

CGE458: BEHAVIOUR IN SOCIAL CONTEXT

No.of Hrs:40

Objectives: To enable the students to learn the social basis of behaviour. Special emphasis is laid on the social influences, impression management, building relationships and Pro-social behaviour. The learners are expected to relate these aspects with the socio-cultural context.

Unit I: Social perception and Cognition: 10Hrs.

Attribution- attribution theories, sources of error Impression formation and impression management schemas & its impact, heuristics, sources of error in social cognition, Affect & cognition

Unit II Social Influence 10Hrs.

Conformity- factors influencing conformity, basis of conformity, resisting conformity, Group think, hazards of Group think ;Compliance- Principles and techniques to gain compliance; Obedience- Milgram study, causes and resisting destructive obedience, Indoctrination.

Unit III Interpersonal Relationship 10Hrs.

Types, Attachment styles, building relationships, Interpersonal attraction: definition, origin, proximity- impact, influence of emotion and other characteristics in interpersonal attraction, triangular theory of love

Unit IV- Prosocial Behavior: 10Hrs.

Definition, Diffusion of responsibility & Bystander effect, - five steps of helping; characteristics of helpers, theories- empathy altruism hypothesis, negative state relief model, empathic joy hypothesis, genetic determinism model.

References:

1. Baron, R., A. & Byrne, D. (1999). *Social Psychology*. New Delhi: Prentice Hall
2. Bonner, H. *Group Dynamics: Principles of Application*.
3. DeLamater & Myers (2009) *Text book of Social Psychology, Cengage learning*.
4. Feldman, R.S. (1998) *Social Psychology* 2nd edition New Jersey: Prentice Hall Inc

5. Forsyth, D. (1990). *Group Dynamics*, (2nd Ed). Pacific Grove: Brooks/Cole Publication
6. Lamberth, J. (1980), *Social Psychology*. Mac Millan Publications
7. Gun, R., Semen & Klaus Fielder. (1996). Ed. *Applied Social Psychology*. London: Sage.
8. McDavid, J.W. &Harari, H. (1969) *Social Psychology*. New York: Harper & Row.
9. Myers. D. G. (2005), *Social Psychology*. 8th Edition, Tata-McGraw Hills.
10. Prabhu, V.V. & Joshi, M.S. *Social Psychology*. Mumbai: VipulPrakashan