Fundamentals of Social Psychology

Semester III: DC I - Code Number DC 340510/AC 370310

No. of Credits-4,

Marks 100 (25 internal, 75 external)

Course Objectives:

•   To introduce the fields of Social Psychology.

•   To outline the basic concepts and methods used in Social Psychology.

•   To elucidate application of principles of Social Psychology in everyday life.

•   To understand Social Psychology from an Indian perspective.

Module I *Introduction to Social Psychology*

Credits	Lectures	Marks
1	15	25

Objectives:

After studying these modules, the learner will be able to:

• Understand the nature of social psychology
• Know a brief history of social psychology

1.1 Definition of Social Psychology.

1.2 Nature and brief history of Social Psychology.

1.3 An impact of culture on social behaviour.

1.4 Profession of Social Psychology. Possible roles and employment opportunities

1.5 Research methods in Social Psychology.

 (a) The Experimental method. (b) Systematic Observation method. (c) Co-relation method.

Module II : Social Perception and Cognition

Credits	Lectures	Marks
1	15	25

Objectives:

After studying these modules, the learner will be able to:

•   make meaning of non-verbal communication.

• understand Attribution and Self Attribution.

• Know how we think about others, how we judge them, make decisions about them and predict their future behaviour.

2.1 Social perception and cognition

2.2 Non-verbal communication.

2.3 Definition of attribution and theories of attribution.

2.4 Impression formation and impression management.

 2.5 Schema and Prototypes.

2.6 Affect and Cognition.

Module III :Attitude Formation and Attitude Measurement

Credits	Lectures	Marks
1	15	25

Objectives:

After studying these modules, the learner will be able to:

• Know the process of attitude formation

• Understand the relationship between attitudes and behaviour

• Describe various different types of scales which are used to measure attitudes.

3.1 Attitudes and Behaviour.

3.2 Attitude formation: (a) Social learning.   (b) Social comparison.

3.3 Attitude measurement: (a) Thurston's Scale.   (b) Likert Scale.   (c) Guttmann's Scale.

3.4 Attitude Change: (a) Persuasion Approach. (b) Cognitive Dissonance Approach.

3.5 India specific problems related to attitudes.

Module IV: Prejudice and Discrimination

Credits	Lectures	Marks
1	15	25

Objectives:

After studying these modules, the learner will be able to:

- Explain the term prejudice and discrimination.

- Understand the causes of prejudice.

- Learn ways of reducing prejudice.

4.1 Prejudice and Discrimination – Its nature and causes.

4.2 Measures to reduce prejudice.

4.3 Prejudice based on caste, gender and religion.

Textbook:

1. Robert A. Baron and Donn Byrne; "Social Psychology – With Research Navigator"; 10th Edition (Pearson Education).

Reference Book: 1. Robert A. Baron, Nyla R. Branscombe, Donn Byrne and GopaBhardhwaj; 2009; "Social Psychology"; 12th Edition (Pearson Education).

Internal assessment

Tests/ assignments

Group discussion/ Role play

Street play on Module IV