

UNIVERSITY OF MADRAS
B.Sc. DEGREE COURSE IN PSYCHOLOGY
SYLLABUS WITH EFFECT FROM 2020-2021

BPY-DSC10

CORE-X: SOCIAL PSYCHOLOGY-I

Instr.Hrs.: 6
Credits : 4

Year : III
Semester: V

Course Learning Outcome

After completion of the Social Psychology I course, students will be able to:

1. Outline the nature, history, principles and scope of social psychology and methods used in social psychology research
2. Illustrate the significance of self- presentation behaviors in relation to the multifaceted development of the self
3. Infer the interconnections between attitude and behavior
4. Compare the reasons of conformity, compliance and obedience
5. Summarize the conditions promoting helping behavior and infer conditions of bystander effect

UNIT I: INTRODUCTION

Definition of Social Psychology – Nature of Social Psychology- Brief History- Principles of Social Psychology - Social Psychology and Human Values- Social Psychology and Common Sense- Research Methods.

UNIT II: THE SELF

Self-Presentation: Self-Other accuracy in predicting behaviour- Self-Presentation tactics, Self-Knowledge: Introspection, the self from the observer's standpoint, Personal identity versus social identity: the importance of the social context and others' treatment

Social Comparison: Self-serving biases and unrealistic optimism, Self-esteem: the measurement of self-esteem - the impact of migration on self-esteem - gender differences and self-esteem, Self as a target of prejudice: concealing one's identity and its impact on well-being - overcoming the effects of stereotype threat.

UNIT III: SOCIAL BELIEFS AND JUDGEMENTS

Judging the social world: Perceiving the social world - Explaining the social world– Importance of social beliefs- Self-fulfilling prophecy, Cognitive social psychology, Behavior and Attitudes: Conditions When Attitudes Determine Behavior – Conditions When behavior Determines Attitudes- Explaining Why behavior Affect Attitudes, Self-presentation:

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Impression Management, Self-justification: Cognitive Dissonance- Self-perception: Comparing the theories.

UNIT IV: CONFORMITY, COMPLIANCE AND OBEDIENCE

Conformity: Definitions- Classic Studies on Conformity- Compliance & Obedience- Factors Predicting Conformity- Reasons for Conformity- Characteristics of people who conform- Resisting social pressures to conform, Compliance: Principles of compliance, Effectiveness of compliance strategies, Obedience: Causes & resisting the effects of destructive obedience.

UNIT V: HELPING BEHAVIOR

Altruism and pro-social behavior: Theoretical perspectives- By Stander Effect, Helping: Reasons for Helping – Conditions Governing Helping – Characteristics of People Who Help – Increasing Helping behavior.

REFERENCES

1. Myers, D.G. & Twenge, J.M. (2017): *Social psychology*. New York, NY: McGraw – Hill Education.
2. Branscombe, N.R., Baron, R.A. & Kapur, P. (2017). *Social psychology*. Chennai, India: Pearson India Education Services Pvt. Limited.
3. Myers, D.G. (2002). *Social psychology*. New York, NY: McGraw Hill Book Company.
4. Baron, A., & Byrne, D. (2002). *Social psychology*. New Delhi, India: Prentice-Hall of India.
5. Baron, A., Branscombe, N., Byrne, D., & Bhardwaj, G. (2009). *Social psychology*. New Delhi, India: Dorling Kindersley (India) Private Limited

WEB RESOURCES

1. https://www.coursera.org/learn/socialpsychology/?ranMID=40328&ranEAID=*GqSdLGGurk&ranSiteID=.GqSdLGGurk6qQRb9zwbNYuDhfXQHoxgQ&siteID=.GqSdLGGurk6qQRb9zwbNYuDhfXQHoxgQ&utm_content=10&utm_medium=partners&utm_source=linkshare&utm_campaign=*GqSdLGGurk
2. <https://www.psywww.com/intropsych/ch15-social/conformity.html>
3. <https://www.psywww.com/intropsych/ch15-social/bystander-apathy.html>
4. <https://www.psywww.com/intropsych/ch15-social/helpful-behavior.html>
5. <https://www.psywww.com/intropsych/ch15-social/persuasion-and-attitude-change.html>