

Public Service Announcement
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For this project, you will create a short film or public service announcement (PSA) demonstrating some aspect of the course. This film will be based on course material and can be created using easily accessible desktop software. One easy-to-use program is iMovie, but others are available as well. You can work alone or work in groups of 1-3.

You will not be graded on the *technical* quality of your public service announcement, but rather on the quality of your script, your creativity, and the effort you put into the project.

Your video should illustrate one of the theories we discussed in class. Some example PSAs are here.

<http://www.breakingprejudice.org/multimedia/public-service-announcements/>

Note however that these example videos *do not* directly discuss a theory from the class. Make sure that yours does. So, for example, the video “breaking stereotypes” would need to have a section on how the speakers’ statements reflect microaggressions that they have experienced and information from lecture about microaggressions. The video on privilege would need to explain what group privilege is and how the ideas in the PSA are examples of privilege. You can do this with voiceovers if you wish. This is a very important part of your project.

Your PSA should:

- a) Focus on only *one* theory and illustrate that theory. Look carefully at the list below for examples of what are and are not theories.
- b) Cover that theory in depth. Do not just provide a definition.
- c) Give details but also make it accessible to a lay audience. That is, write for an audience that has never heard of that theory. Include the results of at least one research study that illustrates that theory. For example, if you choose the Personal Group Discrimination Discrepancy (PGDD), describe what the theory predicts and include at least one motivational and one cognitive reason why people engage in PGDD.
- d) Engage your audience: Make them interested in your project and/or theory.
- e) Include applied examples that relate to your theory. For example, what does Social Role Theory predict about future stereotype change? How can we use the results of stereotype threat research to reduce its effects?
- f) Be at least 3 minutes long.
- g) Show creativity and effort. A PSA that is just one or two students reading the script does not meet this criterion. There are an endless number of images you could use to illustrate your point. You can also use actors to illustrate your points. Be sure to include visuals as well as text.
- h) Include credits at the end, including your name(s) and sources of images, text-to-speech, and research study used.
 - a. Because this is a class project, you do not have to worry about copyrights for images, music, etc. However, you cannot post the PSA to a broader audience (e.g., YouTube) without those permissions.

Also note:



- a) Each person who appears in the PSA must sign the release form below (including members from our class). If you use anyone under the age of 18, their parents must also sign the release.
- b) If more than one person works on the project, you must complete the group grade form below and turn it in with your project.
- c) You must provide a printed copy of the written script you used for your PSA along with the video itself.
- d) Look at the grading rubric to be sure you have covered all required aspects of the paper.

Examples of Theories (There are many Others)		
Social Role Theory	Terror Management Theory	Social Dominance Orientation
Social Identity Theory	Intergroup Relations Theory	Stereotype Fit
Social Learning Theory	Linguistic Intergroup Bias	Illusory Correlations
Modern-Symbolic Prejudice	Aversive Racism	Integrated Threat Theory
Right Wing Authoritarianism	Stereotype Threat	Relative Deprivation Theory
Attributional Ambiguity	Stereotype Content Model	Microaggressions
Multicultural Competence	Psychological Disengagement	



Group Grade: Public Service Announcement

If you completed your project with a group, you will evaluate the contributions of your fellow group members. To do so, you indicate below the percentage contribution each group member made to the group. This estimate should be based on the quality, quantity, and timeliness of each group members' work.

If you believe all your teammates worked equally hard, produced work of equal quality, and met the deadlines you set as a group, then you should give each of them an equal percentage of 'group effort.' For a three person group, that would be 33%; in a two person group, that would be 50%. (Don't worry – points will not be affected by group size.) If you believe you or one of the group members worked harder, produced work of higher quality, and were better at meeting the timelines, then you should allocate a higher percentage of merit to that person. If you do this, you must then give yourself or some of your other teammates – whom you believe did not work as hard, who produced lower quality work, or who did not meet deadlines– a lower percentage. Include your own *honest* estimate of your effort.

Complete the table below based on your assessment of each group members' contribution, including your own. The amount you award that person can range from 0% to 100% effort. The total **MUST** add up to exactly to 100%. Please include brief comments that explain why you gave each person that score. **THIS TABLE MUST BE TURNED IN WITH YOUR PUBLIC SERVICE ANNOUNCEMENT.**

Your Name _____

Group Member Name	Percentage of Score based on her/his contributions	Reasons for Score
YOU		

ALSO: Write a one paragraph summary of your contributions to the paper.

