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# **INTRODUCTION TO SOCIAL PSYCHOLOGY**

**B.P.C.C.-132**

**B.A. General - 2nd Semester**

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# QUESTION PAPER

June – 2023

(Solved)

## INTRODUCTION TO SOCIAL PSYCHOLOGY **B.P.C.C.-132**

**Time: 2 Hours ]**

**[ Maximum Marks: 50**

**Note:** Attempt any five questions. Answer at least two questions from each Section. All questions carry equal marks.

### SECTION-I

**Q. 1. Describe the various theoretical approaches to social psychology.**

**Ans. Ref.:** See Chapter-1, Page No. 3, 'Theoretical Approaches to Social Psychology'.

**Q. 2. Define Schema. Explain the types and impact of schema.**

**Ans. Ref.:** See Chapter-2, Page No. 17, 'Schema', 'Type of Schema' and Page No. 21, Q. No. 2.

**Q. 3. Explain the causes of aggression.**

**Ans. Ref.:** See Chapter-7, Page No. 98, Q. No. 5.

**Q. 4. Write short notes on the following:**

**(a) Heuristics.**

**Ans. Ref.:** See Chapter-2, Page No. 19, 'Heuristics: The Mental Shortcuts'.

**(b) Impression Formation.**

**Ans. Ref.:** See Chapter-3, Page No. 37, 'Impression Formation'.

### SECTION-II

**Q. 5. Define culture. Explain the various agents of enculturation.**

**Ans. Ref.:** See Chapter-10, Page No. 135, 'Culture: Meaning and Definition' and Page No. 140, Q. No. 2.

**Q. 6. Describe strategies for gaining compliance.**

**Ans. Ref.:** See Chapter-9, Page No. 126-127, 'Strategies for Gaining Compliance'.

**Q. 7. Describe the types and components of group.**

**Ans. Ref.:** See Chapter-8, Page No. 107, 'Types of Groups' and Page No. 108, 'Components of Group'.

**Q. 8. Write short notes on the following:**

**(a) Actor-Observer Bias.**

**Ans. Ref.:** See Chapter-3, Page No. 34, 'Actor-Observer Bias'.

**(b) Dual process model of persuasion.**

**Ans. Ref.:** See Chapter-4, Page No. 48, 'Dual Process Model of Persuasion'.



# QUESTION PAPER

December – 2022

(Solved)

## INTRODUCTION TO SOCIAL PSYCHOLOGY **B.P.C.C.-132**

**Time: 2 Hours ]**

**[ Maximum Marks: 50**

**Note:** Attempt any five questions. Answer at least two questions from each Section. All questions carry equal marks.

### SECTION-I

**Q. 1. Define Social Psychology and explain its nature and scope.**

**Ans. Ref.:** See Chapter-1, Page No. 1, 'Definition', 'Nature and Scope of Social Psychology'.

**Q. 2. Describe any two theories of attribution.**

**Ans. Ref.:** See Chapter-3, Page No. 32, 'Theories of Attribution'.

**Q. 3. Explain the meaning and functions of attitude.**

**Ans. Ref.:** See Chapter-4, Page No. 44, 'Meaning and Definition of Attitude' and Page No. 45, 'Functions of Attitude'.

**Q. 4. Write short notes on the following:**

**(a) Prosocial Behaviour.**

**Ans. Ref.:** See Chapter-6, Page No. 77, 'Pre-Social Behaviour: Definition and Types'.

**(b) Frustration-Aggression Hypothesis.**

**Ans. Ref.:** See Chapter-7, Page No. 92, 'Frustration-Aggression Hypothesis'.

### SECTION-II

**Q. 5. Discuss the meaning, causes and outcomes of conflict in a group.**

**Ans. Ref.:** See Chapter-8, Page No. 115, Q. No. 6.

**Q. 6. Define culture and describe its components.**

**Ans. Ref.:** See Chapter-10, Page No. 135, 'Culture: Meaning and Definition'.

**Q. 7. Describe various strategies to reduce aggression.**

**Ans. Ref.:** See Chapter-7, Page No. 99, Q. No. 6.

**Q. 8. Write short notes on the following:**

**(a) Proximity as an external factor affecting attraction.**

**Ans. Ref.:** See Chapter-6, Page No. 76, 'Proximity: Mere Exposure Effect'.

**(b) Deindividuation.**

**Ans. Ref.:** See Chapter-8, Page No. 118, Q. No. 4.



# **Sample Preview of The Chapter**

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# INTRODUCTION TO SOCIAL PSYCHOLOGY

