, July 25). US court upholds California's implicit bias training mandate for doctors. Reuters. <a href="https://www.reuters.com/legal/government/us-court-upholds-californias-implicit-bias-training-mandate-doctors-2025-07-25/">https://www.reuters.com/legal/government/us-court-upholds-californias-implicit-bias-training-mandate-doctors-2025-07-25/</a> Hagiwara, N., Duffy, C., Cyrus, J., &amp; Carnethon, M. R. (2024). <i>The nature and validity of implicit bias training for health care providers and trainees: A systematic review</i>. <i>Science Advances</i>, 10(33), eado5957. <a href="https://doi.org/10.1126/sciadv.ado5957">https://doi.org/10.1126/sciadv.ado5957</a></p> <p>read more: Payne, B. K. (2026). <i>Implicit bias: Evolution of a powerful idea</i>. <i>Annual Review of Psychology</i>. <a href="https://www.annualreviews.org/content/journals/10.1146/annurev-psych-030525-043416">https://www.annualreviews.org/content/journals/10.1146/annurev-psych-030525-043416</a></p>
11.	29.04	<p>Synthetic Media, Deepfakes, and Epistemic Trust</p> <p>Objective: To examine how synthetic media (deepfakes, voice clones, generative video) destabilize epistemic trust in institutions (media, science, government) and what “trust repair” looks like at the system level: provenance standards, labeling, platform governance, and institutional transparency.</p> <p>Question: When seeing is no longer believing, how do institutions preserve legitimacy and coordinate collective action? What interventions are evidence-based (e.g.,</p>	<p>Watch (TED) Gregory, S. (2023, November). When AI can fake reality, who can you trust? [Video]. TED Conferences. <a href="https://www.ted.com/talks/sam_gregory_when_ai_can_fake_reality_who_can_you_trust">https://www.ted.com/talks/sam_gregory_when_ai_can_fake_reality_who_can_you_trust</a></p> <p>Read: Schaul, K. (2025, October 22). We uploaded a fake video to 8 social apps. Only one told users it wasn't real. <i>The Washington Post</i>. <a href="https://www.washingtonpost.com/technology/2025/10/22/ai-deepfake-sora-platforms-c2pa/">https://www.washingtonpost.com/technology/2025/10/22/ai-deepfake-sora-platforms-c2pa/</a> Gamage, D., Sewwandi, D., Zhang, M., &amp; Bandara, A. K. (2025). Labeling synthetic content: User perceptions of label designs for AI-generated content on social media. In <i>Proceedings of the 2025 CHI Conference on Human Factors in Computing Systems</i> (pp. 1–29). Association for Computing Machinery. <a href="https://doi.org/10.1145/3706598.3713171">https://doi.org/10.1145/3706598.3713171</a></p> <p>Read more: Australian Cyber Security Centre. (2025, January 30).</p>

		<p>provenance/labels, disclosure norms, friction, inoculation), and how do they interact with identity, motivated reasoning, and crisis conditions?</p>	<p>Content credentials: Strengthening multimedia integrity in the generative AI era.  <a href="https://www.cyber.gov.au/business-government/secure-design/artificial-intelligence/content-credentials-strengthening-multimedia-integrity-in-the-generative-ai-era">https://www.cyber.gov.au/business-government/secure-design/artificial-intelligence/content-credentials-strengthening-multimedia-integrity-in-the-generative-ai-era</a></p>
12.	6.05	<p>Psychology of Conspiracy Theories and Disinformation</p> <p>Objective: To explore psychology behind conspiracy beliefs and misinformation, with a focus on why people believe in conspiracy theories and how disinformation spreads in digital environments.</p> <p>Question: Why do some people become more susceptible to conspiracy theories, and how do psychological mechanisms such as motivated reasoning and confirmation bias reinforce these beliefs?  Think about the role of uncertainty, in-group favoritism, and emotional appeals in spreading disinformation.</p>	<p>watch: How Conspiracy Theories Undermine Knowledge and Trust"   <a href="https://www.youtube.com/watch?v=h-eQ2bR1HFk">https://www.youtube.com/watch?v=h-eQ2bR1HFk</a></p> <p>read: How Susceptible Are You to Misinformation? There's a Test You Can Take;  <a href="https://www.scientificamerican.com/article/how-susceptible-are-you-to-fake-news-theres-a-test-for-that">https://www.scientificamerican.com/article/how-susceptible-are-you-to-fake-news-theres-a-test-for-that</a></p> <p>van Prooijen, J.-W., &amp; Douglas, K. M. (2018). Belief in Conspiracy Theories: Basic Principles of an Emerging Research Domain. <i>European Journal of Social Psychology</i>, 48(7), 897-908.  <a href="https://doi.org/10.1002/ejsp.2530">https://doi.org/10.1002/ejsp.2530</a></p>
13.	13.05	<p>Institutional Trust and Crisis Psychology</p> <p><b>Objective:</b>  To analyze how trust in institutions (science, government, media, expert systems) is built, damaged, and repaired during societal crises. Using a practical trust framework (Frei's "trust triangle") and recent evidence on trust repair, students will learn to (a) extract psychological mechanisms from mainstream press coverage and (b) translate them into testable constructs, hypotheses, and intervention levers.</p> <p><b>Question:</b>  When trust collapses in crisis conditions, what exactly</p>	<p>Watch:  TED (2023). How to build (and rebuild) trust   Frances Frei  <a href="https://www.youtube.com/watch?v=pVeq-0dIqpk">https://www.youtube.com/watch?v=pVeq-0dIqpk</a></p> <p>Read:  Keller, B. (2024, October 23). <i>How the Media Can Escape Its Doom Loop of Distrust</i>;  <a href="https://www.bloomberg.com/graphics/2024-opinion-ex-nyt-editor-bill-keller-how-media-regain-trust/">https://www.bloomberg.com/graphics/2024-opinion-ex-nyt-editor-bill-keller-how-media-regain-trust/</a>  Chan, M. S. (2025). <i>Enhancing Trust in Science: Current Challenges and Recommendations for Policymakers, the Scientific Community, Media and Public</i>. <i>Social and Personality Psychology Compass</i>.  <a href="https://compass.onlinelibrary.wiley.com/doi/full/10.1111/spc3.70104">https://compass.onlinelibrary.wiley.com/doi/full/10.1111/spc3.70104</a></p> <p>Read more:  MIT News (2025). <i>Building trust in science through conversation and empathy</i>  <a href="https://news.mit.edu/2025/building-trust-in-science-through-conversation-and-empathy-0312">https://news.mit.edu/2025/building-trust-in-science-through-conversation-and-empathy-0312</a></p>

