

SOCIAL PSYCHOLOGY : AN EMERGING TREND

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Abstract :

Psychology is useful in day-to-day life and human being is influenced by outside sources for e.g. food makers want us to buy their newest product, while movie studios want us to go to see the latest blockbusters why this happen because of pervasive component which affects human being to influence by outside sources. This technique of pervasive component is known as persuasion techniques, which is a part of social psychology.

Key Word : Social psychology, Emerging trend.

Introduction :

Psychology plays an important role in the faculty of education or one can say education faculty is incomplete without psychology. Whatever may be the new trends and techniques evolved in psychology are useful for the effective deal in education. Not only education faculty but also most of the faculties are beneficiary of the psychology and its new researches. Most of the faculty has a branch of psychology such as management psychology, medical psychology, criminal psychology etc.

Social psychology is a branch of psychology that uses scientific method to understand and explain the though, feeling and behavior of individuals are influenced by actual, imagined or implied presence of other beings.

- Gordon Alloport

Social psychology includes wide range of social topics, including group behavior, social perception, leadership ,nonverbal behavior, conformity, aggression and prejudice. It is not just about looking at social influence. Social perception and social interaction are also vital to understand social behavior.

It is important to understand how social psychology is differing from other branches. It is often confused with folk wisdom, personality psychology and sociology. It makes different

unlike folk wisdom, which relies on anecdotal observations and subjective interpretation, social psychology employs scientific method and empirical study of social phenomena.

While personality psychology focuses on individual traits, characteristics and thought, social psychology focused on situation. Social psychologists are interested in the impact that the social environment and group interactions have on attitudes and behaviors.

While there are many similarities between social psychology and sociology, there is a difference in that sociology tends to look at social behavior and influences at a very broad based level. Sociologists are interested in the institutions and cultures that influence how people behave while psychologists focus on situational variables that affect social behavior.

Research in Social Psychology :

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| 1. Social Cognition | 2. Attitude and Attitude Change |
| 3. Violence and Aggression | 4. Pro-social Behavior |
| 5. Prejudice and Discrimination | 6. Self and Social Identity |
| 7. Group Behavior | 8. Social Influence |
| 9. Interpersonal Relationship | |

1. Social cognition :

Research in this area is concerned with the processing, storage and application of social information. This research area is closely related to the field of cognitive psychology and focuses on the general ideas about the world, how things are and how things work.

2. Attitude and Attitude Change :

In this area researchers study the components of attitude and how attitudes develop and how attitudes change. Researchers have described three core components of attitude: an affective component, a behavioral component and a cognitive component. These components describe how we feel, behave and understand.

3. Violence and Aggression:

In this area researchers have to study the causes of violence and aggression, how and why people engage in violence and act aggressively. Research in this area looks at numerous factors that may cause aggression including social variables and media influences. Researchers often look at the role of social learning in producing aggressive behaviors and actions.

4. Pro-social Behavior:

Pro-social behavior involves helping and cooperating. Researches often look at why people help others, as well as why they sometimes refuse to help or cooperate.

5. Prejudice and Discrimination

Prejudice, discrimination and stereotypes exist in any social group. Social psychologists are interested in the origin, causes and effects of these types of attitudes and social categorizations. How does prejudice develop? Why are stereotypes maintained in the face of contrary evidence? These are just a few of the questions social psychologists seek to answer.

6. Self and Social Identity:

Our perceptions of social identities and ourselves are another important research area in social psychology. How do people come to know and understand themselves? How do these self-perceptions affect our social interactions? Social psychologists are interested in learning more about how this inner life influences our outer lives and social world. Self-awareness, self-esteem and self-expression are just a few of the factor that influence our social experience.

7. Group Behavior:

The behavior of groups is one of the largest research areas in social psychology. Most people realize that groups tend to behave differently than individuals. These group behaviors are sometime beneficial and positive, but they can also be determined and negative. Social psychologists often look at topics such as group dynamics, leadership, group decision making, conflicts, cooperation and group influence.

8. Social Influence:

Social psychologists are interested in the role that social influence has on behavior and decision-making. Topics such as the psychology of persuasion, per pressure, conformity and obedience are just a few of those studied in this area of social psychology. Research has helped reveal the power of social influence and has uncovered ways to help people resists influence.

9. Interpersonal Relationship:

Social relationship plays a major role in shaping behavior, attitudes, feelings and thoughts. Social psychologists study how these interpersonal relationships affect people by looking at attachment, liking, love and attraction. How do close relationship affect

individuals? How important are interpersonal relationships? These are few of the questions social psychologists seek to explain.

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