

**Trends and scope of social psychology**

**For M. Phil Psychology**

**By Dr Najma Iqbal Malik**

**SOCIAL PSYCHOLOGY**  
THE SCIENCE OF THE SOCIAL SIDE OF LIFE

**WHY.... ???**

***Social Psychology***

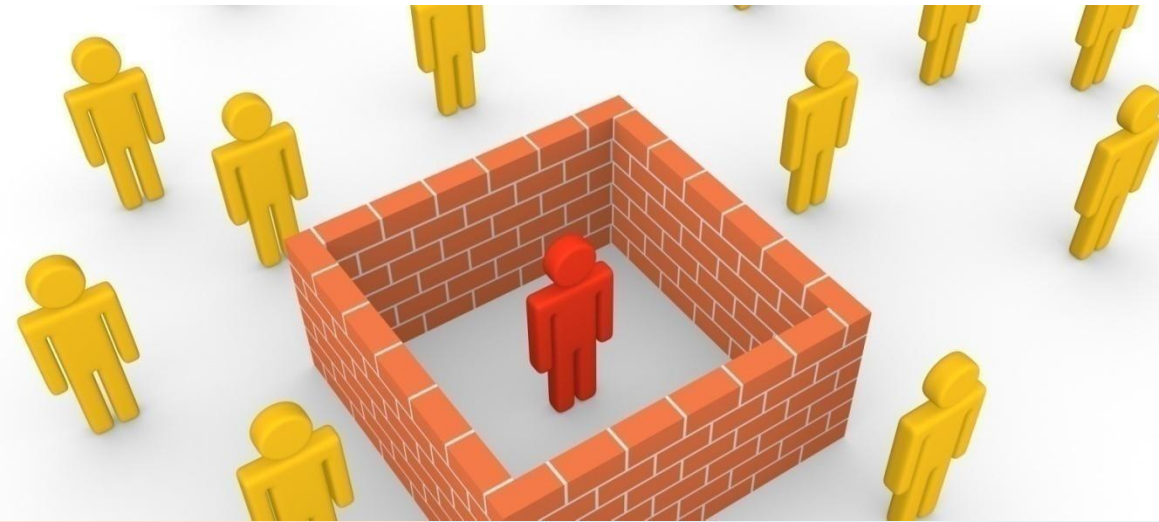
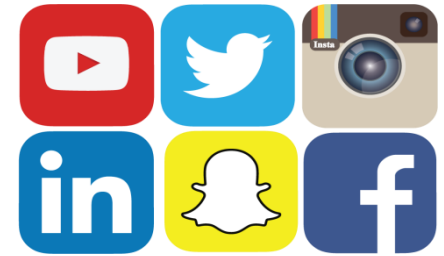


# PSYCHOLOGY:

- **Scientific study of mind and behavior.**
  - **Mental Processes**
    - Driven by: Certain **Factors**
- **Result in Behaviors**

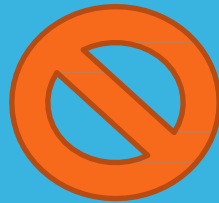
# SOCIAL ASPECT OF PSYCHOLOGY

- **We can't live in Isolation**



# HAVE YOU EVER ASKED FROM YOURSELF ??

- Why do people **fall in & out of love** ?
- Why we sometimes **loose temper, show anger, care for others** or **regret** on something ?
- Why people **sacrifice** our **own interests** to **help** others ?



# **SOCIAL PSYCHOLOGY:**

- **Social psychology is a study of How & Why the Behavior and thoughts of people are influenced by the actual or implied presence of other people.**

