- **Course: SOCIAL PSYCHOLOGY PART-I 5639**

STE Exam, 2020

Q.No.1.Describe Social Psychology. Also elaborate the Social Psychology's research techniques and their application in everyday life.

Ans.:-Social Psycholog:-

Social psychology is the scientific study of how people's thoughts, feelings, beliefs, intentions and goals are constructed within a social context by the actual or imagined interactions with others. Social psychology is the scientific study of how the thoughts, feelings, and behaviors of individuals are influenced by the actual, imagined, and implied presence of others, 'imagined' and 'implied presences' referring to the internalized social norms that humans are influenced by even when they are alone. Learning more about social psychology can enrich your understanding of yourself and the world around you. By learning more about how people view others, how they behave in groups, and how attitudes are formed, you can gain a greater appreciation for how social relationships influence individual functioning.

It therefore looks at human behavior as influenced by other people and the conditions under which social behavior and feelings occur.

Elaborate the Social Psychology's research techniques and their application in everyday life:- Social psychologists are interested in the ways that other people affect thought, emotion, and behavior. To explore these concepts requires special research methods. Following a brief overview of traditional research designs, this module introduces how complex experimental designs, field experiments, naturalistic observation, experience sampling techniques, survey research, subtle and nonconscious techniques such as priming, and archival research and the use of big data may each be adapted to address social psychological questions. This module also discusses the importance of obtaining a representative sample along with some ethical considerations that social psychologists face.

Learning Objectives

- Describe the key features of basic and complex experimental designs.

- Describe the key features of field experiments, naturalistic observation, and experience sampling techniques.

- Describe survey research and explain the importance of obtaining a representative sample.

- Describe the implicit association test and the use of priming.

- Describe use of archival research techniques.

- Explain five principles of ethical research that most concern social psychologists.

Research techniques and their application in everyday life:- One of the things Triplett's early experiment illustrated is scientists' reliance on systematic observation over opinion, or anecdotal evidence. The scientific method usually begins with observing the world around us (e.g., results of cycling competitions) and thinking of an interesting question (e.g., Why do cyclists perform better in groups?). The next step involves generating a specific testable prediction, or hypothesis (e.g., performance on simple tasks is enhanced in the presence of others). Next, scientists must operationalize the variables they are studying. This means they must figure out a way to define and measure abstract concepts.

Laboratory Research:-As you can see, social psychologists have always relied on carefully designed laboratory environments to run experiments where they can closely control situations and manipulate variables (see the NOBA module on Research Designs for an overview of traditional methods). However, in the decades since Triplett discovered social facilitation, a wide range of methods and techniques have been devised, uniquely suited to demystifying the mechanics of how we relate to and influence one another.

Field Research:-Because social psychology is primarily focused on the social context groups, families, cultures researchers commonly leave the laboratory to collect data on life as it is actually lived. To do so, they use a variation of the laboratory experiment, called a field experiment.

Q.No.2.Explain the concepts of self-presentation and self-perception. Why do we overestimate the accuracy of our judgments? Elaborate with suitable examples from the society.

Answer:- concepts of self-presentation:- Self-presentation refers to how people attempt to present themselves to control or shape how others (called the audience) view them. It involves expressing oneself and behaving in ways that create a desired impression. Self-presentation is part of a broader set of behaviors called impression management. Self-presentation is behavior that attempts to convey some information about oneself or some image of oneself to other people. Specifically, self-presentational motivations are activated by the evaluative presence of other people and by others' (even potential) knowledge of one's behavior. The tendency to present a positive self-image to others, with the goal of increasing our social status, is known as self-presentation, and it is a basic and natural part of everyday life. Different self-presentation strategies may be used to create different

emotions in other people.

Concepts of self-perception:- A person's view of his or her self or of any of the mental or physical attributes that constitute the self. Such a view may involve genuine self-knowledge or varying degrees of distortion. See also perceived self; self-concept. Most people would agree, for example, that a person who perceives himself or herself as interested in road biking may, as a result of that interest, buy bicycling equipment and go on long cycling rides. People are angry because they scowl and are happy because they smile this is the self-perception effect.

Overestimate the accuracy of our judgments:- This tendency to overestimate the accuracy of our knowledge and judgments is overconfidence . Overconfidence can have adaptive value. People who err on the side of overconfidence live more happily. They make tough decisions more easily, and they seem more credible than others. This tendency to overestimate the accuracy of our knowledge and judgments is overconfidence. Overconfidence can have adaptive value. People who err on the side of overconfidence live more happily. They make tough decisions more easily, and they seem more credible than others. Moreover, given prompt and clear feedback, people can learn to be more realistic about the accuracy of their judgments. The wisdom to know when we know a thing and when we do not is born of experience. Our overconfidence in our judgments is startling; equally startling is our tendency to cling to our beliefs in the face of contrary evidence. Belief perseveranceoften fuels social conflict. Thus, showing the pro and anti-capital-punishment groups the samemixed evidence actually increasedtheir disagreement.