## Social Psychology: Nature, Scope and Approaches



### **INTRODUCTION**

Behaviour of people is influenced by others and they also influence the behavior of others. A number of great leaders such as Mahatma Gandhi surely and greatly influence the behaviour and thoughts of the common people and have also directed people's thoughts to various political, social and religious revolutions. Social psychology is the branch of psychology which deals with social interactions, their origin and effects on people and also analyses their thoughts, feelings and behaviour towards the people around them. It studies the interactions of individuals with other individuals and the society. The scope of social psychology mainly started in the later 20th century. Social psychology is closely related to a number of other disciplines of social sciences and with other branches of psychology. There are two major approaches in social psychology: learning theories and cognitive theories. Learning theories state that social behaviour is governed by external events and people do a specific behaviour when it provides something pleasurable and they refrain from doing a behaviour which does not do so. Cognitive approach says that the behavior of a person is decided by how he perceives the social situation. According to Cognitive theories mental activities (Cognitive Processes) of a person, such as perception, memory, decision making, problem solving, determine his social behaviour.

### **CHAPTER AT A GLANCE**

#### **DEFINITION, NATURE AND SCOPE OF SOCIAL PSYCHOLOGY:**

**Definition of Social Psychology:** Social psychology studies the way people think, work and feel in the society and how the thoughts, actions and feelings of the people change due to others. It is a scientific study of how we feel about, think about and behave

toward the people around us and how our feelings, thoughts and behaviours are influenced by those people in the social context (Kassin, Fein and Markus).

**Nature of Social Psychology:** Following are the major components that characterise its nature:

1. Social psychology applies scientific methods of study to conduct research on social psychology issues to have a systematic observation, description and measurement of the human behaviour in social context. Its studies use data collected by observation or by experiments that are reported to help other investigators verify their work. Here, a scientific account of social behaviour based on direct observation is provided which is not based on common beliefs.
2. It studies individuals' thought, feeling and behaviour. In the process of cognition, knowledge develops in the mind. Social psychology studies cognition related to social activities to understand and predict social behaviours.
3. Social Psychology studies individuals' behaviour in social contexts. Our behaviour is influenced by the presence of others and we also influence their behaviour. Even an imagined presence of others influences us. In the model of Kurt Lewin, social behaviour is a function of the interaction of the situation and individual's characteristics. He said that social behaviour is complex which has many contributing causes. So, he proposed that social behaviour is a function of the interaction of the situation and the individual's characteristics or Behaviour =  $f$  (social situation  $\times$  individual characteristics)

**Scope of Social Psychology:** Social psychology studies the interactions of one individual with others and the society. The scope of social psychology is as under:



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- People show feelings of approval/disapproval towards other persons, objects or issues which influences their thoughts and actions are called attitude. Social psychologists emphasize on formation, structure, functions of attitudes and its relation with behaviour.
- Social cognition studies how people perceive about and remember information related to social stimuli.
- Social influence is the most important part of study in social psychology which means the ways how people affect the thoughts, feelings and behaviour of their fellow beings.
- Social psychologists also study why people help, like or love others and at other times, they act in antisocial ways such as being hostile, aggressive with others.
- Social psychology studies phenomena related to social groups and group dynamics.

Social Psychologists studies why we are often helpful to others and why, at other times, we are unfriendly; what are the benefits of having good relationships with others and the cost of being alone; the factors which lead people to purchase one product over another; how in social settings, men and women behave differently; why some persons get engage in environmentally friendly behaviours than others and how a person risks his life for saving a stranger.

### HISTORICAL DEVELOPMENT OF SOCIAL PSYCHOLOGY

In 1908, the earliest textbooks on social psychology were written by William McDougall in Britain and Ross in America on topics like, instincts, emotions, moral conduct, sentiments, religions conceptions etc. Following are the different stages of social psychology:

**Early years of Social Psychology:** A group of German scholars influenced by Hagel, a philosopher, were the earliest psychology in 1913. Floyd Allport published an agenda for social psychology in 1924. According to Allport, social psychology would flourish only if it became an experimental science. Thereafter, Gardner Murphy and Lois Murphy (1931/1937) published a book entitled Experimental Social Psychology.

**Formational Years of Social Psychology:** In 1940s and 1950s, Lewin and Festinger laid emphasis on a scientifically rigorous social psychology. Lewin, the father of social psychology, developed some important ideas in this regard. In 1954, Festinger wrote a book on Research Methods in the Behavioral Sciences, emphasizing on use of laboratory experiments to test research hypotheses on social behaviour. Studies were conducted by Muzafir Sherif (1936), Solomon

Asch (1952), Stanley Milgram (1974) and Haney, Banks, and Zimbardo.