**(We imagine how they would react to actions we might perform)**

# USE OF COMMON SENSE OR SCIENCE TO UNDERSTAND PSYCHOLOGY



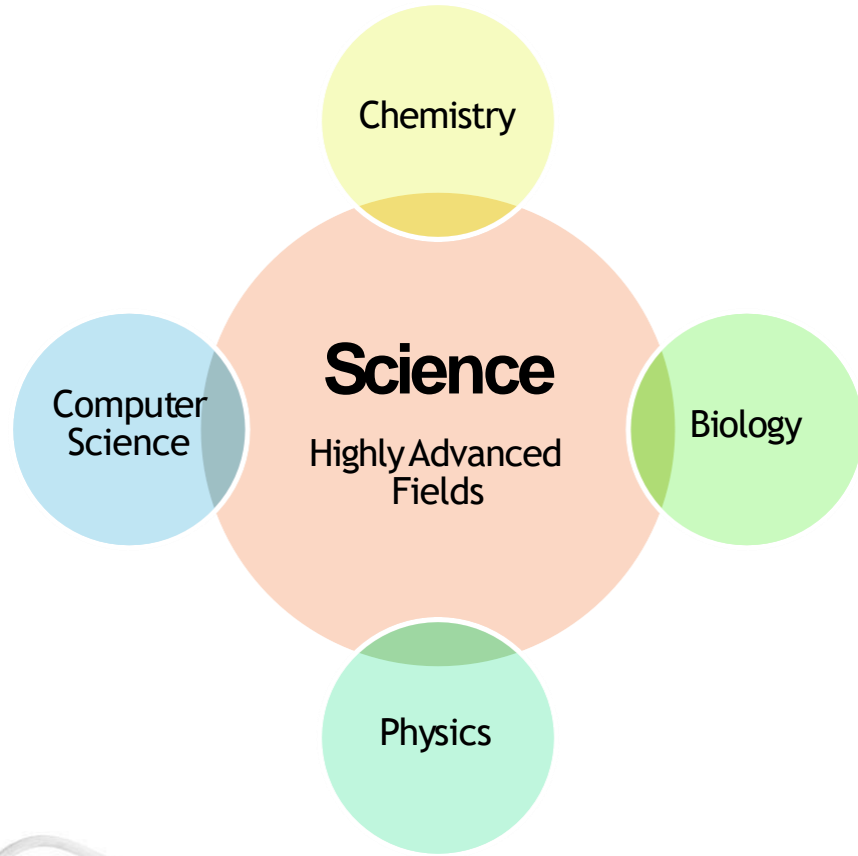
# COMMON SENSE SAYS

- Too many cooks spoil the food.
- When people work together, they perform better.
- When you know better, tend to know more.
- Knowing other may lead to dislike others.

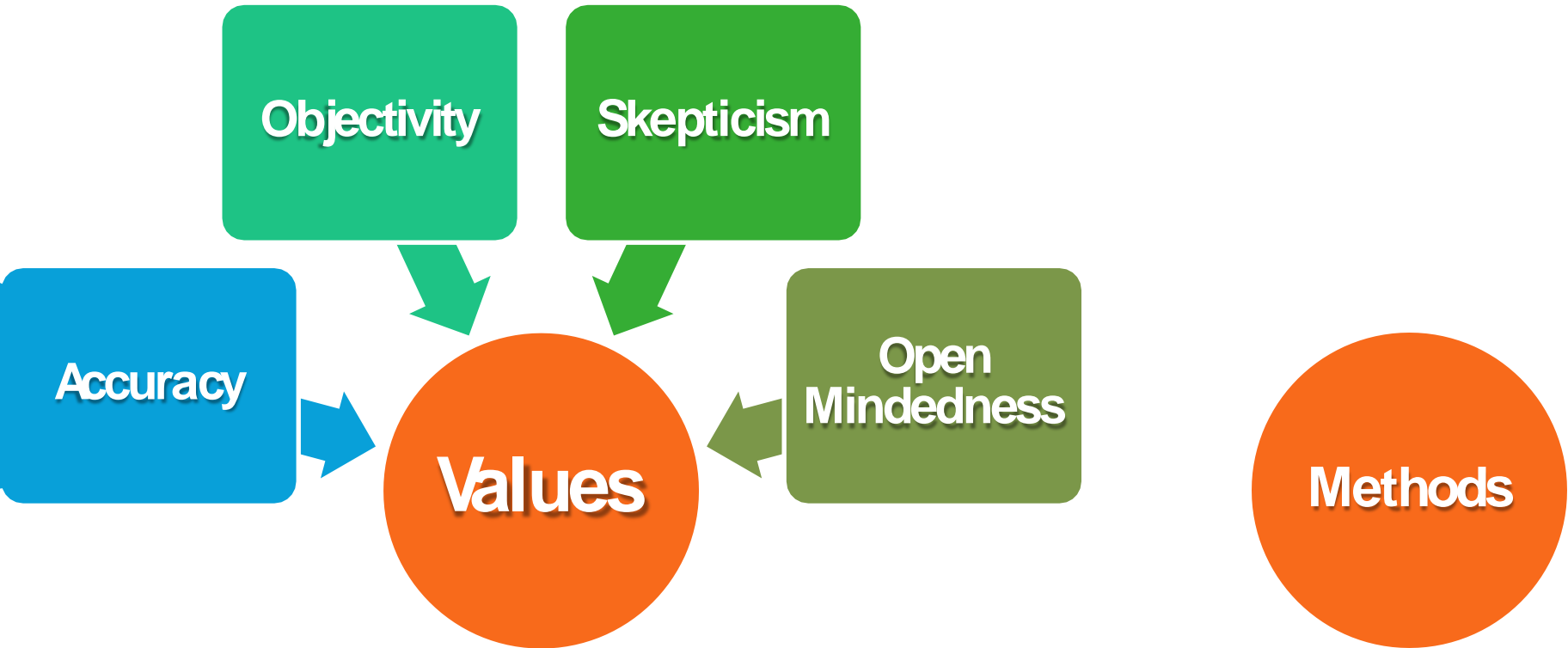
**CONFUSING  
&  
INCONSISTENT**

**Biases**





# GENERALLY SCIENCE REFERS TO:



## SOCIAL BEHAVIOR & THOUGHT AFFECTED BY:

- **Cognitive Processes**
  - **Environmental Variables**
  - **Biological Factors**
  - **Cultural Values**
- 

# COGNITIVE PROCESS



Sorry, I'm late.



