

NATURE , SCOPE & IMPORTANCE OF SOCIAL PSYCHOLOGY

NATURE

- Social psychology is a science
- 1. Uses scientific methods- eg. Experimental method/observation/classification/analysis/generalisations
- 2. Factual- studies facts not ideas- impartial & objective
- 3. Laws are Universal
- 4. Veridical- verifiable
- 5. Discovery of cause –effect relationship
- 6. Prediction

CONCEPT OF SOCIAL INTERACTION

- **Young** defines social interaction as follows:
- *“Broadly defined interaction refers to the fact that the response gesture words, or gross bodily movements of one individual is the stimulus of another, who in turn, responds to the first”.*
- A simple definition of Social Interaction is given by Dawson & Gettys -
- *“Social Interaction is a process whereby man interperietrates the minds of each other.”*

TYPES OF SOCIAL INTERACTION

- Three types of social interactions can be described -
 - (1) Person to Person
 - (2) Person to Group
 - (3) Group to Group

SCOPE OF SOCIAL PSYCHOLOGY

- Subject matter- the social world as it influences man's interaction
- Studies all forms of social behaviour
 - Three parts of the scope of Social psychology:-
- 1. Social stimuli & social stimulus situations
- 2. Individual reactions and experiences arising from social stimuli
- 3. Influences of social environment on the individual- SOCIALISATION

SCOPE...

- **4. Social Motivation**—What do we mean by social motivation? What are its influences on individual behaviour? These are some of the problems which are included in the scope of social psychology
- **5 Social Interaction**— To understand social behaviour it s essential to understand the nature of social interactions It is because of its importance that social interactions fall under the scope of social psychology.

SCOPE...

- **6 Social Perception**—Our perceptions are influenced by the perceptions of others. How and why we are influenced by the other's perceptions? To understand these and similar problems the study of social perceptions is made. Along with social perception we also study person perception.
- **7 Social Learning**—The learning of an individual is very greatly **influenced by social environment**. Some of the learning takes place on the basis of individual's capabilities and much of it takes place because of the association of the individual with the society.

SCOPE...

- **8. Culture and Personality**—Every society has its own culture. It influences the members of the society. The study of these influences provide us much information about' the developmental process of the individual.
- **9 Language and Communication:** We are in contact with others through language. The language helps us in communication of our thoughts. But communication can also be **non-verbal**. Our facial expressions, eye contacts, movements of hands and feet convey many of our messages to the others. Hence the problems of language and communication need careful and deep study.

SCOPE...

- **10. Group Structure, Group Morale, Group Decision and Leadership**—The understanding of the formation of groups and the influence of groups on individual behaviour is essential' for finding the solutions of social problems. Hence the topics like group structure etc. come under the scope of social psychology.
- **11. Public Opinion, Propaganda & Rumour**—The formation of public opinion, the influence of propaganda on individual and social behaviour and the psychological aspects of rumour are all very important topics of social psychology.

SCOPE...

- **12. Social Change**—In every society there is social change. What do we mean by social change? When does it take place? What are the factors and dimensions of social change? Why do some societies strongly resist any reforms or progressive outlook ? These are unique problems on which social psychologist conduct many of their investigations.
- **13. Prejudices, Stereotypes and Social Tensions**
- In every society there are some disruptive elements. These create social tension. Some such elements are prejudices and stereotypes. The study of these elements or factors lead us towards an understanding of disruptions in the society and the social tensions.

SCOPE...

- **14 Altruism, Aggressiveness, Cooperation and Competition—**
- **Altruism means helping an individual without any hope for reciprocity.**
- **Aggressiveness refers to that behavior which harms or injures the others.**
- ***Cooperation is working together by two or more individuals.***
- **In competitive behaviour the individuals try to push ahead of others.**
- **These four are social behaviours which have their own specificity and are adopted in special situations.**
- **The social psychologist want to understand the various aspects of such behaviours so that they can know the importance of these in social behaviour.**

SCOPE...

- **15 International Tensions and Industrial Conflicts**— Modern social psychologists are conducting investigations for finding the cause of social tensions.
- They are concerned with the problems of war and peace terrorism at national and international levels and the industrial disputes and disharmony in labour-management relationships.
- All these are being studied so that there may be refinement in social life patterns.

SCOPE...

