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By: Prieti Gupta

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QUESTION PAPER

(June – 2019)

(Solved)

SOCIAL PSYCHOLOGY

Time: 2 hours]

[Maximum Marks : 50

Note: All sections are compulsory.

SECTION - A

Answer the following questions:

Q. 1. Explain the theory of corresponding inference and covariation model of attributions.

Ans. Ref.: See Chapter-3, Page No. 20, 'The Correspondence Interference' and 'Co-variation Model'.

Q. 2. Differentiate between attitudes, values and beliefs. Describe the formation of attitudes.

Ans. Ref.: See Chapter-5, Page No. 38-39, 'Attitudes', 'Values and Beliefs' and 'Formation of Attitudes'.

Q. 3. Explain collective behaviour. Differentiate it from collective hysteria.

Ans. Ref.: See Chapter-12, Page No. 96, 'Collective Behaviour' and Page No. 97, 'Collective Hysteria'.

Q. 4. What is norm formation? Describe the factors influencing norm formation.

Ans. Ref.: See Chapter-14, Page No. 110, 'Norm Formation' and Page No. 111, 'Factors Influencing Norm Formation'.

SECTION-B

Answer the following questions:

Q. 5. Explain the experimental methods in social psychology.

Ans. Ref.: See Chapter-1, Page No. 2, 'Research Methods in Social Psychology'.

Q. 6. Describe the technique of self-affirmation.

Ans. Ref.: See Chapter-8, Page No. 61, 'Self-Affirmation'.

Q. 7. Differentiate between active crowd and inactive crowd.

Ans. Ref.: See Chapter-11, Page No. 87, 'Crowd Behavioural Theory'.

Q. 8. Explain the characteristics of social loafing.

Ans. Ref.: See Chapter-10, Page No. 77, 'Characteristics of Social Loafing'.

Q. 9. Describe the types and salient features of roles in the context of group behaviour.

Ans. Ref.: See Chapter-11, Page No. 86, 'Types of Roles' and 'Salient Features of Roles'.

SECTION-C

Write short notes on the following:

Q. 10. Research Ethics

Ans. Ref.: See Chapter-1, Page No. 5, 'Research Ethics'.

Q. 11. Schemas

Ans. Ref.: See Chapter-3, Page No. 22, 'Schemas'.

Q. 12. Attitude Accessibility

Ans. Ref.: See Chapter-6, Page No. 47, 'Attitude Accessibility'.



QUESTION PAPER

(June - 2018)

(Solved)

SOCIAL PSYCHOLOGY

Time: 2 hours]

[Maximum Marks : 50

Note: All sections are compulsory.

SECTION - A

Answer the following questions:

Q. 1. Define group and highlight its' characteristic features.

Ans. Ref.: See Chapter-9, Page No. 70, Q. No. 2.

Q. 2. What are the types of attributions? Discuss the theories of attributions.

Ans. Ref.: See Chapter-3, Page No. 19, 'Understanding of The Most Permanent or Lasting Characteristics Attributions'.

Q. 3. Explain the meaning and types of norms. Discuss with suitable examples how do norms influence the behaviour of individuals in group.

Ans. Ref.: See Chapter-13, Page No. 103, 'Meaning of Norms', Page No. 106, Q.No. 3 and Page No. 108, Q. No. 2.

Q. 4. Explain the relationship between attitude and behaviour.

Ans. Ref.: See Chapter-7, Page No. 51, 'Attitudes Predict Behaviour'.

SECTION-B

Q. 5. Explain the role of emotions and motivation in information processing.

Ans. Ref.: See Chapter-4, Page No. 32, 'Role of Emotions, Motivation in Information Processing'.

Q. 6. Compare and contrast the primary and secondary groups.

Ans. Ref.: See Chapter-9, Page No. 68, 'The Level of Intimacy' and Page No. 73, Q. No. 2.

Q. 7. Explain social facilitation. Discuss the Drive theory of social facilitation.

Ans. Ref.: See Chapter-10, Page No. 76, 'Social Facilitation'.

Q. 8. Discuss self-affirmation theory of Steele and describe its' applications.

Ans. Ref.: See Chapter-8, Page No. 61, 'Self - Affirmation'.

Q. 9. Describe the five major self-presentation tactics.

Ans. Ref.: See Chapter-4, Page No. 30, 'Self-Presentation Tactics'.