Lame  
Excuses

**You react differently in different situations**

# ENVIRONMENTAL VARIABLES

- **Weather Conditions**
  - Hot & Steamy or Cool & Comfortable
- **Ambiance**
  - Working Conditions
  - Physical Space

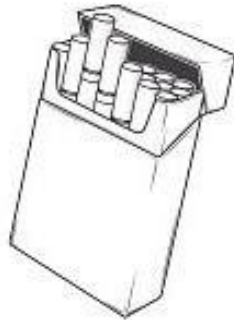
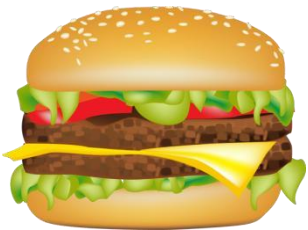
# BIOLOGICAL FACTORS

- **Genetics (DNA)**
- **Inheritance**
  - Heredity: Transfer from one generation to other

# TWIN STUDIES:

- Researchers try to **Separated** the same environmental settings
  - **Separated** at the time of **birth**
  - Kept both in **different states**
  - After **Long Years**

Came to  
Know



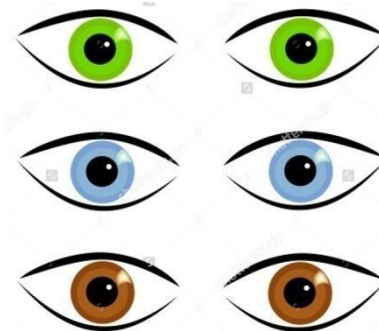
# TWINS

- **IDENTICAL TWINS (MONO-ZYGOTIC)**

- Often have remarkably **Similar Appearances & Characteristics**
- Mirror Twins
  - **Reflection of each other** (Right Handed & Left Handed)
  - Almost matching same Fingerprints

- **NON IDENTICAL TWINS (Di - ZYGOTIC)**

- May not look alike
- May have different:

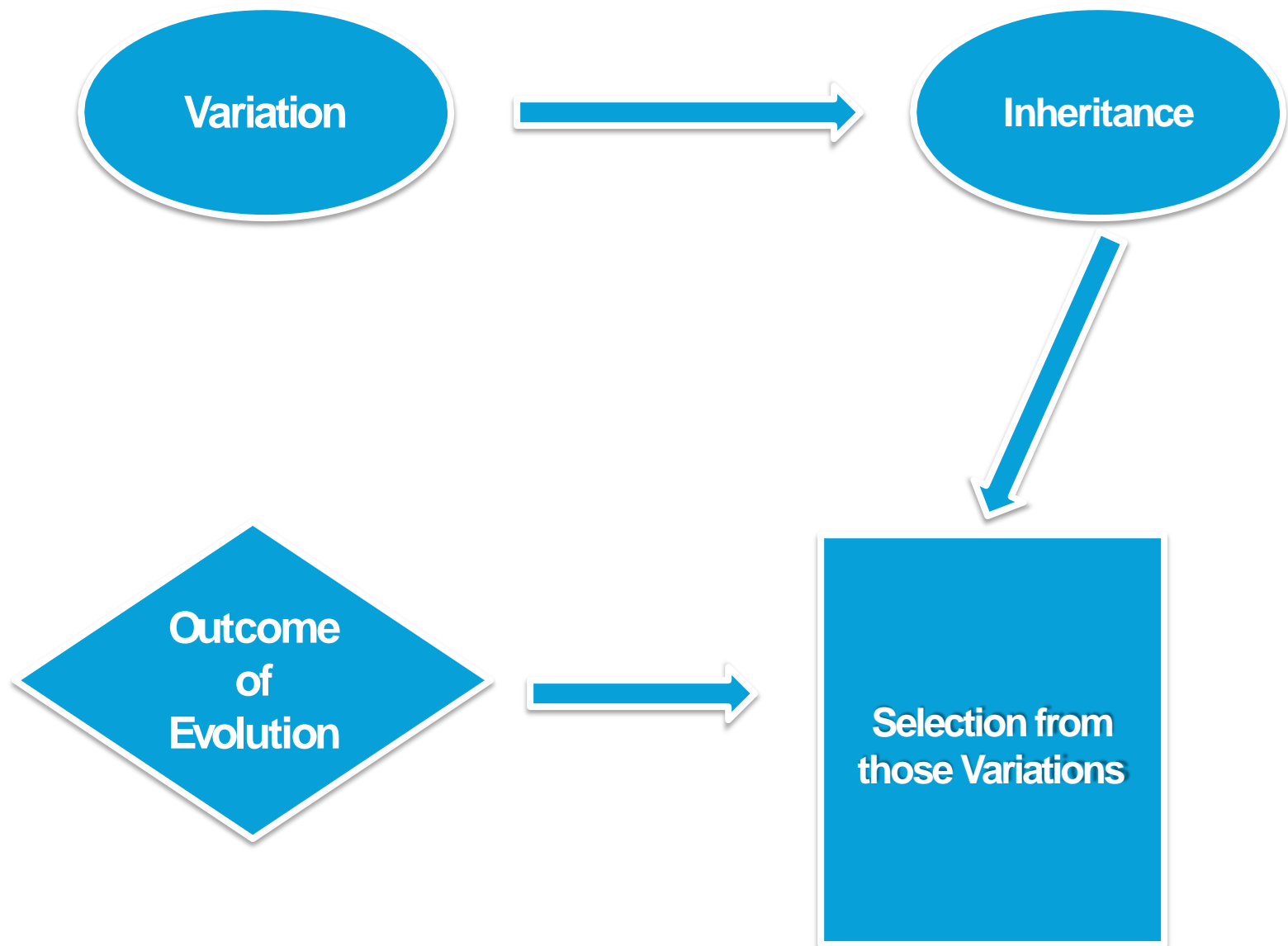




# EVOLUTIONARY PSYCHOLOGY

- New Branch of **Psychology** that seeks to **investigate** the **potential role of genetic factors** in **various aspects of human behavior**.