Elaborate with suitable examples from the society:-

Territory:- Most countries have formal boundaries and territory that the world recognizes as theirs. However, a society's boundaries don't have to be geopolitical borders, such as the one between the United States and Canada. Instead, members of a society, as well as nonmembers, must recognize particular land as belonging to that society,
Example: The society of the Yanomamo has Nuid but definable land boundaries. Located in a South American rain forest. Yanamamo territory extends along the border of Brazil and Venezuela. While outsiders would have a hard time determining where Yanomamo land begins and ends, the Yanomamo and their neighbors have no trouble discerning which land is theirs and which is not

Interaction:- Members of a society must come in contact with one another. If a group of people within a country has no regular contact with another group, those groups cannot be considered part of the same society Geographic distance and language barriers can separate societies within a country
Example: Although Islam was practiced in both parts of the country, the residents of East Pakistan spoke Bengali while the residents of West Pakistan spoke Urdu Geographic distance, language differences, and other factors proved insurmountable. In 1971, the nation split into two countries, with West Pakistan assuming the name Pakistan and East Pakistan becoming

Q.No.3.Write a detailed note on Culture and Social Diversity. Explain the concepts of collective efficacy and self-efficacy in detail.

Answer:- Write a detailed note on Culture:- Cultural means relating to a particular society and its ideas, customs, and art. a deep sense of personal honour which was part of his cultural heritage. Culture is the patterns of learned and shared behavior and beliefs of a particular social, ethnic, or age group. It can also be described as the complex whole of collective human beliefs with a structured stage of civilization that can be specific to a nation or time period. Humans in turn use culture to adapt and transform the world they live in. This idea of Culture can be seen in the way that we describe the Ashanti, an African tribe located in central Ghana. The Ashanti live with their families as you might assume but the meaning of how and why they live with whom is an important aspect of Ashanti culture. In the Ashanti culture, the family and the mother's clan are most important. A child is said to inherit the father's soul or spirit (ntoro) and from the mother, a child receives flesh and blood (mogya). This relates them more closely to the mother's clan. The Ashanti live in an extended family. The family lives in various homes or huts that are set up around a courtyard. The head of the household is usually the oldest brother that lives there. He is chosen by the elders. He is called either Father or Housefather and everyone in the household obeys him.

Write a detailed note on Social Diversity:- Social Diversity is the differences seen in a particular society in the case of religion, culture, economic status etc. ... The countries like India are well known for their diversified nature in a variety of aspects such as faith, rituals and customs, geographical differences, linguistic elements and other social aspects. Social Diversity. "A successful community in which individuals of different race, ethnicity, religious beliefs, socioeconomic status, language, geographical origin, gender and/or sexual orientation bring their different knowledge, background, experience and interest for the benefit of their diverse community." Diversity is about what makes each of us unique and includes our backgrounds, personality, life experiences and beliefs, all of the things that make us who we are. It is a combination of our differences that shape our view of the world, our perspective and our approach.

Concepts of collective efficacy Detail:- Collective efficacy describes what residents are willing to do to improve their neighborhoods. Although social cohesion is the foundation of collective efficacy, at the core of collective efficacy are the willingness to intervene and the capacity for informal social control. Collective efficacy beliefs in student work teams: Relation to self-efficacy, cohesion, and performance. Journal of Vocational Behavior. As a result, collective efficacy has been conventionally measured through a hybrid of several related, but distinct, constructs such as social control, cohesion, support, and capital.

Concepts of self-efficacy in detail :- Self-efficacy refers to an individual's belief in his or her capacity to execute behaviors necessary to produce specific performance attainments (Bandura, 1977, 1986, 1997). ... Self-Efficacy Theory (SET) has had considerable influence on research, education, and clinical practice. The term 'self-efficacy" was first coined by psychologist Albert Bandura (1977) a Canadian-American psychologist and a professor at Stanford University. He originally proposed the concept, in his own words, as a personal judgment of "how well one can execute courses of action required to deal with prospective situations" (1977). Self-efficacy refers to an individual's belief in his or her capacity to execute behaviors necessary to produce specific performance attainments (Bandura, 1977, 1986, 1997). Self-efficacy reflects confidence in the ability to exert control over one's own motivation, behavior, and social environment