**Expansion of Social Psychology:** John Darley and Bibb Latané (1968) developed a model to explain the context when people do and do not help others in need. Leonard Berkowitz (1962) studied human aggression. A number of other social psychologists focused on intergroup relations to know and reduce occurrence of prejudice and discrimination. In late 20th century, studies were made in the field of attitudes and significance of cognitive processes. Social psychologists started focusing on the cognitive processes. Leon Festinger (1957) developed dissonance theory which helped subsequent researches. With the growth of information technology during late 20th century, the focus of social psychology was on cognitive process.

**Social Psychology in 21st Century:** Presently, the subject is fast expanding in various areas of social behaviour and the effect of social situations on people's health and the role of evolutionary experiences and cultures on behaviour are also being studied. Also, Social neuroscience studies how our social behaviour influences and is influenced by activities of our brain.

**Social Psychology in India:** In India, N.N. Sengupta and sociologist Sh. Radhakamal Mukherjee wrote a book on Introduction to Social Psychology in 1928. India's social psychologists made efforts to establish psychology as a scientific discipline. Jamuna Prasad studied the earthquake in Bihar in 1934 and analyzed a large number of rumours and published his work in the British Journal of Psychology in 1935. Adinarayan conducted a study on racial and communal attitudes in 1953 and on caste attitudes in 1958. Studies were made in intergroup relations, relative deprivation, ingratiation and leadership to know the influence of social groups on individual behavior as well as in the fields of ethnic identities, rise of depressed classes etc.

### SOCIAL PSYCHOLOGY AND OTHER DISCIPLINES

**Social Psychology and other Social Sciences:** Social sciences study different aspects of social life, people and societies in which they live and how they relate to one another.

**Social Psychology and Anthropology:** Human culture comprises shared values, beliefs and practices of a group of people, passed from one generation to another. Anthropology studies human culture. Since human beings are social as well as cultural animals, to study human behaviour, social psychology should also study the cultural context of behaviour.

**Social Psychology and Economics:** Economics deals with production, distribution and consumption of goods and services in a society and a number of

social psychological theories are based on economic principles. The social exchange theory predicts commitment to relations by considering costs, rewards, investments and available alternatives. For fully understanding human behaviour, not only what is going in the mind of a person and the happenings in his immediate environment should be considered but also how his behaviour gets fit into social system.

**Social Psychology and Political Science:** Studies about political organizations, institutions and governments are conducted in Political Science and social psychologists study political behaviour and political issues like voting, party identification, etc.

**Social Psychology and Sociology:** Sociology conducts studies on human societies and the groups which makes societies. Both sociologists and social psychologists try to understand how people behave in societies and groups. Sociologists focus on groups but social psychologists focus on individual members of the group.

**Social Psychology and Other Branches in Psychology:** Psychology has many branches and Social psychology is one of them and it is related with many other branches.

**Social Psychology and Biological Psychology:** Our thoughts, acts and feelings involve processes like brain activity or hormones. Biological/physiological psychology and neuroscience focus on studying what happens in our brain and the nervous system. Social neuroscience and social psychophysiology are growing very fast.

**Social Psychology and Clinical Psychology:** Clinical psychology studies abnormal behaviour and social psychology focuses the normal behaviour and both these exchange ideas between them.

**Social Psychology and Cognitive Psychology:** Social psychology uses methods for measuring cognitive processes and cognitive psychology studies thought processes. Social psychologists study how people think about their social lives, others and how they solve their problems.

**Social Psychology and Developmental Psychology:** Developmental psychology studies how people change from conception/birth to old age and death and the age at which children start showing different patterns of behaviour. Social psychologists focus on self-regulation, emotion, gender differences, behaviour, etc. and on child development to know how these patterns start.

**Social Psychology and Personality Psychology:** Personality psychology studies personality and its variation among individuals. Social psychology and personality psychology are closely related as both complementary and competitive. Personality psycho-

logists look into a person and social psychologists look outside him. Now, social psychologists are also understanding importance of inner processes.

#### LEVELS OF ANALYSIS OF BEHAVIOUR

Social psychologists study about the human behaviour in a social context and analyse it at different levels, as given here below:

**Individual-Intrapersonal Level Analysis:** Individuals are the main component of a social interaction and every person is unique in biological inheritance, thought process, behaviour, etc.

**Interpersonal Interactions:** People are affected by others in different ways and their interaction influences their understanding of the social world. Our beliefs about the world, attitudes toward other persons/groups/objects undergo change when persuaded by others.

**Interaction between Individual and Group:** The group to which an individual belongs, affect/regulate his behaviour by rules of the group. Social psychology studies the impact of a group on the behaviour of its members. By the process of conformity, an individual member of a group gets his behaviour adjusted in line with the norms of the group. Socialization helps the members in playing roles in the group and the society and they are helped in language skills, forming political/religious beliefs and attitudes, etc. They also influence the group, add to the group productivity, decision making and also provide leadership.