# PROCESS OF EVOLUTION



# VARIATIONS

- **Differences**
  - **Social-Cultural**
    - Social Class
    - Culture
  - **Demographics Factors**
    - Religion, Caste, Age, Occupation
  - **Geographic**
    - National, International
    - Environmental



# TRAITS & ATTITUDES TRANSFERRED

## PHYSICAL TRAITS

- Eye Color
- Skin Color
- Blood Group
- Height
- Body Structure
  - Skinny

## NON PHYSICAL ATTITUDES

- Belief System
- Political Inclination

# SELECTION FROM VARIATIONS



# SOCIAL WORLD: CONSTANTLY CHANGING

- Culture is changing at fast pace:



# CULTURE DIFFERS IN MANY WAYS

- **Some cultures**
  - Bribe is **acceptable** (or even essential) for Public Officials
  - **China & Russia** bribe is **natural** part of **life**
- In other cultures **IT CAN LAND YOU IN JAIL!**
  - **USA, Denmark, Canada & Germany** Its hard to pay bribe



# TECHNOLOGY HAS CHANGED EVEN WAY OF:

Home About Us Services Downloads Awards Contact

## Grave # 231

Team is working To fix down problem of picture

**Name**

**Father Name**

**Address**

R-875 Block 20

**Date**

June, 14-2001

**Islamic Date**

21st Rabi-ul-Awal, 1422

**Block**

Abulfazil Abbas

[Play Sur-e-Fatiha Audio](#)

Grave#  Type Grave Number

[Advance search](#)

SEARCH

### Complain Us

Grave Number

Your Name

Your Email

Your Message

Mail me copy of complain

Submit Complain

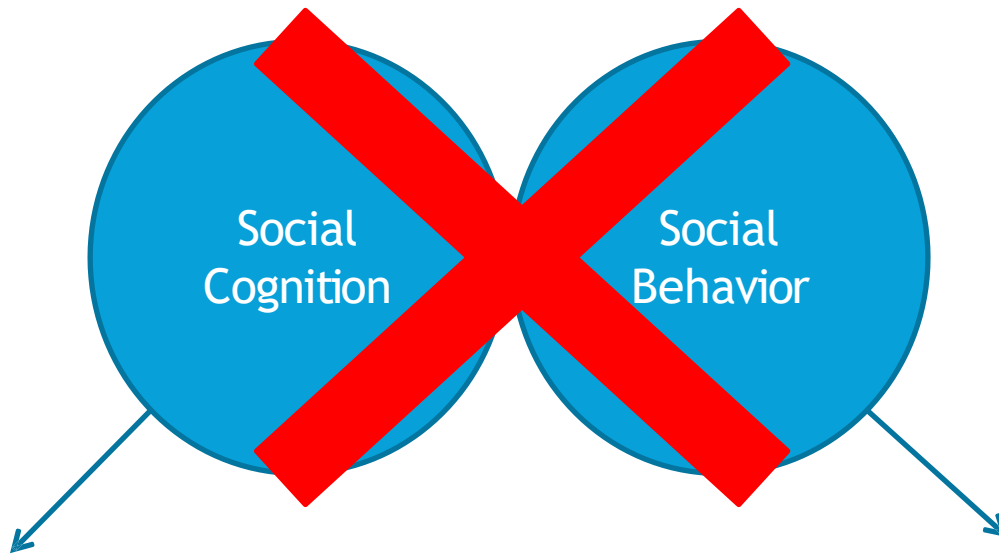


# WE HAVE COVERED!

Understood the **causes of social behavior** and **social thoughts** and **Identified the factors** that **shape our feelings, thoughts and behavior.**

# TRENDS IN MODERN SOCIAL PSYCHOLOGY

Cognition & Behavior Two Sides of same coin:

