

Title of course: Prosociality in Action: Theory, Case Studies and Social Campaign Design

Lecturer: dr Iwona Nowakowska

Teaching language: English

Description:

The course will introduce students to the theory of prosociality from social psychology and sociology perspectives, present the classical and newest empirical approaches to the topic, and encourage critical thinking about prosociality practices nowadays. It will also enable students to explore society- and community well-being-related topics relevant to the current social problems and design their own social campaign, using the approach of Design Thinking.

Topics that will be mentioned during the course are:

1. Theories of prosociality (evolutionary perspectives on prosociality and altruism, empathy-altruism hypothesis, altruism as hedonism, norm activation model, value-belief-norm model, theory of planned behavior, basic psychological needs theory, social identity models of activism, and more);
2. Prosociality through the lifespan;
3. Researching prosociality - methodological approaches;
4. Modern philanthropy and its controversies;
5. Evolution of volunteering in the digital world;
6. ESG practices and their impact on the corporate world and society;
7. Designing social campaigns based on theories of prosocial engagement (choosing a topic, identifying the needs of the targets, selecting means of campaign, practice in designing the campaign, impact measurement strategies).

Requirements:

Presence in class - as per study regulations at APS

40% of the final grade - test with open and multiple choice questions regarding the contents of the course

30% of the final grade - individual essay - case study of a prosocial action (e.g., a philanthropic campaign, ESG activity, activism, social campaign chosen by a student) with a critical approach to its implementation and societal consequences

30% of the final grade - preparing and presenting own social campaign (in groups of 2-4 students) using the Design Thinking approach.