



PATNA UNIVERSITY
M.A (PSYCHOLOGY) SEMESTER-1
ADVANCED SOCIAL PSYCHOLOGY (CC2)
TOPIC: NATURE OF SOCIAL PSYCHOLOGY

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NATURE OF SOCIAL PSYCHOLOGY

- **Social psychology** is the part of psychology that studies human interaction: its manifestations, its causes, its consequences, and the psychological processes involved.
- Social psychologists are primarily, interested in understanding the many factors and conditions that shape the social behavior and thought of individuals. Mainly, how individuals form ideas relating to the actions, feelings, beliefs, memories and inferences concerning other persons.
- The social thoughts and actions are taken by individuals. They might be influenced by the society. But the thought and actions are of the individuals, and not groups. The social Psychology has a very strong focus on individuals, and tries to understand the behavior of individuals.



DIFFERENT CONCEPTS IN SOCIAL PSYCHOLOGY

- **Social Interaction-** Human being live, grow and strive within the close interpersonal relationship. Our needs are satisfied in this social context. In satisfying the needs one establishes contacts, co-operates with other people, and adjusts with other members of the society. Social interaction is determined by any two individuals involves some form of communication that is verbal or non-verbal without which the social interaction cannot take place. As is recognized, social interaction takes place at three levels, a) Individual to individual, b) Individual to groups, and c) Group to group level. The factors affecting social interaction fall into five major categories. They are, the actions and characteristics of others, basic cognitive processes, ecological variables, cultural context and biological factors.



- **Social cognition-** Social Cognition is Cognitive processes and structures that influence and are influenced by social behaviour. Kurt Lewin, who is often considered the ‘father of experimental social Psychology’, believed that behaviour is best understood as a function of how people perceive their world and manipulate and interrelate these mental representations. It is the manner in which a person interprets, analyzes, remembers, and uses information about the social world.
- Social psychologists researching attitude change produced a number of theories sharing an assumption that people strive for cognitive consistency. Cognitive consistency is a model of social cognition in which people try to reduce inconsistency among their cognitions, because they find inconsistency unpleasant.



- **Social behavior-** The behavior which are occurred in social situations are social behavior. Social Psychology attempts to determine the character of social behavior. Our behavior is influenced through others and we influence others behavior. Social behavior Involves one of the following basic reactions-
 - When one individual meets another individual there is social reaction. Each individual affects the other individuals with whom he comes into contact and is in turn affected by them.
 - The individual may be reacting to a group. When an individual meets a group of individuals his behavior is affected.
 - As a counterpart of this we have the reaction of a group of individuals to a single individual. For example, there is the reaction of the group to its leader.
 - There is the reaction of one group of individuals to another group of individuals.
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- **Social situation-** Every social situation involves social get in touch with at least flanked by two people without which no interaction can take place. This get in touch with may be direct or indirect and can have negative and positive impact. Positive social get in touch with provides rise to pro-social behaviors like co-operation, organization as simulation, adjustment, version, and accommodation. Negative social get in touch with may retract a person absent from entering into social interaction and even if she/he has to, it results in unhelpful social behaviors like unhealthy competition, aggression etc. A social situation consists of the various visual, auditory and other stimuli experienced by the individuals.



- **Social Influence-** Each one of us depends on others to satisfy, several of our day to day needs – food, clothing, housing, love, security. This interdependence produces interaction between persons. In the course of this interaction an individual is influenced through parents, friends, teachers, and they are also in turn influenced through the person. Therefore other people affect and influence our outlook, our belief our values and so on marginally or profoundly. Such influence are exerted directly and deliberately, subtly and implied. The individual behavior is influenced through this social influence.