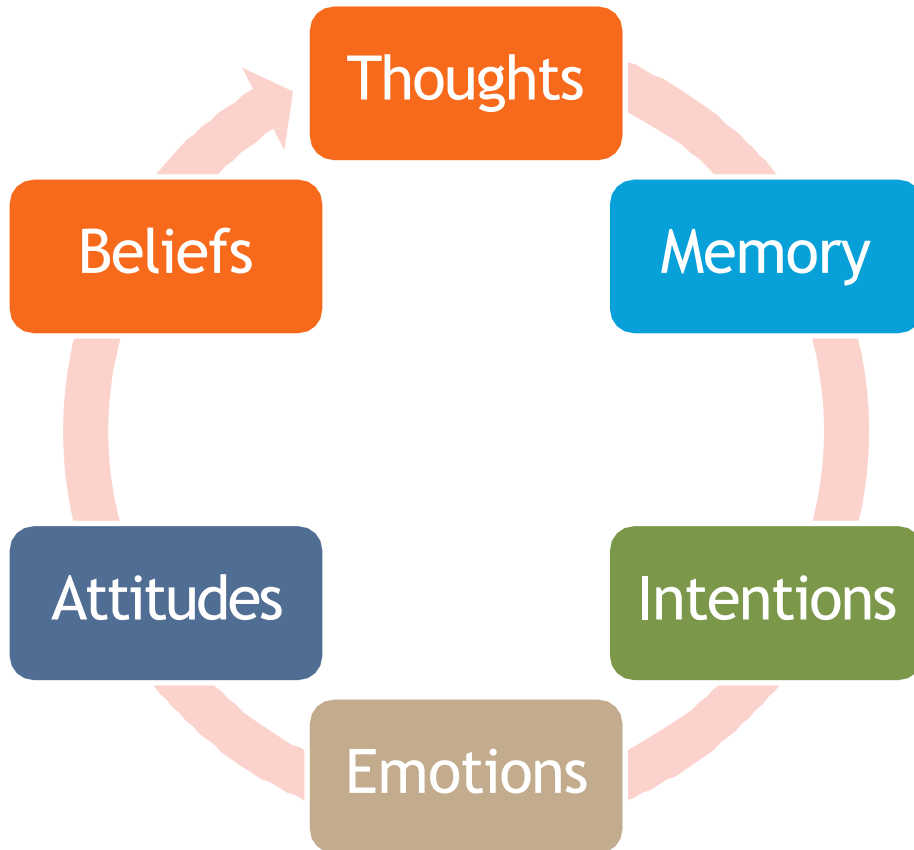


Make sense out of social world & understand

How people act in social situations

# THIS DIVISION IS NOW OVER

We can not **hope to understand How & Why** people behave in certain way:

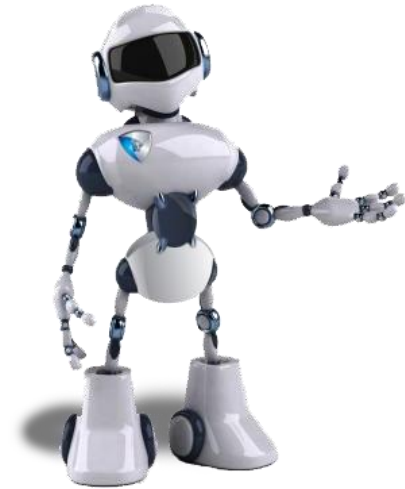


Continuous &  
Complex  
Interplay



# ROLE OF EMOTIONS IN SOCIAL LIFE

- Can you imagine life without **FEELINGS ??**



Positive mood tend  
to help others  
& Negative Don't

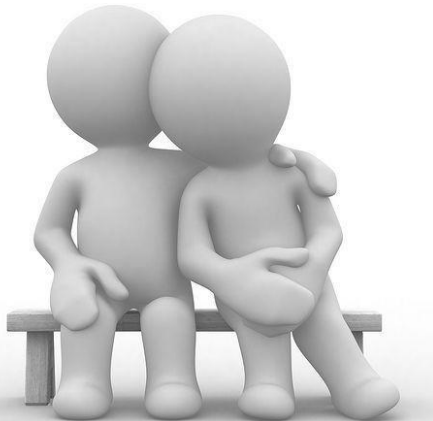


# SOCIAL RELATIONSHIPS

- They **Begin & Change** over time
- Why gradually some relationships
  - Get **STRENGTHEN & DEEP**
  - Others **WEAKEN & DIE**

## Develop Positive Emotions ☺

Lifetime Friendship



Co-workers Relationship



Marital Contract



# WHEN RELATIONSHIP WEAKEN OR DIE

## Develop Negative Emotions ☹️

**Friendship Ended**



**Co-workers Relationship**



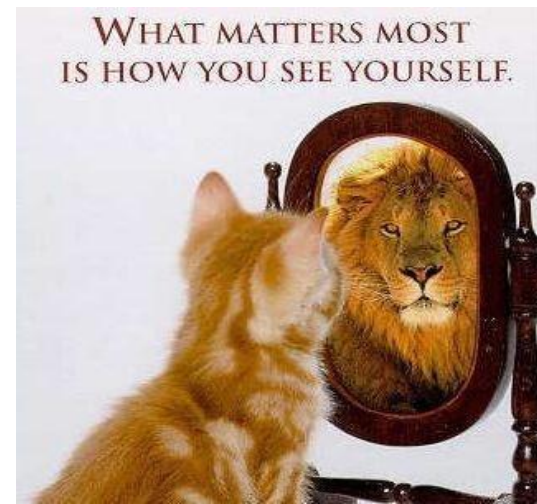
**Marriage is in danger**



# LOVE IS BLIND-RESEARCH

- **When couples are in love**
  - They perceive each other in **Unrealistically Favorable Way**
  - Always put **Positive Light** on each other
  - Similar to me
- **When Breakup Happens**
  - May leave lasting **psychological impact**
    - **Painful & Distressing**
    - Hurt Ones Self Concept
- **Anxious Attachment: Fear of losing Someone**

