

**PJSC "Higher Education Institution "INTERREGIONAL ACADEMY OF
PERSONNEL MANAGEMENT"**



***SYLLABUS OF THE ACADEMIC DISCIPLINE
" PSYCHOLOGY OF MASS BEHAVIOR "***

Specialty: **C4 Psychology**

Educational level: **first (bachelor's) level**

Educational program: **Psychology**

General information about the academic discipline

Name of the academic discipline	Psychology of Mass Behavior
Code and name of specialty	C4 Psychology
Level of higher education	first (bachelor's) level of higher education
Discipline status	selective
Number of credits and hours	3 credits / 90 hours. Lectures: 14 hours Seminar classes: 20 hours Independent work of students: 56 hours
Terms of studying the discipline	
Language of instruction	Ukrainian
Type of final control	Credit
Discipline page on the website	

General information about the teacher. Contact information.

Academic degree	
Academic title	
Position	
Disciplines taught by the NPP	
Areas of scientific research	
Links to identifier registries for scientists	
Teacher contact information:	
Email:	
Contact phone number	
Teacher's portfolio on the website of the department / institute / academy	

Course Annotation. The academic discipline “Psychology of Mass Behavior” is aimed at studying the psychological patterns underlying the functioning of mass consciousness and human behavior in large social groups. The course examines the mechanisms of forming mass moods, emotional states, attitudes, and beliefs, as well as phenomena such as crowds, masses, publics, and audiences.

Special attention is given to processes of social influence, suggestion, emotional contagion, conformity, manipulation, and leadership within masses, as well as the role of mass media and social networks in regulating mass behavior. The course develops students' ability to analyze and predict mass reactions in conditions of social tension, crisis, and extreme situations, particularly during societal transformations and wartime.

The subject of study in this course includes general theoretical principles that reveal the features of mass theory, mass behavior, and the main trends in mass informational processes and phenomena.

Course goal: To develop students' theoretical knowledge regarding the manifestation of mass consciousness and behavior phenomena in the context of historical conditions and the interaction of various types of culture; to familiarize students with the main mechanisms and methods of influencing mass formation and effective social control. This knowledge allows for

stabilizing society, reducing the likelihood of social conflicts and catastrophes, and increasing opportunities for social progress.

Course objectives:

- Understanding the interconnection between individual and collective consciousness in the forms of mass behavior;
- Comprehending the essence of mass behavior and its relationship to mass consciousness;
- Understanding the mechanisms of mass behavior;
- Studying the essential characteristics of the main forms of mass behavior;
- Understanding the specifics of manipulating mass behavior and mass consciousness;
- Analyzing the influence of mass media on mass behavior and mass consciousness.

Prerequisites: The course “Psychology of Mass Behavior” is theoretically and practically connected to all courses in the professional cycle, including psychology, logic, philosophy, ethics, motivational psychology, social psychology, and psychology of addictive behavior.

Postrequisites: The course provides the theoretical and applied foundation for the following courses and professional training areas:

- Advanced Social Psychology;
- Political Psychology;
- Psychology of Conflict and Mediation;
- Psychology of Crisis and Emergency Situations;
- Psychology of Influence and Manipulation;
- Media Psychology and Psychology of Information Security;
- Organizational Psychology and Management Psychology;
- Psychological Counseling and Psychotherapy (particularly in group and community work);
- Practical Psychology (educational and industrial practice).

Learning outcomes: Mastery of the course “Psychology of Mass Behavior” equips students to analyze, predict, and provide psychological support for mass processes and group behavior under conditions of social instability, crises, and intensive informational influence.

Program competencies and learning outcomes:

General Competencies (GC)	GC1. Ability to apply knowledge in practical situations. GC2. Knowledge and understanding of the subject area and understanding of professional activity. GC6. Ability to make informed decisions. GC7. Ability to generate new ideas (creativity). GC8. Interpersonal interaction skills.
Specific (Professional) Competencies (SC)	SC1. Ability to operate the categorical and conceptual apparatus of psychology SC2. Ability to retrospectively analyze domestic and foreign experience in understanding the nature of the emergence, functioning and development of mental phenomena. SC3. Ability to understand the nature of behavior, activity and actions. SC4. Ability to independently collect and critically process, analyze and summarize psychological information from various sources. GC5. Ability to use valid and reliable psychodiagnostics tools. GC6. Ability to independently plan, organize and conduct psychological research. SC7. Ability to analyze and systematize the results obtained, formulate reasoned conclusions and recommendations. SC8: Ability to organize and provide psychological assistance (individual and group).

