



**PATNA UNIVERSITY**  
**M.A (PSYCHOLOGY) SEMESTER-1**  
**SOCIAL PSYCHOLOGY (CC2)**  
**TOPIC: DETERMINANTS OF SOCIAL BEHAVIOUR**

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## DETERMINANTS OF SOCIAL BEHAVIOUR

- **Biological Factors** : The biological factors influence our social behaviour. It is classified as physiological factors, neurological factors, genetic factors, and evolutionary factors. It contains hormones, functions of various glands, immune system, motor system, etc. The neurological factors include the brain structures, the neural cells (neurons), the neurotransmitters, etc. The genetic factor would contain the study of influence of genes on human behaviour. The evolutionary psychology focuses on explaining the social behaviour as a function of process of evolution.
- Physiological and neurological factors study the impact of brain and biology on social behaviour. Brain waves (electroencephalography, EEG), fMRI (functional magnetic resonance imaging), measures of skin conductance (galvanic skin response, GSR), cardiovascular measures (heart rate, HR; BPM; HRV; vasomotor activity), muscle activity (electromyography, EMG), changes in pupil diameter with thought and emotion (pupillometry) and eye movements, etc, are commonly used methods of measurement in this area.



- Behaviour genetics approach is used in social psychology to understand variation in social behaviour of human beings as a function of two components: genetic and environmental. The research methods used are family studies, twin studies, and adoption studies. According to this view as any other species human beings also have a process of biological, evolution throughout history.
- Evolutionary psychology tries to explain the traits and social behaviours as a function of evolutionary process. The evolutionary process is based on key process known as natural selection. This has lead to the possible difference in body shapes and structures, the improved inheritance qualities and better selection of passing the genetic variation to the coming generations. The biological inheritance usually affect ones preferences, behaviors, emotions and attitudes.



- **Environmental factors-** The environmental factors create different types of impact on the perceptual experiences of individuals. The cognitive, affective, interpretive, and evaluative responses of individuals change drastically. Researchers have shown that the temperature is negatively related with individual aggression and irritability. The environmental stimulations facilitate physical and psychological arousals. The increased arousals will either improves or impairs individual performances. So, environmental factor is very important in social behaviour.
- **Cultural factors-** Culture is sum of values, beliefs, practices, art, language, etc. Every culture has a different belief and value system. The practices followed in one culture will be different than the other culture. Social behavior and social thoughts are often strongly affected by the cultural norms and factors. Person living in any culture follows the practices of that culture. Like, decision of a person can differ in individualistic culture and collectivistic culture.



- **Cognitive factors-** The Cognitive processes such as perception, memory and inferences play a key role on the understanding and behavior of every individual in the society. Reactions to a certain situation by an individual strongly depend on the memories of others past behaviors and the inferences an individual formed about these behaviors. Since two different people think differently about the situations and social realities, they respond differently. Social cognition is a growing area of social Psychology. A study of how people perceive, think about and remember information about others are really have a contributing effect of human social behavior.