Move on & Rebound:  
To New Relationship



# SOCIAL NEUROSCIENCE

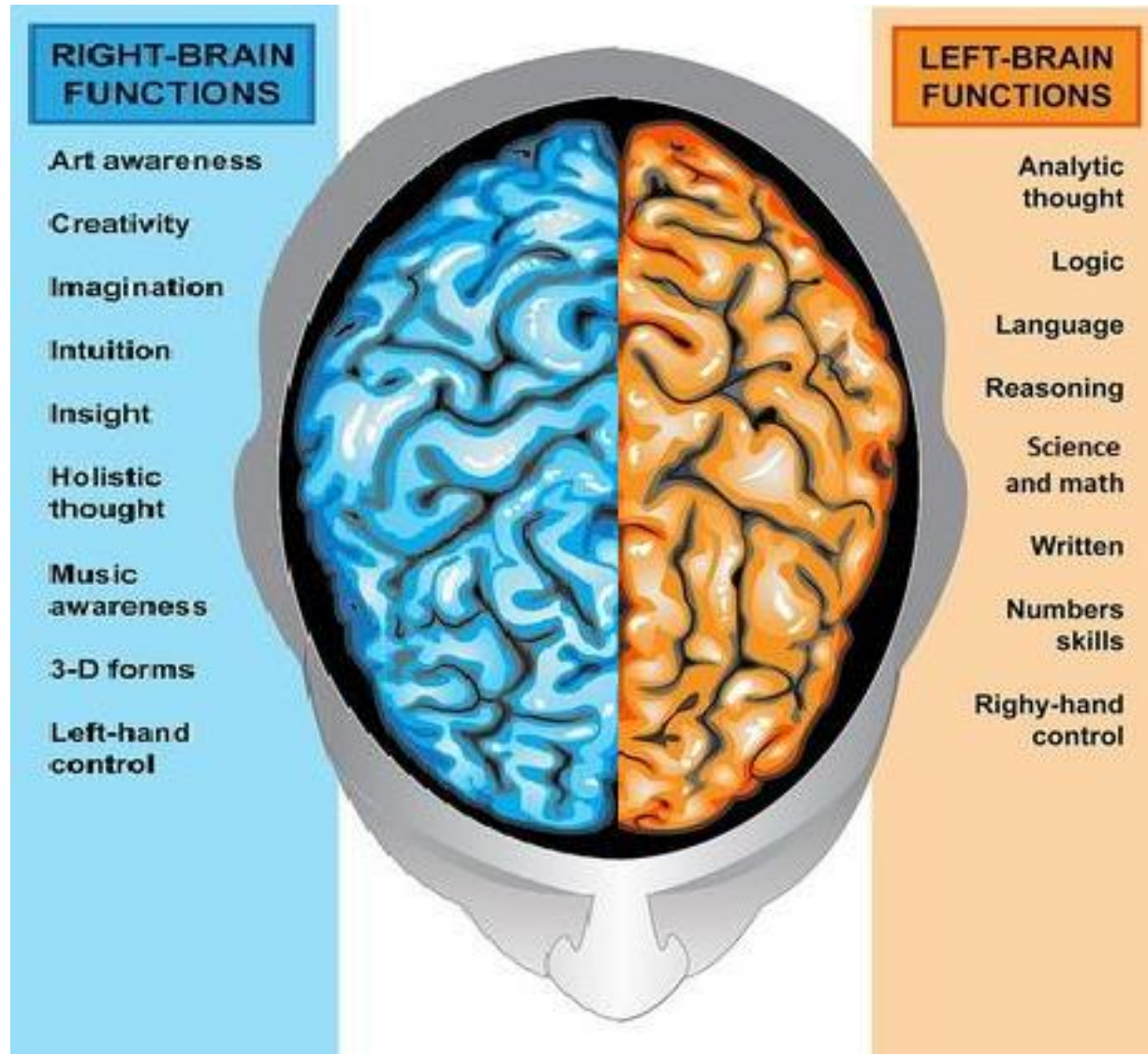
- Investigate **Biological factors** that affect human **behavior**
- Helps to understand relationship between brain & social behavior

## Do You Remember ?

- What your third grade teacher looked like?
- The smell of your favorite food ?
- Your first day in school?



# **FUNCTIONS OF BRAIN: LEFT V/S RIGHT**



# LETS DO A TASK

Look at chart: Say the Color not Word

**Blue** **Red** **Green** **Purple**

**Yellow** **Black** **Orange**

**White** **Pink** **Blue** **Brown**



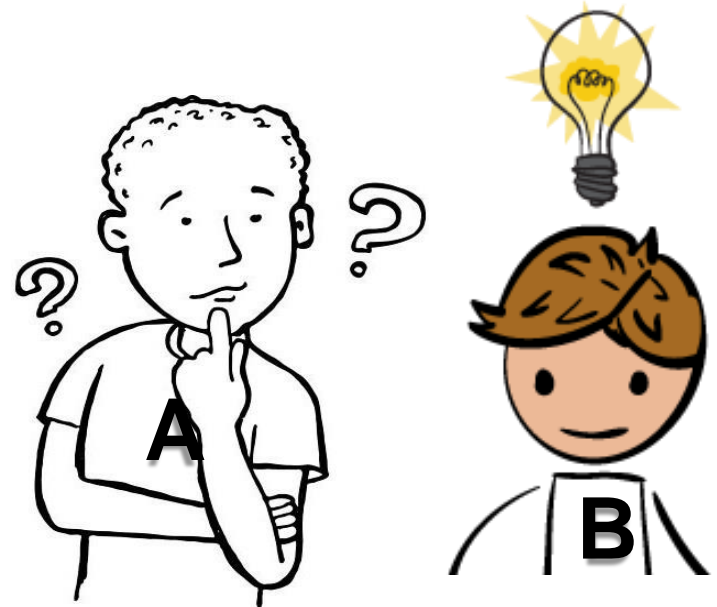
# USING DIFFERENT TOOLS & TECHNIQUES

- To understand the **how brain process** and **response to social situations**
  - fMRI Functional Magnetic Resonance Imaging
  - Positron Emission Tomography (PET)

