

## SYS 505 Social Psychology

### Objectives:

After the completion of this course a student will be able to

1. Understand the basic concepts in social behavior
2. Understand the dynamics of social behavior in relation to the social institutions
3. Analyze the processes of motivation, perception and attitude formation
4. Comprehend the forces behind the crowd and mob behavior
5. Know the factors behind the social discrimination

### Course Outcome:

- CO1. Understand concepts in social behaviour
- CO2. Processes of motivation, perception and attitude formation
- CO3. Understand Crowd and mob behaviour.
- CO4. Social behavior in relation to social institutions
- CO5. Forces behind the crowd and mob behavior
- CO6. Factors behind the social discrimination
- CO7. Leadership types and functions
- CO8. Personality traits and formation
- CO9. Major theories to interpret human behaviour

### Course Content:

#### UNIT - I : Introduction:-

Hrs -12

- a. Meaning and importance of social psychology
- b. Relationship with sociology and anthropology
- c. Relevance of social psychology in India

#### UNIT - II : Basic Concepts:

Hrs - 12

- a. Motivation
- b. Perception and learning
- c. Personality and physical development

#### UNIT - III : Major Theories in Social Psychology:

Hrs -12

- a. Role theory - Merton
- b. Symbolic interaction - Blumer
- c. Theory of prejudice - Allport

#### UNIT – IV : Social Attitudes:

Hrs -14

- a. Formation and change of attitudes
- b. Stereotypes and prejudices
- c. Discrimination and deprivation of social groups

## UNIT - V : Collective Behaviour:

Hrs -14

- a. Leader and followers
- b. Rumour and crowd behaviour
- c. Propaganda and public opinion

### Reference Books:

- Allpoort, G.W. 1954. *The Nature of Prejudice*, Cambridge Mass.
- Baros, Robert A. and Donn Byrne. 1988. *Social Psychology*, Prentice Hall of India, New Delhi.
- David G Myers. 1988. *Social Psychology*, McGraw Hill Book Company, New Delhi.
- Evans, Robert R. 1975. *Readings in Collective Behaviour*, Chicago : Rand Monally College Publishing Co.
- Krech D. and Crutchfield R.S. 1975. *Theory and Problems of Social Psychology*, Mcgraw Hill, New York.
- Kuppuswamy. B. 1980. *Introduction to Social Psychology*, Medial Promoter & Publishers, Bombay.
- Lindzey, Gardner and Elliot Aronson (ed.). 1964. *Handbook of Social Psychology*, Vol.I & II, Wiley Publishing Co. London.
- Maltzer, B.N., W. John, et al 1945. *Symbolic Interactionism*, Routledge and Kegan Paul Ltd., New Jersey.
- Mannheim, Karl. 1966. *Essays on Sociology and Social Psychology*, Routledge and Kegan Paul Ltd., London.
- Newcomb T.M. 1950. *Social Psychology*, Drvdon Press, New York.
- Paliwal, Suprithy. 2002. *Social Psychology*, RBSA Publishers, Jaipur.
- Sharon s. Brehm and Saul M. Kassim. 1996. *Social Psychology*, Houghton Miffinco, Boston.
- Sprott, W.J.H. 1952. *Social Psychology*, Methuen and Co. London.
- Young, Kimball. 1963. *A Hand Book of Social Psychology*. Routledge and Kegan Paul Ltd., London.