SECTION-C

Q. 10. Actor Observer Bias

Ans. Ref.: See Chapter-4, Page No. 35, 'Actor Observer Bias'.

Q. 11. Group Mind

Ans. Ref.: See Chapter-10, Page No. 79, 'Group Mind'.

Q. 12. Archival as a research method in social psychology.

Ans. Ref.: See Chapter-1, Page No. 4, 'Archival Method'.

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Sample Preview of The Chapter

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SOCIAL PSYCHOLOGY

Introduction to Social Psychology

Definition, Concept and Research Methods in Social Psychology



INTRODUCTION

Social Psychology is the branch of psychology that deals with the studies of 'individual behaviour' in social context. It is a very important branch of psychology that combines two different important elements sociology and psychology. In brief, it is the branch of psychology that deals with social interactions, including their origins and their effects on the individual. The terms thoughts, feelings, and behaviours include all psychological variables that are measurable in a human being. In psychology, social psychology is the scientific study of how people's thoughts, feelings, and behaviours are influenced by the actual, imagined, or implied presence of others. Social psychology is an empirical science that attempts to answer questions about human behaviour by testing hypotheses, both in the laboratory and in the field. Careful attention to sampling, research design, and statistical analysis is important. In this chapter, we will describe social behaviour, social interaction and social influence and the difference between physical and social environment. Various experimental and non-experimental research methods used by social psychologists and their merits will be explored in this chapter.

CHAPTER AT A GLANCE

DEFINITION AND CONCEPT OF SOCIAL PSYCHOLOGY

The study of social behaviour and social influence of an individual in the social context is called social psychology. In order to study social behaviour and social influence, the psychologists have developed many methods like leadership, modelling and prejudice

etc. Various experimental and non-experimental methods are used for the research in the field of social psychology. In order to avoid common bias in social science research, the psychologists take care to follow the ethical code. According to some definitions of social psychology:

- It is the discipline that explores deeply the various aspects of this social interaction.
- It is a branch of psychology which is concerned with the social aspect of life – how people interaction with this and think about others. This branch of knowledge studies human behaviour in all its perspective which further helps in establishing equal relationships and solving social problems.
- As defined by Baron and Byrne (2006) social psychology is the scientific field that seeks to understand the nature and causes of individual behaviour in social situations.
- It attempts to understand how thoughts, feelings and behaviours of individual are influenced by actual, imagined and implied presence of others.
- It is the study of how people influence other people.

Concept of Social Psychology

Human behaviours are physically and socially interconnected. The human behaviours also depend on the past experiences with other people. Psychology deals with the study of human behaviour which is a result of individuals thoughts and feelings, but individuals thoughts and feelings are inferred from his expressed or overt behaviour. 'Overt behaviour' means behaviours like learning, problem solving, perceiving, while 'covert behaviour' include dreaming, imaging, memorizing.

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Social behaviour is another significant category of behaviour in social psychology which occurs because of others presence or influence. Whenever our psychological processes of perceiving, learning, motivating, decision-making etc. are influenced by or a result of or related to/or occur in a social context, these processes are called as social perception, social learning, social motivations, group conformity respectively. The behaviours that involve social stimuli are the main subject-matter of social psychology.

Concept of Social Behaviour

Most of the human activities are related with 'social behaviours' and 'social interaction'. While observing carefully these interactions, we find that our behaviour is influenced by others and we influence others behaviour. So our social interactions are shaped, influenced and changed as a result of social influence to a large extent.

Concept of Social Interaction

Human being is a truly social animal as it lives, grows and strives within the close interpersonal relationship. In order to satisfy needs in the social context, the human being establishes contacts, co-operates with other people and adjusts with other members of the society. Actions that are performed by the individual in relation to the members of the society are called 'Social Actions and Interaction' as these actions affect two or more individuals. The social interaction forms the basis for establishing lasting relationship in life. Every social interaction depends on two mechanisms that are explained below:

(1) Social interaction requires a social contact or social relationship: Every social interaction involves social contact between at least two people. However, the contact may be direct or indirect and can have negative and positive impact. By the positive contact, we mean pro-social behaviours like cooperation, organisation as simulation, adjustment, adaptation and accommodation, while negative social contact results in unhelpful social behaviours like unhealthy competition, aggression etc.