	SC9. Ability to carry out educational and psychoprophylactic activities in accordance with the request. SC10. Ability to comply with professional ethics.
Program learning outcomes	
Program outcomes	<p>PLO 1 Analyze and explain mental phenomena, identify psychological problems and propose ways to solve them.</p> <p>PLO2 Understand the patterns and features of the development and functioning of mental phenomena in the context of professional tasks.</p> <p>PLO3 Search for information from various sources, including using information and communication technologies, to solve professional problems.</p> <p>PLO4 Justify own position, draw independent conclusions based on the results of their own research and analysis of literary sources.</p> <p>PPO5 Choose and apply valid and reliable psychodiagnostics tools (tests, questionnaires, projective techniques, etc.) for psychological research and psychological assistance technologies.</p> <p>PLO6 Formulate the purpose, objectives of the study, have the skills to collect primary material, follow the research procedure.</p> <p>PLO7 Reflect and critically evaluate the reliability of the results of psychological research, formulate reasoned conclusions.</p> <p>PLO9 Propose own ways of solving psychological problems and tasks in the course of professional activity, make and justify own decisions on their solution.</p> <p>PLO11 Draw up and implement a plan of the counselling process, taking into account the specifics of the request and individual characteristics of the client, ensure the effectiveness of their own actions.</p> <p>PLO13 Interact, communicate, be understood, and be tolerant of people with different cultural or gender-age differences.</p> <p>PLO15 Take a responsible attitude to professional self-improvement, training and self-development</p> <p>PLO16 To know, understand and adhere to the ethical principles of professional activity of a psychologist.</p> <p>PLO17 Demonstrate socially responsible and conscious behavior, follow humanistic and democratic values in professional and social activities.</p> <p>PLO18 Take effective measures to preserve health (own and others) and, if necessary, determine the content of the request for supervision.</p> <p>PLO 19 Analyze the social and psychological characteristics of a person and make a social and psychological portrait of a person.</p>

Content of the academic discipline (full-time education)

		Number of hours, of which:
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No.	Topic name	Lectures	Seminar classes.	Independent work	Teaching methods/assessment methods
Semester					5
Content Module 1. Subject, History, and Methods of the Discipline					
Topic 1.	Subject, goals, and history of crowd psychology	1	2	6	Teaching methods: verbal (teaching lecture; conversation; educational discussion); inductive method; deductive method; translational method; analytical; synthetic; practical; explanatory-illustrative; reproductive; problem-based presentation method; partially-search; research; interactive methods (discussions, debates, polemics; dialogue, synthesis of thoughts; brainstorming; practicing skills; working out discussion questions); modeling of professional activity; innovative teaching methods (competence-based; project-research); case method.
Topic 2.	History of the study of mass psychological phenomena	2	2	6	
Topic 3.	Psychological characteristics of citizens' mass activity	1	2	6	
Topic 4.	Methods of influence and techniques for managing crowds	2	2	4	
Topic 5.	The individual personality in the crowd	1	2	6	
Content Module 2. Psychology of Influence on Mass Audiences					
Topic 6.	Psychology of the Crowd	1	2	6	Evaluation methods: oral control (oral survey, assessment of participation in discussions, other interactive learning methods); written control (control, independent work); test control (closed-form tests: test-alternative, test-compliance); method of self-control and self-assessment; evaluation of case tasks.
Topic 7.	Psychology of Manipulating Mass Consciousness	2	2	6	
Topic 8.	Psychology of Rumors and Gossip	1	2	4	
Topic 9.	Mass Communication and Public Opinion	2	2	6	
Topic 10.	Psychology of Advertising and PR Influence	1	2	6	

Modular test		Total:	20	14	56	
Form of control: credit						

Technical equipment and/or software. The educational process uses classrooms, a library, a multimedia projector and a computer for conducting lectures and seminars with presentation elements. Studying individual topics and completing practical tasks requires access to information from the World Wide Web, which is provided by a free Wi-Fi network.

Forms of control methods.

Monitoring the progress of students is divided into current and final (semester).

Current control carried out during practical and seminar classes. Its purpose is to systematically check:

- understanding and mastering the theoretical foundations of economic processes;
- the ability to apply knowledge to build models and analyze economic data;
- skills in diagnosing and forecasting economic processes;
- using specialized software for modeling and processing statistical data.

