MANGALORE UNIVERSITY

Department of Sociology

SYS 505 Social Psychology

Course Outcome:

CO1. Understand concepts in social behavior
CO2. Processes of motivation, perception and attitude formation
CO3. Understand Crowd and mob behaviour.
CO4. Social behavior in relation to social institutions
CO5. Forces behind the crowd and mob behavior
CO6. Factors behind the social discrimination
CO7. Leadership types and functions
CO8. Personality traits and formation
CO9. Major theories to interpret human behaviour

Objectives:

After the completion of this course a student will be able to

1. Understand the basic concepts in social behavior
2. Understand the dynamics of social behavior in relation to the social institutions
3. Analyze the processes of motivation, perception and attitude formation
4. Comprehend the forces behind the crowd and mob behavior
5. Know the factors behind the social discrimination

UNIT - I : Introduction:- **Hrs -12**

a. Meaning and importance of social psychology
b. Relationship with social sciences – sociology and anthropology.
c. Relevance of social psychology in India

UNIT - II : Basic Concepts: **Hrs - 12**

a. Motivation
b. Perception and learning
c. Personality and development

UNIT - III : Major Theories in Social Psychology: **Hrs -12**

a. Role theory - Merton
b. Symbolic interaction - Blumer
c. Theory of prejudice - Allport

UNIT – IV : Social Attitudes: **Hrs -14**

a. Formation and change of attitudes
b. Stereotypes and prejudices
c. Discrimination and deprivation of social groups

UNIT - V : Collective Behaviour: **Hrs -14**

a. Leader and followers
b. Rumour and crowd behaviour
c. Propaganda and public opinion

Reference Books:

Allpoort, G.W. 1954. *The Nature of Prejudice*, Cambridge Mass.

Baros, Robert A. and Donn Byrne. 1988. *Social Psychology*, Prentice Hall of India, New Delhi.

David G Myers. 1988. *Social Psychology*, McGraw Hill Book Company, New Delhi.

Evans, Robert R. 1975. *Readings in Collective Behaviour*, Chicago : Rand Monally College Publishing Co.

Krech D. and Crutchifield R.S. 1975. *Theory and Problems of Social Psychology*, Mcgraw Hill, New York.

Kuppuswamy. B. 1980. *Introduction to Social Psychology*, Medial Promoter & Publishers, Bombay.

Lindzey, Gardner and Elliot Aronson (ed.). 1964. *Handbook of Social Psychology*, Vol.I & II, Wiley Publishing Co. London.

Maltzer, B.N., W. John, et al 1945. *Symbolic Interactionism*, Routledge and Kegan Paul Ltd., New Jersey.

Mannheim, Karl. 1966. *Essays on Sociology and Social Psychology*, Routledge and Kegan Paul Ltd., London.

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Paliwal, Suprithy. 2002. *Social Psychology*, RBSA Publishers, Jaipur.

Sharon s. Brehm and Saul M. Kassim. 1996. *Social Psychology*, Houghton Miffinco, Boston.

Sprott, W.J.H. 1952. *Social Psychology*, Methuen and Co. London.

Young, Kimball. 1963. *A Hand Book of Social Psychology*. Routledge and Kegan Paul Ltd., London.