(2) Social interaction involves communication: Without verbal or non-verbal communication, social interaction cannot take place. Social interaction involves communication at three levels,

- (i) Individual to individual
- (ii) Individual to groups
- (iii) Group to group level

Concept of Social Influence

The basic human needs i.e. food, clothing, housing, love, security etc. requires the dependency

of others that produces interaction between persons. During the interaction an individual is influenced by parents, friends, teachers and they are also in turn influenced by the person. Thus, it can be concluded easily that other people affect and influence our outlook, our belief our values. Such influence are exerted directly and deliberately, subtly and implied. Overall, the social life gets impacted through the process of mutual influence in order to enhance relationship in a social context.

Scope of Social Psychology

Social psychology is mainly concerned with the human behaviour in the social environment that is why the interactions of individuals with other individuals and society is the subject-matter of social psychology. The scope of social psychology involves social stimuli like books, friends and social stimulus situations like celebrating Deepawali festival etc. The social situations also impacted one's reactions and experiences. The following four factors are responsible for the individual social behaviour in the context of social environment – Characteristics of other persons, Cognitive processes, Physical environments Cultural context. For example, a child behaves differently in front of his parents and teachers. A different behaviour of child is observed while deals with his friends.

The physical context is also involved in the scope of social psychology as in riot prone areas, when two people belonging to different cultural and ethnic group start fighting it will get a different meaning from that of the normal context. Cultural norms of each culture also affect social behaviour as it is misinterpreted by people belonging to different cultures.

RESEARCH METHODS IN SOCIAL PSYCHOLOGY

Goals of Research in Social Psychology

The four main objectives of social psychological research are description, casual analysis, theory building and application.

Description: In order to make reliable generalizations, the social psychologists requires systematic descriptions of social behaviour so that he can conclude about how people act in various social settings. For example, nowadays youngsters are more aggressive or the previous generation's youngsters.

Causal analysis: A casual analysis is important in research for the assessment of cause and effect relationship. For example, does visual media make students more liberal in their social attitudes.

Theory building: It is very important to develop theories about social behaviour as it is beneficial for

social psychologists to understand the reason of the people's behaviour. New theorems can be generalized through the tested old theories.

Application: The main goal is to apply the above said three attempts regarding the solution of everyday social problems.

Sources of Research in Social Psychology

For studying social behaviour in social psychology, there are diverse ranges of methods available to social psychologists. A research starts with hypothesis and then it is tested by researcher. The hypothesis can be generalized through two ways:

1. The hypothesis can be developed from previous theories and research. In most of the cases if the researcher is not satisfied from the previous theory, he formulated new approach. As in case with Leon Festinger, who was dissatisfied with 'behaviourism' to explain attitude change. He thus formulated a new approach called the dissonance theory that made specific predictions about when and how people would change their attitude.
2. The hypothesis is not always generated from the previous ones. Sometimes, when any curious and interesting phenomenon is observed in everyday life, the researcher then constructs a theory related to that phenomenon, thus generating new theory. For example, the mere presence of other person that led to better performance lead to the famous phenomena of 'social facilitation'.

There are two broad categories of research methods used by social psychologists. These are 1. Experimental method, and 2. Non-experimental method.

EXPERIMENTAL METHODS

Experimental methods involve the operation on one variable known as Independent Variable and its effect on a second variable, which is called the Dependent Variable. This concept is well understood through an experiment conducted by Scheier and Carver (1977). In this experiment, the independent variable 'self-awareness' was manipulated by having participants either watch themselves in a mirror or not. The two experimental conditions are formed by two levels of self-awareness i.e. high self-awareness (mirror present) and low self-awareness (mirror not present).

The prediction was made that people in the high self-awareness would show more extreme emotional

responses and the Participant's self-reported emotions were measured which gives the dependent variable in the experiment. The experimental method is divided into Laboratory method and Field method.

Laboratory Method

Most experiments are conducted in a laboratory. Some laboratory is equipped with television, video cameras, computer monitors, microphones and other experimental apparatuses, while in some cases, laboratory is a simple room having table and chair wherein a participant fills out a questionnaire. The conditions of laboratory like environment, temperament, instructions given by the researcher could be controlled to make out its benefits. In this method, it can be easily decided whether the changes in the dependent variable are caused by the independent variable. Another benefit of laboratory method is that experiments can be replicated due to its controlled environment, which would otherwise be difficult to carry outside the laboratory. A wide range of social phenomena are studied through the laboratory method for the evaluation of highly influenced theories.

