ST JOSEPH’S COLLEGE FOR WOMEN (A), VISAKHAPATNAM

III SEMESTER **PSYCHOLOGY** Time: 5 Hrs./week

PSY 3602(4) **SOCIAL PSYCHOLOGY – I** Max. Marks : 100

w.e.f. (2020-21) 20 AH Batch

**OBJECTIVES:**

1.Develop an awareness of the field of Social Psychology.

2.Develop a better understanding of both their social environment and its relationship to their behavior.

3.Become acquainted the students with the different methods of social psychologists.

4. Become sensitive to the social and cultural forces at work.

5. Inquire, analyze, and relate the principles to everyday happenings.

**COURSE OUTCOMES:**

CO1: Develop an awareness of nature, emergence and growth of social psychology.

CO2: Illustrate the relationship between non verbal communication and social perception and understanding causes of behaviour.

CO3: Learn how one socialises to the society and its implications

CO4: Explain the underlying constituents of attitude formation and its application.

CO5: Have a comprehensive understanding the process of communication and apply it effectively in daily life.

**UNIT I: NATURE AND SCOPE OF SOCIAL PSYCHOLOGY:**

1. Definition, Nature and Scope of Social Psychology
2. Social Psychology and other Sciences
3. Research methods in Social Psychology- Observation, Survey, Correlational Method, Field Study and Experimental Method

**UNIT II: SOCIAL PERCEPTION AND IMPRESSION FORMATION:**

1. Social Perception - Meaning and Factors Influencing Social Perception, Types and Mechanisms of Social Interaction
2. Social Norms, Roles and Status
3. Attribution- Meaning and Errors in Attribution - Impression Formation - Meaning and Techniques of Impression Formation

**UNIT III: SOCIALIZATION:**

1. Definition and goals of Socialization, Socialization Process.
2. Social Motives and Social Incentives, Agencies of Socialization.
3. The Development of Self-Concept, Self Evaluation.

**UNIT IV: SOCIAL ATTITUDES:**

1. Definition- Importance, Distinguishing Features of Attitudes
2. Attitude Formation and Change
3. Measurement of Attitudes- Likert, Bogardus and Thurstone

**UNIT V: COMMUNICATION :**

1. Definition, Nature and Types of Communication and Barriers of Communication.
2. Formation and change of Public Opinion
3. Rumors and Propaganda

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**SOCIAL PSYCHOLOGY PRACTICUM- I**

Conduct any Eight experiments from the following:

* 1. Anger Expression
  2. Knowledge of results
  3. Level of Aspiration
  4. Dimensions of Regidity
  5. Sociometry
  6. Attitude measurement
  7. Serial reproduction of an event
  8. Rumor transmission
  9. Suggestion
  10. Field work/ Project Work- Observation visit to two NGO’s working with socially disadvantaged people

**REFERENCE BOOKS:**

1. Myers, David G. (1988) Social Psychology, 2nd Edition, McGraw Hill Book Company.
2. Baron, Robert. A. and Byrne, Donn. Social Psychology, 7th edition, Prentice Hall of India Pvt. Ltd.
3. Lindgren, Henry.C. (1973). An Introduction to Social Psychology, John Wiley & Sons
4. Munn, N.L., (1948). Laboratory Manual in Experimental Psychology, Houghton Mifflin Co., New York.
5. Nataraj.P. (1970). A manual of laboratory experiments in psychology, Mysore Printing and Publishing House. Mysore

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