



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

**Dr. Saba Farheen**

**UGC NET, UGC PDF, Rajasthan SET, PhD**

**Part Time Assistant Professor**

**Department of Psychology, Patna University**

**Email id- [sabapupatna786@gmail.com](mailto:sabapupatna786@gmail.com)**

## FIELDS OF SOCIAL PSYCHOLOGY

- Social Psychology is a branch of Psychology which is concerned with the social aspect of life – how people interaction with and think in relation to the others. This branch of knowledge studies human behaviour in all its perspective which further helps in establishing equal relationships and solving social problems. It deals with many aspects of social life. Some are as follows:-
- **Social Influence**-Social influence occurs whatever one or more persons attempt to alter the attitudes, behaviour and feelings of one or more others.
- **Social Cognition**- Social cognition is concerned with understanding the processes through which we notice, interpret, analyze, remember and then use information about the social world.
- **Social Perception**- It is the process through which we seek knowledge about others. With this, we come to know and understand other people around us.



- **Social Behaviour-** 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.
- **Attribution-** Attribution is concerned with the ways in which people explain the behaviour of others. It explores how the individuals attribute causes to events. Heider proposed that we have a basic need to attribute causality as this ascribes meaning to our social world, making it more clear, definable and predictable.
- **Interpersonal Attraction-** Our desire to get to know and spend time with another person. It is a positive attitude held by one person toward another person.
- **Leadership-** Leadership is the effort to influence the behavior of individuals or group members to achieve set goals. It also involves being accountable and responsible for the group as a whole.



- **Prosocial Behaviour-** A broad variety of specific behaviors qualify as Prosocial, including donation to charity, intervention in emergencies, cooperation, sharing, volunteering, sacrifice etc. It is beneficial to others and have positive social consequences.
- **Rumour-** Communication via informal and often novel channels that cannot be validated.
- **Prejudice-** It is negative attitude towards the members of some distinct racial, ethnic, religious or other group, leading the persons who hold them to evaluate others in a characteristics symbol.
- **Discrimination-** Overt acts, occurring without apparent justification, that treat members of certain out-groups in an unfair or disadvantageous manner.
- **Aggression-** Behavior that is intended to harm another person and that the other wants to avoid.

- **Attitude-** A set of beliefs that we hold in relation to an attitude object, where an attitude object can be a person, thing, event or issue. It is a tendency to respond positively or negatively to certain people, objects or situations.
- **Impression Formation-** Impression formation is the process of formation of impression about others. How we form first impression of others about and how we combine diverse information about others to form a united impression about them.
- **Impression Management-** It is also called self-presentation. Impression management is concerned with various methods that individuals use to produce a favorable impression about them on others.
- **Socialization-** The process through which individuals learn skills, knowledge, values, motives, and roles appropriate to their positions in a group or society.