**Interaction between Groups:** Inter group relations may be friendly or hostile and cooperative or competitive. Social Psychology studies the impact of one group on the working and structure of another group and analyses the emergence and resolution of the conflicts among groups.

#### THEORETICAL APPROACHES TO SOCIAL PSYCHOLOGY

A set of ideas to explain something is called a theory. One theory in social psychology cannot explain all phenomena of its interest and there are different theories which provide general explanations for different social behaviours in different situations. The value of a theory lies in its applicability to different situations and in interpreting different social situations and behaviour. Following are the two major theoretical approaches in social psychology:

**Learning Theories:** According to this theory, a person's current behaviour is determined by his past experience. The behaviours learnt by him in a situation may become his habits over a period of time and when he encounters a similar situation, he behaves in the same way. For example, when a teacher comes to classroom, the students stand up and greet, because this is the response they have learnt from the past. This approach

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is called social learning theory, as applied to social behaviour by Albert Bandura and others.

Learning occurs by the following three general mechanisms:

1. Association or classical conditioning which presumes that when a neutral stimulus (or a conditioned stimulus) is paired with a natural stimulus (unconditioned stimulus), it is the neutral stimulus which gets the ability to bring out the response that naturally occurs after a natural stimulus. The dogs of Pavlov had learnt to salivate at the bell sound because they were given food every time after that. Sometime later, the dogs would still salivate to the bell's sound even without getting food because they had associated the bell sound with their food.
2. The Reinforcement principle studied by B. F. Skinner (1938) and others states that people learn to act in a particular behaviour which is followed by something that satisfies a need and avoid a behaviour which does not have a pleasant consequence. A student may not say anything against the teacher because every time in the past when he did so, the teacher scolded him. In the same way, a child may learn to help others as a pleasant consequence by his past experience because in the past when he gave his book to another child, his parents praised him for the same.
3. The third mechanism is called observational learning in which other persons are very important source of information. Generally, people learn social attitudes and behaviour from other people, called models. A child learns the ethnic speech patterns by listening to people around him. Observational learning can be there without any outside help but the actual behaviour of people learnt by observation, is affected by consequences of the action. By imitation, the person not only observes but also adopts the behaviour of the model. Observational learning approach tries to know causes of behaviour from the person's past learning.

One more important process which is based on the principle of reinforcement is known as Social exchange. The Social exchange theory (Kelley and Thibaut) considers reinforcement to explain stability and change in relations between people by assuming that they are free to choose and they also often come across social situations where they have to select one out of different actions. All actions have rewards and costs and this theory presumes that people try to get happiness in their

actions (hedonistic) and maximize rewards at minimum costs. So, they select more profitable actions and avoid less profitable actions. This theory considers social interactions as exchanges of goods and services among people and when an interaction has profitable result, they happily get into such relations. In a social relationship when a person gets some outcomes, then the outcome from the best alternative relation becomes his comparison level for alternatives. It not only applies to work relations but also to personal relations. People may continue in a social relation until it provides them high rewards at a low cost.

Learning theories reflect individuals primarily as reacting to or imitating environmental stimuli but these do not consider their creativity and innovation. The reinforcement theory ignores selfless motivations like altruism, martyrdom, etc. and explains social behaviour as hedonistic wherein people only try to maximize profits from outcomes. Despite its limitations, the reinforcement theory explains why people respond in a particular behaviour, how they learn new behaviours and how by exchanging, they influence the behaviour of other persons.

**Cognitive Theories:** Cognitive theories state that the mental activities of a person (Cognitive Processes) are very important in determining his social behaviour, which include perception, memory, judgement, problem solving and decision-making. The theory does not deny the role of external stimuli and says that the link between stimulus and response is not automatic but cognitive processes of the person come between external stimuli and behavioural responses. This approach is influenced by theorists such as: Koffka, Kohler in the Gestalt movement of psychology. The Gestalt movement assumes that people respond to configurations of stimuli, not to a single separate stimulus and they understand a stimulus by looking it in the context of a system of elements (gestalt). For understanding the meaning of an element, it is to be seen as a whole.

According to the modern cognitive theorists, people actively select/interpret stimuli and they not only react to their environment but actively organize their world cognitively. It is because of their inability to understand all complex stimuli around them. Therefore, they select only useful stimuli and ignore others. Further, they actively control the concepts which they use to interpret the stimuli in the environment. The concept of cognitive structure is very important to the cognitive perspective which means a form of organisation among cognitions, concepts and beliefs.

The cognitions of a person are interrelated, therefore, the cognitive theory tries to know their structure and organisation in the memory and also how they affect judgements made by the person. Social