Programme – Bachelor of Arts (B. A.) Credit Based Semester and Grading System

S.Y.B.A. **Social Psychology** Syllabi to be implemented from the Academic year 2014-2015

Objectives: -

1. To impart knowledge of the basic concepts and modern trends in Social Psychology

2. To foster interest in Social Psychology as a field of study and research

3. To make the students aware of the applications of the various concepts in Social Psychology in the Indian context

Semester III Social Psychology: Part I

Course Code UAPS301, 3 lectures per week, Credits = 3;

Unit 1: Social Psychology - The Science of the Social Side of Life

a) Social psychology: an overview; advances at the boundaries

b) How social psychologists answer the questions they ask: research as the route to increased knowledge; the role of theory in social psychology

c) The quest for knowledge and rights of individuals: in search of an appropriate balance

Unit 2: Social Cognition – How we think about the social world

a) Heuristics: how we reduce our effort in social cognition

b) Schemas: mental frameworks for organizing social information

c) Automatic and controlled processing: two basic modes of social thought

d) Potential sources of error in social cognition

e) Affect and cognition

Unit 3: Social Perception – Perceiving and Understanding Others

a) Nonverbal communication: the unspoken language of expressions, gazes gestures and scents

b) Attribution: understanding the causes of others’ behaviour

c) Impression formation and impression management: combining information about others

Unit 4: Attitudes **-** Evaluating and Responding to the Social World

a) Attitude formation: how attitudes develop

b) When and why do attitudes influence behaviour? How do attitudes guide behaviour?

d) The fine art of persuasion: how attitudes are changed; Resisting persuasion attempts

f) Cognitive dissonance: what it is and how do we manage it?

Semester IV Social Psychology: Part II

Course Code UAPS401, 3 lectures per week; Credits = 3

Unit 1: The Causes, Effects, and Cures of Stereotyping, Prejudice, and Discrimination

a) How members of different groups perceive inequality

b) The nature and origins of stereotyping

c) Prejudice: feelings toward social groups; Discrimination: prejudice in action

e) Why prejudice is not inevitable: techniques for countering its effects

Unit 2: Social Influence **-** Changing Others’ Behaviour

a) Conformity: Group Influence in Action

b) Compliance: To Ask – Sometimes - Is to Receive

c) Symbolic social influence

d) Obedience to Authority

Unit 3: Aggression **-** Its Nature, Causes, and Control

a) Perspectives on aggression: in search of the roots of violence

b) Causes of human aggression: social, cultural, personal, and situational

c) Bullying: singling out others for repeated abuse

d) The prevention and control of violence: some useful techniques

Unit 4: Groups and Individuals **-** The Consequences of Belonging

a) Groups: when we join and when we leave

b) Effects of the presence of others: from task performance to behaviour in crowds

c) Coordination in groups: cooperation or conflict?

d) Perceived fairness in groups: its nature and effects

e) Decision making by groups: how it occurs, the pitfalls it faces, the downside of group decision making

f) The role of leadership in group settings

**Book for Study:**

**Baron, R. A., & Branscombe, N. R. (2012). Social Psychology. (13th ed.). New Delhi: Pearson Education; Indian reprint 2014**

# Books for Reference

1) Aronson, E., Wilson, T. D., & Akert, R. M. (2007). Social Psychology. (6th edi.), New Jersey: Pearson Education Prentice Hall

2) Baron, R. A., Branscombe, N. R., & Byrne, D. Bhardwaj, G. (2008). Social Psychology. (12th ed.). New Delhi: Pearson Education, Indian adaptation 2009

3) Baumeister, R. F., & Bushman, B. J. (2008). Social Psychology and Human Nature. International student edition, Thomson Wadsworth USA

4) Delamater, J. D., & Myers, D. J. (2007). Social Psychology. (6th edi.), Thomson Wadsworth International student edition, USA

5) Franzoi, S. L. (2003). Social Psychology. (3rd ed.). New York: McGraw Hill co.

6) Kenrick, D. T., Newberg, S. L., & Cialdini, R. B. (2007). Social Psychology: Goals in Interaction. (4th edi.). Pearson Education Allyn and Bacon, Boston

7) Mercer, J. & Clayton, D. (2014). Social Psychology. New Delhi: Dorling Kindersley India pvt ltd.

8) Taylor, S. E., Peplau, L. A., & Sears, D. O. (2006). Social Psychology. (12th edi.). New Delhi: Pearson Education

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