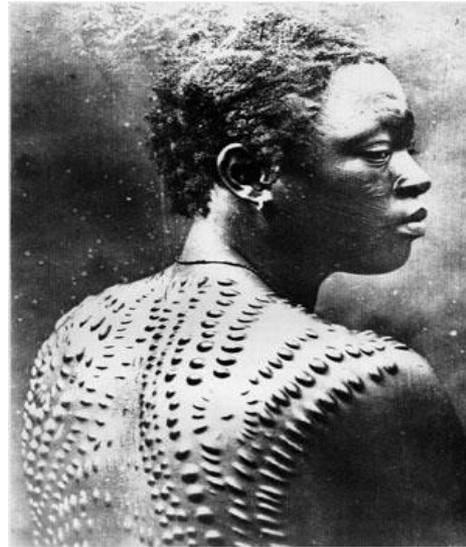


Social Psychology

Are these cultures really that different?



What is SOCIAL PSYCHOLOGY?

- A BEHAVIOURAL SCIENCE
- BRANCH OF PSYCHOLOGY
- A VERY FASCINATING SUBJECT MATTER-
HUMAN BEHAVIOUR
- SCIENCE OF THE BEHAVIOUR OF INDIVIDUAL
IN SOCIETY
- HOW THE INDIVIDUAL INFLUENCES OTHERS & IS
INFLUENCED BY THEM

What is Social Psychology

- Fascinating subject matter- **Human Behaviour**
- Branch of General psychology
- Bridge between Sociology Psychology
- Study of the interactions of human beings
- Study of the behaviour of the individual in society
- Social interaction:-reciprocal influence
stimuli&response/ action&reaction

DEFINITION

- Kimball Young:-
- “ Social psychology is the study of persons with one another and with reference to the effects of this interplay upon the individuals thoughts,feelings, emotions and habits”

DEFINITION

- Social psychology is the science which studies the behaviour of an individual in so far as his behaviour stimulates other individuals or itself a reaction to their behaviour and which describes the consciousness of the individual in so far as it is a consciousness of social objects and relations- Allport

definition

- A classical definition proposed by Gordon W. **Allport**
- “social psychology is the scientific attempt to explain how the thoughts, feelings, and behaviors of individuals are influenced by the actual, imagined, or implied presence of other human beings”

definition

- By "imagined or implied presence," Allport suggests that the effects of social influence are felt even when there are no other people directly present
- In other words, cultural norms affect us even when we are alone. We may be watching television, listening to the radio, or just recalling previous interactions.

DEFINITION

- Allport:-
- “study of the behaviour of one individual in so far as his behaviour stimulates other individuals or is itself a reaction to their behaviour and which describes the consciousness of social objects and reactions”

DEFINITION

- Krech and Crutchfield:-
- “ science of the behaviour of the individual in society”

- Barron and Byrne (2007):
- “the scientific field that seeks to understand the nature and cause of individual behaviour and thought in social situations”.

definition

- The branch of knowledge that deals with the psychic interplay between man and his enviroing society-

Ross

- Study of the individual human beings as he interacts largely symbolically with his environment. It studies the processes involved in this interaction between the individual and his world and also a major result of this interaction namely, personality-

Richard Dewey

ORIGIN OF SOCIAL PSYCHOLOGY

- Originated in its scientific form in the 19th c and developed in 20th c
- Role of ancient social philosophers
- **Plato**-REPUBLIC
- the basic foundation of man's specific social organisation is his tendency **to learn**
- Man can be educated
- his innate tendencies are much influenced by education

origin

- Aristotle- Ethics & Politics
- No change can be introduced in behaviour thru education
- Man's social behaviour is based on innate tendencies
- Epicureans- hedonism
- Behavior is inspired by his urge for pleasure
- Bodily pleasure & intellectual pleasure
- Conti.....

origin

- Contributions of-
- Machivelli- spoke on human behaviour
- Montesque- role of climate on behaviour
- Comte- positivism
- Lazarus-
- Wundt-collective mind

FOUNDERS OF SOCIAL PSYCHOLOGY

- **JEAN GABRIEL TARDE**:- French scholar
- “**Laws of Imitation**”- published in 1890
- Analyzed the influence of social environment
- Role of imitation
- Society is imitation