Forms of student participation in the educational process that are subject to ongoing control:

- speeches and presentations on the analysis of economic processes;
- oral reports on the analysis of economic cases;
- addition, question to the person answering;
- systematic work in seminar classes and activity during discussions;
- participation in discussions, brainstorming, interactive forms of classes;
- analysis of economic data, statistical indicators, economic and mathematical models;
- written assignments (tests, tests, analytical and abstract papers);
- preparation of abstracts, theses, analytical notes;
- independent study of discipline topics and lecture materials.

Current control methods:

- oral control (survey, conversation, report, message);
- written control (test work, analytical report, essay, completion of tasks for building models or processing statistics);
- combined control (oral and written combination to assess understanding and practical skills);
- presentation of independent work or case analysis;
- monitoring activity and participation in practical classes;
- test control (closed and open tasks, analysis of graphs and models);
- working with problem situations (analytical cases, scenario modeling of economic processes).

Evaluation system and requirements.

Table of distribution of points received by higher education applicants*

Topics	Ongoing knowledge assessment										Final control			
	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6	Topic 7	Topic 8	Topic 9	Topic 10	Module test	Credit	Total points	
Work in a	3	3	3	3	3	3	3	3	3	3	20	20	100	

seminar class											
Independent work	3	3	3	3	3	3	3	3	3	3	

*The table contains information about the maximum points for each type of academic work of a higher education applicant.

When assessing the mastery of each topic for current educational activities, the student is given grades taking into account the approved assessment criteria for the relevant discipline.

The criteria for assessing the learning outcomes of students and the distribution of points they receive are regulated by the Regulations on the Assessment of Academic Achievements of Students of Higher Education at PJSC "Higher Education Institution "MAUP".

Module control is carried out in the last lesson of the module in written form, in the form of testing.

Evaluation criteria for the module test in the academic discipline " Psychology of Mass Behavior ":

When evaluating a module test, the volume and correctness of the tasks are taken into account:

- the grade "excellent" (A) is given for the correct completion of all tasks (or more than 90% of all tasks);
- a grade of "good" (B) is given for completing 80% of all tasks;
- a grade of "good" (C) is given for completing 70% of all tasks;
- a grade of "satisfactory" (D) is given for the correct completion of 60% of the proposed tasks;
- the grade "satisfactory" (E) is given if more than 50% of the proposed tasks are completed correctly;
- an "unsatisfactory" (FX) grade is given if less than 50% of the tasks are completed.

Failure to appear for a module test - 0 points.

The above scores are converted into rating points as follows:

- "A" - 18-20 points;
- "B" - 16-17 points;
- "C" - 14-15 points;
- "D" - 12-13 points.
- "E" - 10-11 points;
- "FX" - less than 10 points.

The final semester assessment in the discipline " Psychology of Mass Behavior " is a mandatory form of assessing students' learning outcomes. It is conducted within the time frame specified by the curriculum and covers the scope of material specified by the course program.

The final assessment is carried out in the form of a test. A student who has completed all the required work is allowed to take the semester assessment.

The final grade is based on the student's performance during the semester. The student's grade consists of points accumulated from the results of the current assessment and incentive points.

Students who have completed all required assignments and received a score of 60 points or higher receive a grade corresponding to the grade received without additional testing.

For students who have completed all the required tasks but received a score below 60 points, as well as for those who wish to improve their score (result), the teacher conducts a final work in the form of a test during the last scheduled lesson in the discipline in the academic semester.

Evaluation of additional (individual) types of educational activities. Additional (individual) types of educational activities include the participation of applicants in scientific conferences, scientific circles of applicants and problem groups, preparation of publications, participation in All-Ukrainian Olympiads and competitions and International competitions, etc. in excess of the tasks established by the relevant work program of the academic discipline.

By decision of the department, students who participated in research work and performed certain types of additional (individual) educational activities may be awarded incentive (bonus) points for a specific educational component.

Assessment of independent work

The total number of points received by a student for completing independent work is one of the components of academic success in the discipline. Independent work on each topic, in accordance with the course program, is evaluated in the range from 0 to 3 points using standardized and generalized knowledge assessment criteria.

Scale for evaluating the performance of independent work (individual tasks) evaluation criteria.

