

**JYOTI NIVAS COLLEGE AUTONOMOUS
SYLLABUS FOR 2019 BATCH AND THEREAFTER**

Programme: INT BSc. MSc

Semester: III

**PAPER I
SOCIAL PSYCHOLOGY**

Course Code: 18III IS302

No. of Hours: 60

COURSE OBJECTIVES:

- To understand the contemporary aspects of social psychology concepts.
- Guide exploration of varied research methods in understanding the scope of social psychology.
- Help in expansion of the knowledge of self and understanding schemas and motives to improve self-esteem.
- Evaluate the stages of attitude formation and create diverse patterns to understand persuasion.
- Equip with the understanding of social thinking and view the causal attributions and form intergroup relations.

LEARNING OUTCOMES:

- To understand the processes, dynamics and behavior such as prosocial behavior, interpersonal attraction, social influence and group processes from social psychology perspective.
- To understand the processes and behavior and use it to day-to-day life.

UNIT I:

CHAPTER 1- SOCIAL PSYCHOLOGY: The Meaning Of Human Interaction 11 HRS

Meaning and Nature of Social Psychology, Causes of Behaviour and Thought in the Social Context; Levels of Explanation in Social Psychology (Interpersonal, Intrapersonal, Situational, Positional and Ideological); Contemporary Trends- Cognition and Behaviour, Social Neuroscience and The Role of Non-conscious Processes; Application of Research Methods in Social Psychology- Correlation, Archival Research, Case Study, Survey Research, Experimental Methods; Scope of Social Psychology - Clinics, Legal System and Health.

Self-study: Ethical issues in social psychological research- deception, informed consent, debriefing.

UNIT II:

CHAPTER 2 - SOCIAL IDENTITY AND SOCIETY 13 HRS

Historical Self- Psychodynamic Self, Differentiation Between Self and We, The Self and Social Interaction; Self Awareness- Private and Public Self; Self Knowledge- Self-Schemas, Learning About the Self in the Social Context, Social Comparison; Multiple Selves and Identities, The Search for Self-Coherence, Self-Motives- Self Assessment and Verification, Self Enhancement; Differentiation between Self Esteem and Self Presentation.

Self-study: Exposure of 'self' in Media.

UNIT III:

CHAPTER 3 - ATTITUDES AND PERSUASION 12 HRS

Structure and Purpose of Attitudes; Origin of Attitudes- Experience, Learning and Self-Perception; External Expression of Attitudes- Bodily and Action Clues, Implicit Attitudes; Predictions of Attitudes- Availability Heuristics, Automatic Activation, Theory of Reasoned Action, Theory of Planned Behaviour, Attitude Change- Cognitive Dissonance, Effort Justification, Induced Compliance, Post Decisional Conflict, Free Choice; The Art of Persuasion: Communication through Persuasion, Protecting Motivation Theory, Self-

Efficacy; Dual Process Routes to Persuasion- Elaboration Likelihood Model, Heuristic Systematic Model; Measurement of Attitudes.

Self-Study: Resisting Persuasion

UNIT IV:

CHAPTER 4 - SOCIAL THINKING

12 HRS

Social Cognition- Forming Impressions of People, Importance of Impressions- Control Impressions, First and Last Impressions, Physical Appearance; Categories of Schemas- Prototypes and Stereotypes; Use and Acquisition of Schemas; Perception and Remembrance of People- Social Encoding, Memory for People; Social Inference-Application of Heuristics; Seeking for the Causal Attribution in Action; Biases in Attributing Motives- Correspondence Bias, Actor-Observer Effect, False Consensus, Self-Serving Biases.

Self-Study: Explaining our Social World- Intergroup Attribution, Social Representations, Rumour, Conspiracy Theories.

UNIT V:

CHAPTER 4 - PREJUDICE AND INTERGROUP RELATIONS

12 HRS

Nature of Prejudice and Discrimination- Racism, Sexism, Self- Fulfilling Prophecy, Stereotype Threat, Violence and Genocide in Discrimination; Prejudice and Individual Differences- The Authoritarian Personality, Politically Based Theories; Intergroup Relations and Social Unrest- Relative Deprivation, Collective Protest and Social Change, Realistic Conflict Theory, Social Identity Theory.

Self-study: Improving Intergroup Relations.

REFERENCES:

1. Baron, R. A. & Branscombe, N. R. (2015). *Social Psychology*. (13th Ed.). New Delhi: Dorling Kindersley (India) Pvt. Ltd.
2. Myers, D. G., Sahajpal, P., & Behera, P. (2012). *Social Psychology*. (10th Ed.). New Delhi: Tata McGraw Hill Education Private Limited.
3. Schneider, F.W., Gruman, J.A., & Coutts, I.M. (2012). *Applied Social Psychology*. (2nd Ed.). New Delhi: SAGE Publications India Pvt. Ltd.
4. Moskowitz, G. B. (Ed.). (2013). *Cognitive social psychology: The Princeton symposium on the legacy and future of social cognition*. Psychology Press.
5. Crisp, R. J., & Turner, R. N. (2014). *Essential social psychology*. Sage.
