



SYMBIOSIS

# Symbiosis College of Arts and Commerce

(An Autonomous College Affiliated to University of Pune)

Subject code

Semester

I

II

III

IV

V

VI

**M.A.**

I

II

III

IV

Title of Subject

(For MA Part-I as per the approval of BOS)

**M.A. – SEM I - Applied Social Psychology**

Objectives

- 1 Understand how social psychology can help understand and address social problems.
- 2 Understand the different methodologies social psychologists use to study social issues.
- 3 Explain social problems from an interdisciplinary perspective.

## Detailed syllabus

Unit	Contents of the syllabus	Number of Lectures
1	<p><b>Introduction to Applied Social Psychology</b></p> <p>1.1 Definition, nature &amp; historical context of social psychology and applied social psychology</p> <p>1.2 Research methods used to study social behaviour and research ethics</p> <p>1.3 Theory in social psychology- functions and characteristics of social psychological theories</p> <p>1.4 Role of applied social psychologist in society</p> <p>1.5 Case studies/ Research findings</p>	10
2	<p><b>Attitudes, Social relations and Intergroup relations</b></p> <p>2.1 Definition and formation of attitudes</p> <p>2.2 Predicting attitudes from behaviour- Cognitive dissonance theory &amp; Self Perception theory</p> <p>2.3 Social influences on behaviour: Compliance, Conformity and Obedience</p> <p>2.4 Intergroup relations: Stereotypes, prejudice and discrimination</p> <p>2.5 Case studies/ Research findings</p>	10
3	<p><b>Applying social psychology to the environment</b></p> <p>3.1 Environmental influences on well being and behaviour</p> <p>3.2 Effects of behaviour on the environment</p> <p>3.3 Resource dilemma</p> <p>3.4 Promoting pro environment behaviours</p> <p>3.5 Case studies/ Research findings</p> <p><b>3.6: Applications: Mob Psychology, Sociocultural Reality &amp; Impact of Social Media on Society</b></p>	10
4	<p><b>Applying social psychology to health</b></p> <p>4.1 Definition of health psychology – Biopsychosocial model</p> <p>4.2 Promoting health behaviours- influence of media, family and peers.</p> <p>4.3 Changing health behaviours- Health belief model, Theory of planned behaviour, Transtheoretical model</p> <p>4.4 Stress, coping and social support</p>	10

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	4.5 Case studies/ Research findings	
		Total Number of Lectures
		40
<b>Suggested Reference Books</b>		
<ol style="list-style-type: none"> <li>1 Gruman, J.A., Schneider, F.W., &amp; Couotts, L.M. (2017). Applied Social Psychology: Understanding and Addressing Social and Practical Problems. USA: SAGE Publications.</li> <li>2 Sted, L., Keizer, K, Buunk, A.P., Rothengatter, T., (2017). Applied Social Psychology Understanding and Managing Social Problems. UK: Cambridge University Press.</li> <li>3 Baron, R. A., &amp; Branscombe, N.R., (2012) <i>Social Psychology</i> (13<sup>th</sup> Ed). New Delhi: Pearson.</li> <li>4 Baumeister, R. F., &amp; Bushman, B. J., (2011). <i>Social Psychology and Human Nature</i> (2<sup>nd</sup> Ed). USA: Cengage Learning.</li> <li>5 Taylor, S. E., Peplau, L. A., &amp; Sears, D. O., (2006). <i>Social Psychology</i> (11<sup>th</sup> ed). New Delhi: Pearson.</li> <li>6 Kassin, S., Fein, S., &amp; Marcus, H.R., (2011). <i>Social Psychology</i> (8<sup>th</sup> ed). USA: Cengage Learning</li> </ol>		