# EXPERIMENT- DEBATE ON SOCIAL ISSUES

- **Growing equality of women in society (in terms of)**
  - Right to Higher Education
  - Employment
  - Equal Rights in every field

- **Person A: Positive Views**
- **Person B: Hold Negative Views**

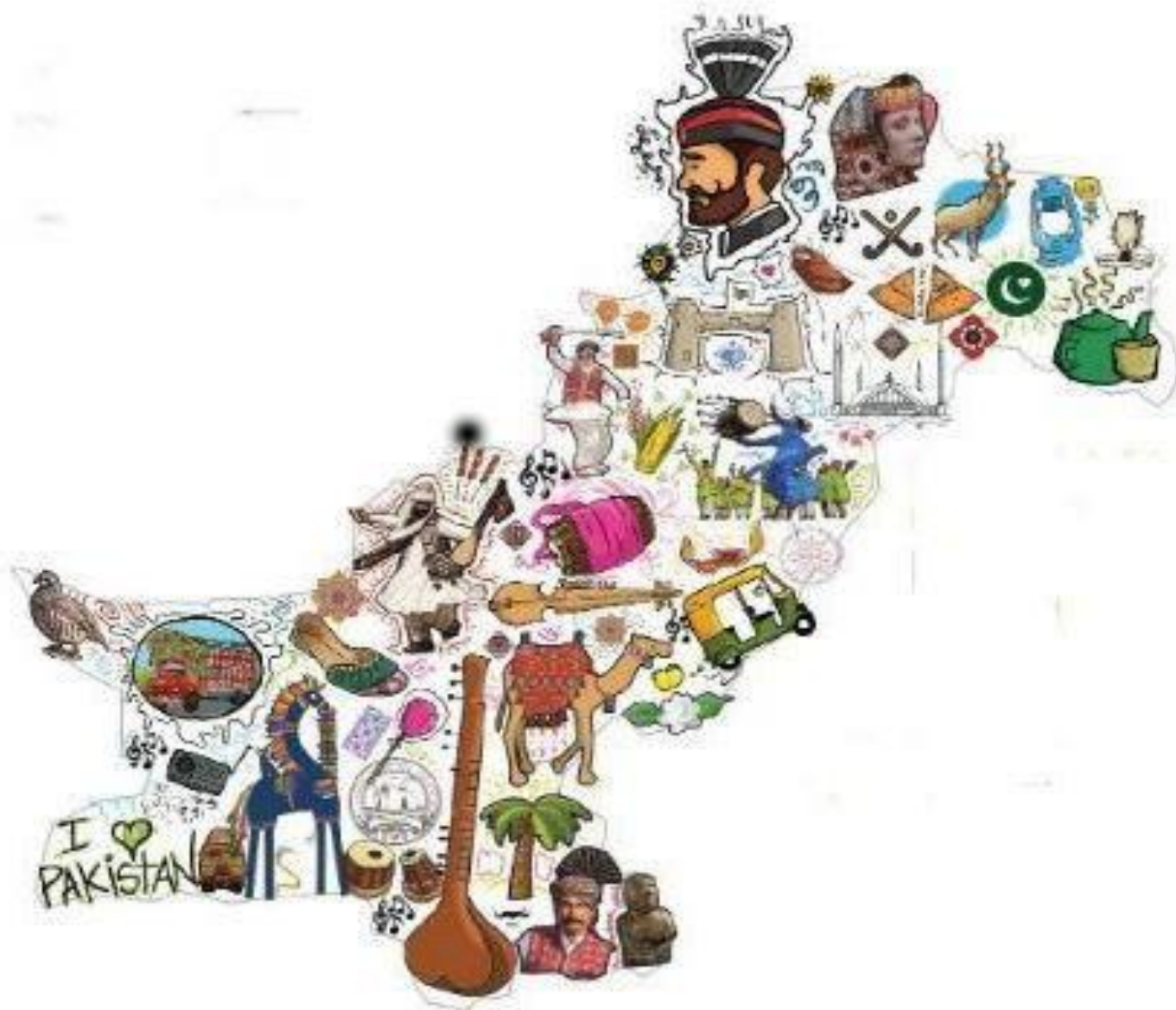


# THE ROLE OF NON-CONSCIOUS PROCESSES

- **You met with a person randomly:**
  - Immediately Liked or disliked, without giving a second thought
  - And then we try to justify reasons
- **Later on**
  - You may regret for Speedy Judgment
  - First Impression Bias