Maximum possible assessment of independent work (individual tasks)	Execution level			
	Perfectly	Good	Satisfactorily	Unsatisfactorily
3	3	2	1	0

Forms of assessment include: ongoing assessment of practical work; ongoing assessment of knowledge acquisition based on oral responses, reports, presentations and other forms of participation during practical (seminar) classes; individual or group projects requiring the development of practical skills and competencies (optional format); solving situational tasks; preparing summaries of independently studied topics; testing or written exams; preparing draft articles, conference abstracts and other publications; other forms that ensure comprehensive mastery of the curriculum and contribute to the gradual development of skills for effective independent professional (practical, scientific and theoretical) activity at a high level.

To assess the learning outcomes of a higher education applicant during the semester, a 100-point, national and ECTS assessment scale is used.

Final assessment scale: national and ECTS

Total points for all types of learning activities	ECT8 assessment	National scale assessment	
		for exam, course project (work), practice	for credit
90 – 100	AND	perfectly	Enrolled
82 – 89	IN	good	
75 – 81	WITH		
68 – 74	D	satisfactorily	
60 – 67	THERE ARE		
35 – 59	FX	unsatisfactory with the possibility of reassembly	not accepted with the possibility of retaking
0 – 34	F	unsatisfactory with mandatory re-study of the discipline	not passed with mandatory re-study of the discipline

Course policy.

To successfully complete the course "Methods and Technologies of Management Decision Making", the student must:

- regularly attend lectures and practical classes;
- work systematically, systematically and actively in lectures and practical classes;
- make up for missed classes or unsatisfactory grades received in classes;
- to fully perform the tasks that the teacher requires to prepare, their quality is appropriate;
- perform control and other independent work;
- adhere to the norms of academic conduct and ethics.

The course " Psychology of Mass Behavior " involves mastering and adhering to the principles of ethics and academic integrity, in particular, focusing on preventing plagiarism in any of

its manifestations: all works, reports, essays, abstracts and presentations must be original and author's, not overloaded with quotations, and must be accompanied by references to primary sources. Violations of academic integrity are considered to be: academic plagiarism, self-plagiarism, fabrication, falsification, copying, deception, bribery, and biased evaluation.

Recommended sources of information.

Mainliterature:

1. Групові ресурси подолання наслідків негативних соціальних вищ: практ. посібн. / за наук. ред. Л. Г. Чорної. К., 2021.
2. Джуган Р.І. Психологія особистості: методичні рекомендації до курсу. Ужгород: ДВНЗ «УжНУ», 2023. 60 с.
3. Кацавец Р.С. Психологія особистості. Навчальний посібник. Київ : Алерта. 2021. 134 с.
4. Католик Г. Психологія особистості (в схемах, презентаціях і таблицях): навчальний посібник/ Галина Католик, Наталія Калька. - Львів: Л вДУВС, 2022.158 с.
5. Кононец М.О. Психологія лідерства: навч. посібн. Київ, КВІЦ, 2020. 252 с.
6. Лебон Густав. Психологія людських спільнот. Львів: Львівська політехніка, 2020. 228с.
7. Москалик Г. Особливості психологічного впливу на масові настрої //Наукові перспективи. 2023. №. 6 (36). С. 387-397. <http://perspectives.pp.ua/index.php/np/article/view/5297>
8. Психологія саморегуляційної діяльності суб'єкта в контексті гібридної війни Psychology of the Subject Self-Regulatory Activity in the Context of Hybrid Warfarey /N. Makarchuk1, L. Kulinenko, O. Vasylieva, O. Zhurkova, L. Makarchuk, E. Mozoliuk // Journaof Intellectual Disability Diagnosis and Treatment, 2021, 9, 97-106.
<https://www.lifescienceglobal.com/pms/index.php/jiddt/article/view/7215>
9. Поліщук В.М. Соціальна психологія (програмні основи, змістові модулі, інформаційне забезпечення). Суми: Університетська книга, 2020. 217 с. 7. Психологія мас: конспект лекцій / укладачі: П. І. Сахно, К. С. Сахно. Суми : 9 Сумський державний університет, 2022. 116 с.
10. Татенко В. О. Соціальна психологія націєтворенн : суб'єктно-вчинковий підхід. Кропивницький: Імекс-ЛТД, 2021. 142 с.
<https://ispp.org.ua/wp-content/uploads/2022/02/tatenko-mon21.pdf>