The Advantages and Disadvantages of Laboratory method are:

1. Due to the high degree of control over conditions, the experiment becomes artificial rather than real and the experiment loses the external validity.
2. The acquired Information of experiment depends on the internal mental processes of the participant that has been chosen for experimental context and many times leads the guess while studying behaviour what the experimenter is predicting will happen.
3. Experimenters themselves often pose a risk to the validity of an experiment as the 'Experimenter effects' are delicate indicator while formulating the experimental hypothesis. For example, body language, eye movements, tone of voice etc. of participant.

Field Method

Experiments can also be conducted in naturalistic settings other than the laboratory room. Field experiments have greater external validity as the environment is not created artificially. The influence of 'demand characteristics' minimized as the participants have no idea that they are taking part in a study. The Advantage and Disadvantage of Field Method are:

1. As the conditions are not highly controlled as in a laboratory method so the chances of external influences cannot be ruled out.

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2. It is also not possible to randomly assign participants to conditions in field method.

NON-EXPERIMENTAL METHODS

While doing research, the Researchers have three options – to ask the participants to make a self report on their behaviour, thoughts or feeling, to observe the participant directly or to go through records and use data originally collected for other purposes.

The experiments are the best way of determining cause and effect yet in many situations these experiments are not possible practically. Particularly, if the social psychologists wants to study psychological phenomenon on a broad societal level (ex: ethnic prejudice), experimental method cannot be used. In these circumstances, non-experimental methods are employed for study purpose. Various non-experimental methods are — Observation method, Archival method, Case study, Correlation method, and Survey method.

Observation Method

In observation method, the observers are trained social scientists, who inquire about a particular social phenomenon through observation to answer certain questions on the basis of prearranged set of criteria. This method varies in accordance with actively participation of observer to a large extent. In certain cases, the observer is a non participant i.e. S/he neither participates nor intervenes in any way. For example, if the observer is trained to observe children's social behaviour, the observer can observe it simply standing outside a playground. But in some cases the research requires observer participants, who observe, but tries not to alter the situation in any way, for example – to get to know the intricacies of certain social phenomena like rituals, cultural way.

Archival Method

In the archival method, the social psychologist can observe social phenomenon through the re-analyse existing data without conducting any experiment. For the re-analysis, the researcher go through the document and records related to research, for example, diaries, novels, suicide notes, television shows, movies, magazines, newspaper articles, advertising, sexual violence etc. The two main advantages of archival method is that it is inexpensive and it can study the change over time frame. Archival method is used to study about the society's values, beliefs and behaviours, which have occurred in the past. This research conducted by Hovland and Sears (1940) comes under 'archival research.'

Case Study Method

This study is a study of a particular participant or a small group of participants which involve a detailed and often descriptive investigation. For example: Behaviour of people after the earthquake.

Correlational Method

This method is based on the correlation between two or more variables that are carefully obtained by the researcher through observation and records. In correlation studies, the researcher tries to find if there is an association between the variables and whether this association is high (+ve) or low (-ve) or neutral (no correlation). For example, whether there is correlation between violent scences on TV and children's aggressive behaviour.

The Advantages and Disadvantage of Correlational method are:

1. We are unable to find clear cut evidence of cause and effect through this method.
2. Through this method, the researcher can collect more information and relationship.
3. This method is useful in those research problems, where intervention is impossible.

Survey Method

In this method, the participants are provided with a series of questions, through interviews or questionnaires and they give their response. Best examples of survey method are poll survey, marketing survey etc. Surveys can be designed to a large sample with relative ease and at little expense but the questionnaire must be very carefully designed as it can be misinterpreted by participants. There are lots of chances of biased response as participants have a tendency to blindly agree or disagree.

OTHER RESEARCH METHODS

With the advancement of time and due to globalization, the psychologists started focusing on cross cultural social phenomena.

Cross Cultural Method

The cross cultural method involves two goals. One is the demonstration of a particular psychological process as a universal law and to define its operation in the same way in all human being across various cultures. Second is the exploration of the differences among human beings, by examining how culture influences the basic social psychological process.

Research Through Internet

Nowadays many social psychologists are using internet medium for the research purposes. There are