		<p>“wobbles”—authenticity, logic/competence, or empathy/care—and how can institutions diagnose and repair those components without triggering further polarization? How do identity, threat perception, and misinformation shape trust trajectories, and which research-supported strategies (e.g., transparency, accountability, uncertainty communication, participatory engagement) are most plausible for rebuilding trust across audiences?</p>	
14.	20.05	<p>Social Influence and Persuasion in Advertising</p> <p>Objective: To understand how advertising leverages social influence and persuasion, particularly in the context of populism and strategic communication.</p> <p>Question: How do advertising strategies utilize principles of social influence and persuasion, and what are the ethical implications in the context of populism and strategic communication? Evaluate the methods and impacts of persuasive communication in advertising, considering both its effectiveness and ethical boundaries.</p>	<p>watch:</p> <p>TEDx (Director). (2018, wrzesień 5). A little populism never killed nobody   Benedikt Kau   TEDxTUBerlin. <a href="https://www.youtube.com/watch?v=hIFUH2EZoaU">https://www.youtube.com/watch?v=hIFUH2EZoaU</a></p> <p>TEDx (Director). (2020, styczeń 9). It's Not Manipulation, It's Strategic Communication   Keisha Brewer   TEDxGeorgetown. <a href="https://www.youtube.com/watch?v=QGeHS4jO0X0">https://www.youtube.com/watch?v=QGeHS4jO0X0</a></p> <p>read:</p> <p>Fortunato, P. (b.d.). Our Shifting Understanding of Democracy Is Fueling Populism and Culture Wars. Scientific American. Pobrano 9 styczeń 2024, z <a href="https://www.scientificamerican.com/article/our-shifting-understanding-of-democracy-is-fueling-populism-and-culture-wars/">https://www.scientificamerican.com/article/our-shifting-understanding-of-democracy-is-fueling-populism-and-culture-wars/</a></p> <p>Matthes, J., &amp; Schmuck, D. (2017). The Effects of Anti-Immigrant Right-Wing Populist Ads on Implicit and Explicit Attitudes: A Moderated Mediation Model. Communication Research, 44(4), 556–581. <a href="https://doi.org/10.1177/0093650215577859">https://doi.org/10.1177/0093650215577859</a></p> <p>read more:</p> <p>Hameleers, M., &amp; Schmuck, D. (2017). It's us against them: A comparative experiment on the effects of populist messages communicated via social media. Information, Communication &amp; Society, 20(9), 1425–1444. <a href="https://doi.org/10.1080/1369118X.2017.1328523">https://doi.org/10.1080/1369118X.2017.1328523</a></p>
15.	27.05	<p>Digital Well-Being and Cognitive Load</p>	<p>watch: Why Do I Keep Failing To Complete My Digital Declutter   Deep Questions With Cal Newport <a href="https://www.youtube.com/watch?v=oKTsVHt4eqE">https://www.youtube.com/watch?v=oKTsVHt4eqE</a></p>

		<p>Objective: To investigate how digital technologies affect cognitive resources, mental well-being, and attention span, with a focus on digital multitasking, information overload, and strategies for maintaining cognitive health.</p> <p>Question: How does the constant exposure to digital stimuli impact cognitive capacity and well-being? What strategies can individuals use to mitigate cognitive overload and enhance their digital well-being? Consider the effects of information fatigue, screen addiction, and digital distractions on focus, memory, and stress levels.</p>	<p>read: Newport, C. (2024, March 5). How I learned to concentrate. The New Yorker. <a href="https://archive.is/20240305160628/https://www.newyorker.com/culture/office-space/how-i-learned-to-concentrate#0%0">https://archive.is/20240305160628/https://www.newyorker.com/culture/office-space/how-i-learned-to-concentrate#0%</a></p> <p>Mark, G., Iqbal, S. T., &amp; Czerwinski, M. (2017). How blocking distractions affects workplace focus and productivity. In Proceedings of the 2017 ACM International Joint Conference on Pervasive and Ubiquitous Computing and Proceedings of the 2017 ACM International Symposium on Wearable Computers (pp. 928–934). Association for Computing Machinery. <a href="https://doi.org/10.1145/3123024.3124558">https://doi.org/10.1145/3123024.3124558</a></p>
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**Grading and attendance:**

Attendance is required (no more than 2 missed classes)

Each student is required to actively engage in course discussions. Following each discussion, students must either prepare a comprehensive summary note, which will be shared with all course participants, or propose and prepare a new topic. The proposed topic should be a well-justified replacement for an existing one, subject to group consensus that it offers greater relevance or interest.

Active participation = 1 point per meeting (15 points in total) 50% of required points.

Summary notes = 15 points in total (50% of required points)

Extra points for exceptional input are possible.

**Grading:**

91-100% - 5

81-90% - 4.5

71-80% - 4

61-70% - 3.5

51-60% - 3

0-50% - 2