- **16. Applications of Social Psychology in Education Business, Military, National Affairs etc.—**
- **Its application in Education, Business etc. have benefitted both itself and those branches of knowledge or the social activities which make use of its knowledge.**
- **17. Attitudes and their Measurement—In the study of social psychology the attitudes—their definition social-attitudes the development and measurement of attitudes are included.**
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Problems Dealt by Social Psychology

- 1. The problems of socialisation.
- 2. The problems concerning the social heritage as it influences the behaviour of individuals in social situations.
- 3. The problems concerning the social interaction which influence the individual's behaviour in social situations.
- 4. The problems relating to the group behaviour.
- 5. The problems related to social heritage.

Problems Dealt by Social Psychology

- 6. The problems relating to the impact of culture upon personality.
- 7. The problems relating to the social change.
- 8. The problems relating to putting of the theoretical knowledge of social psychology into practical use so that better social living may be organised.
- 9. The problems related to social tensions.

IMPORTANCE OF SOCIAL PSYCHOLOGY

- 1. *Social psychology tells him the ways which may help him to lead a useful and healthy life in the society*
- 2. *The better integrated a society is the less chances of conflicts will be there. Social psychology points out the ways for the integration in society.*
- *for the stability in the society and for avoiding conflicts among the various members of the society, the study of social psychology is important.*

Importance...

- 3. There are certain individuals indulge in anti-social behaviour.
- Social psychology makes a study of such individuals and enlists the reasons for their anti-social behaviour.
- *This knowledge helps us in dealing effectively with anti-social elements in the society. Thus, to rid the society of anti-social elements, the study of social psychology is important.*

Importance...

- 4. *social psychology also makes a study of the individual's innate endowments.*
- It also studies the effect of culture on the personalities of the individuals.
- Both of these knowledge help us in organising better social situation in which the personality of all the members of the society will grow in right directions.

Importance...

- 5. The importance of social psychology in the present times is very great.
- *To avoid war and to obtain peace, we have to understand the basis of racial prejudices, the group differences, the national malaise and the economic and political conditions prevalent in various societies.*

Importance...

- 6. With the **rapid industrialization**, the complexion of the society has also changed. The easy going life of a farmer is changed to the fast moving life of an industrial worker.
- old social value social norms and social ideals have been dispensed
- new values, new norms and new ideals have been put forward.
- social psychology makes a study of social change and makes us understand the differences between values, norms and ideals in the past and present.
- This knowledge helps us in our adjustment in a better manner to the changing social situations.

Importance...

- *7. The study of social psychology informs us about this disparity between the pace of social and industrial progress and thus equips us in a better manner for proper social growth of our people.*

Importance...

- 8. *Besides social developments, the political development can also take place on proper lines by making a study of social psychology.*
- VOTING BEHAVIUIOR- on the basis of some other considerations like caste community, religion and personals prejudices.
- The study of social psychology informs us how the public opinions are formed
- what are the qualities a leader
- Role of propaganda in elections and how can the electorate be educated.

Importance...

- 9. *social psychology can also help in the removal of international tensions.*
- The international tensions are often the result of religious, social, political or economic differences among the people of various nationalities.
- Students of social psychology can probe into the differences which exist or may exist between the people of different nations

Importance...

- 10. *The knowledge of social psychology is also helpful in the industrial situations.*
- social psychology can tell us how better relations can be promoted between the labourers and millowners.
- The millowners can be made to realise the view-point of labourers and also the labourers can be encouraged to produce more.
- social psychology also throws light on the formation of labour unions and indicates the directions in which these Unions can have better relationships with the millowners.
- Besides this, the knowledge of the propaganda techniques help the salesmen in selling their wares.

Importance...

- 11. *Social psychology is also important, because it studies the mental processes as they manifest themselves in social situations.*
- studies many mental processes in concrete form.
- General psychology studies sensation, perception, motivation etc. in an abstract manner.
- social psychology studies these processes in concrete form.

Importance...

- *12. Many of our abnormalities have social background.*
- For example, it is on account of social taboo that the individuals are forced to suppress many of their desires, feelings and wishes. These suppressed desires etc. develop in them certain mal-adjustments of personality.
- *Social psychology throws light on the social conduct, social norms and tries to explain the causes of certain abnormal behaviour of individuals.*

THANK YOU