

OBJECTIVES: To enable the students to

1. Develop a better understanding of both their social environment and its relationship to their behaviour.
2. Be acquainted with the different methods of Social Psychology.
3. Become sensitive to the social and cultural forces at work.
4. Inquire, analyze, and relate the principles to everyday happenings.

COURSE:

UNIT – I : AGGRESSIONS & HURTING OTHERS:

The nature of Aggression. Instinct theory. Biological influences upon aggression. Frustration – Aggression theory – The distinction between frustration and deprivation – Does money buy happiness? – Is aggression learned Social Behaviour? How is aggression learned? When is aggression provoked? Influence upon Aggression – Aversive incidents: Pain – Heat – Attacks –Arousal : Pornography – Television. Group aggression – Reducing Aggression: Catharsis – A social learning approach.

UNIT – II: ALTRUISM:

Helping others: Social Exchange; The Benefits and costs of helping. Altruism as disguised self-interest. Empathy as a source of genuine altruism. Social Norms : The reciprocity and the social responsibility norm. Sociobiology: Kin selection: Genes care for relatives in whom they reside. Reciprocity – Comparing and evaluating theories of Altruism.

Situational influences; when are we likely to be Good Samaritans? Number of bystanders. Models: Helping when someone else does, people in a hurry. Whom do we help? Personal influences: Who are the Good Samaritans? Guilt – Mood – Personality Traits.

How can helping be increased? Undoing the restraints on helping, reduce ambiguity, increase responsibility, Guilt and concern for self – image. Socializing and Modeling Altruism. Attributing one's helpful behaviour to altruistic motives. Learning about altruism.

UNIT – III: PREJUDICE:

Disliking others. What is Prejudice? How pervasive is prejudice? Racial Prejudice – Prejudice against women – Gender stereotypes – Gender attitudes – Social sources of prejudice. Social inequalities, Prejudice rationalizes inequalities – Blaming the victim: The self fulfilling prophecy lurks again – In-group and out-group – Conformity, institutional support – Emotional sources of prejudice – Frustration and aggression: the scapegoat theory – Personality Dynamics – Needs for status and group identification – The authoritarian personality – Cognitive sources of prejudice – Categorization,

perceived similarities within groups, differences between groups, The persuasive power of Distinctive stimuli – Distinctive people draw attention. Vivid – distinctive cases get remembered, Distinctive events produce illusory correlations – Attribution: Is it a just world? – The ultimate attribution error – The just world phenomenon – Cognitive consequences of Stereotypes – Stereotypes are self-perpetuating – Do stereotypes bias our judgements of individuals?

UNIT – IV: **ATTRACTION:**

Liking and Loving others: - A simple theory of Attraction :- Liking: Who likes whom? – Proximity – Interaction – Anticipation of interaction – Mere exposure – Physical Attractiveness – Dating – The physical attractiveness stereotype – Who is attractive? Similarity versus complementarity. Liking those who likes us – Attribution – Self Esteem and attraction – Gaining another’s esteem – Loving: Romantic Love – theory Variations in romantic love – Companionate Love – Self-Disclosure – Equity.

UNIT – V: **TECHNOLOGY AND CONTEMPORARY SOCIETY**

Technology in the 1990’s – Human versus machines : The Psychology of everyday technologies – Living with computers: Computer Therapy – People and the world around us – The social physical environment and crowding: Being one of Many: The social environment and crowding. Designing & Dormitory – Other environmental variables. Noise: Effects of Noise on performance, sound relationship and health. Air Pollution: Pollution and Behavior – Heat and Health – Cold – The built environment Room: Building: The city – Catastrophes and crises: Unnatural disaster: Terrorism Hostages – War and peace – Psychology and Promotion of peace.

TEXT BOOKS:

1. Myers, David G. (1999), Social Psychology. VI Edition. Mc Graw Hill. USA.
2. Baron, Robert A and Byrne, D(2003). Social Psychology X Edition. Prentice Hall of India Private Limited New Delhi.

REFERENCES :

1. Baron, Robert A and Byrne D (1995) Understanding Human Interactions VII Edition. Prentice Hall of India Pvt. Ltd. New Delhi.
2. Worchel, S and Shebilske W. (1986) Psychology Principles and Applications Edition. Prentice-Hall. New Jersey.
3. Feldman, Robert, S. (1990) Understanding Psychology. II Edition. McGraw Publishing Company USA.