FOUNDERS OF PSYCHOLOGY

- Gabriel Tarde- French scholar
- *The Laws of Imitation*
- Tarde considered imitation, conscious and unconscious, as a fundamental interpersonal trait.
- Analyzed the influence of social environment
- Role of imitation
- Society is imitation

FOUNDERS OF SOCIAL PSYCHOLOGY

- **GUSTAVE LEBORN-** FRANCE
- **'The Crowd'**- published in 1895
- Description of crowd behaviour
- Existence of a collective mind apart from individual mind
- Collective mind possesses –extreme suggestibility, impulsiveness, emotionality, credulity

Founding fathers

- LEBORN
- **Gustave Le Bon** : Fench social psychologist, sociologist, anthropologist.
- He is best known for his 1895 work *The Crowd: A Study of the Popular Mind*.
 - His writings incorporate theories of national traits, racial and male superiority, herd behavior and crowd psychology.

FOUNDERS OF SOCIAL PSYCHOLOGY

- EDWARD ROSS- AMERICA
- Book- “Social Psychology”
- *First scientific definition of SP*-as the study of the interaction of man and the environment surrounding him
- Made Psychological analysis of crowd,fashion,folkways,customs,conflicts, public opinion

FOUNDERS OF SOCIAL PSYCHOLOGY

- **WILLIAM McDOUGALL** – BRITISH
- Book- “Introduction to Social Psychology”
- Explanation of man’s life based on *instincts*
- theory of instinct

Founding fathers

- Allport- Experimental methods
- Sigmund Freud- Psychoanalysis
- Jung- unconscious causes of crowd behaviour
- Lasswell/ Kardiner/Kurt Lewin/Kimball Young
- Sprott/Sheriff/Gardner Murphy/ New comb
- Mead/ Cooley

PRESENT POSITION OF SOCIAL PSYCHOLOGY

- The significance of social psychology was greatly enhanced after the Second World War. The main reasons for this were the miseries caused by the war and the killing of lakhs of people.
- The miseries of war and the plight of the orphans and widows led the scholars towards the understanding of the causes of wars and the steps for preventing them.
- They started investigating the social phenomena like Propaganda, Rumour, Prejudice, International Relations, Mass Communication etc.
- Many studies were also conducted on Aggression and Violence. The answer to the question "Is aggression hereditary" was explored by the researchers.

Social psychology today

- The investigations are now being conducted in the following directions:
 - 1. The influence of crowd, noise, temperature, pollution etc. on the human behaviour.
 - 2. Various aspects of Mass Communication' such as the influence of TV programmes on cultural development, the influence of information technology on social and individual life patterns etc.

Social psychology today

- 3. The various dimensions of sexual behaviour, sexual deviations and the -social life of sexually deviants; relationship between crime and sexology; impotency and frigidity in social context; attitudes towards birth control of different communities and religious groups.
- 4. Aggression, violence, altruism, segregation, social injustice. political corruption etc.
- 5. Social behaviour in space and space age.
- 6. Cross cultural studies.

Social psychology today

- 7. In Indian situation there are many social problems about which investigations are carried out:
 - (i) Religious Fundamentalism.
 - (ii) Casteism and the behaviour towards socially deprived.
 - (iii) Cruelty towards women, status and position of women, dowry
 - etc
 - (iv) Family disharmony, marital problems, divorce, abortion and their sociological implications

Social psychology today

- (v) Obstacles in the development of democratic outlook.
- (vi) Corruption, socio-psychological aspects of political corruption and nexus between politician, criminal and police.
- (vii) Role of bureaucracy in present social and political environment.
- (viii) Population and birth control.
- (ix) Problems of working women.
- (x) Unemployment and its influence on social life.
- (xi) National and industrial tensions.

Social psychology today

- (xii) Community life in slum and congested areas of towns.
- (xiii) Problems of youth.
- (xiv) Typical problems of old age and rehabilitation of the old.
- (xv) Impact of violence and aggression on public life.
- (xvi) Crime and criminal behaviour.
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thanks