**OUR BEHAVIOR & THOUGHTS ARE SHAPED BY  
FACTORS FROM WHICH WE UNAWARE OF**

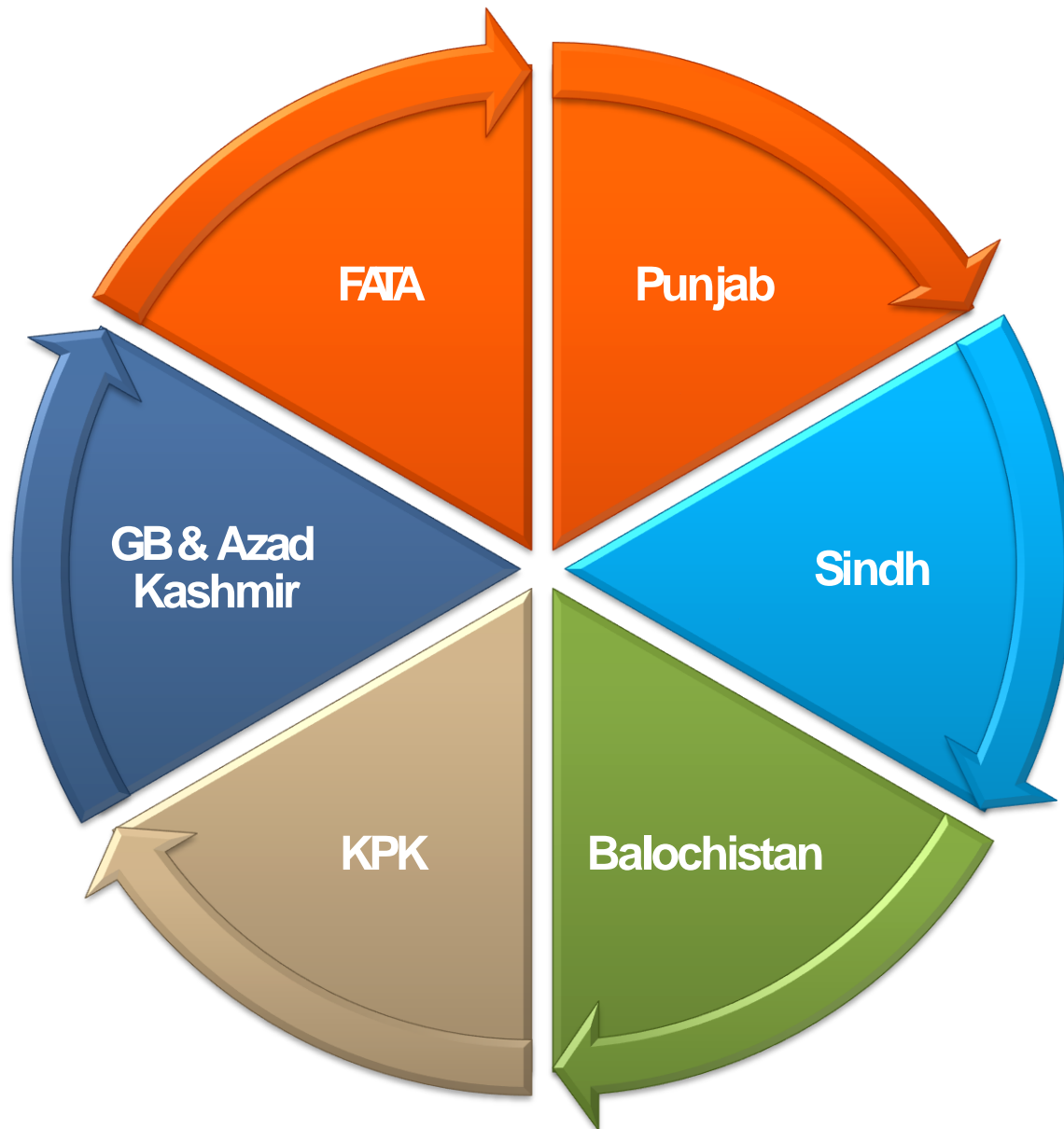
# ACCOUNT OF SOCIAL DIVERSITY



- **Cultural Diversity**
- **Religious**
- **Multilingual**
- **Demographic**



# GEOGRAPHICAL DIVERSITY





# CULTURAL DIVERSITY



# PUNJAB



# KHYBER PAKHTOONKHA



# BALUCHISTAN



# GILGIT BALTISTAN



# **MULTILINGUAL (MORE > 75 LANGUAGES)**

- **Balochi**
- **Pashto**
- **Punjabi**
- **Sindhi**
- **Seraiki**
- **Hindko**
- **Potohaari**
- **Kashmiri**
- **Balti**
- **Bravi**
- **Gujraati**
- **Memoni**

# RELIGIOUS DIVERSITY



# DEMOGRAPHIC DIVERSITY

- **Age**
- **Gender**
- **Occupation**
- **Social Class**
- **Income Level**



# HOW SOCIAL PSYCHOLOGIST ANSWER THE QUESTIONS

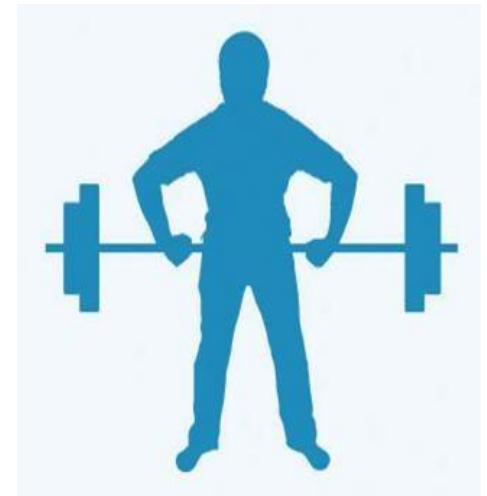
- We know Social Psychology is **Scientific in Orientation**

## Cognition



HOW DO SOCIAL PSYCHOLOGIST  
ANSWER THESE QUESTIONS

## Behavior



SCIENTIFIC  
RESEARCH

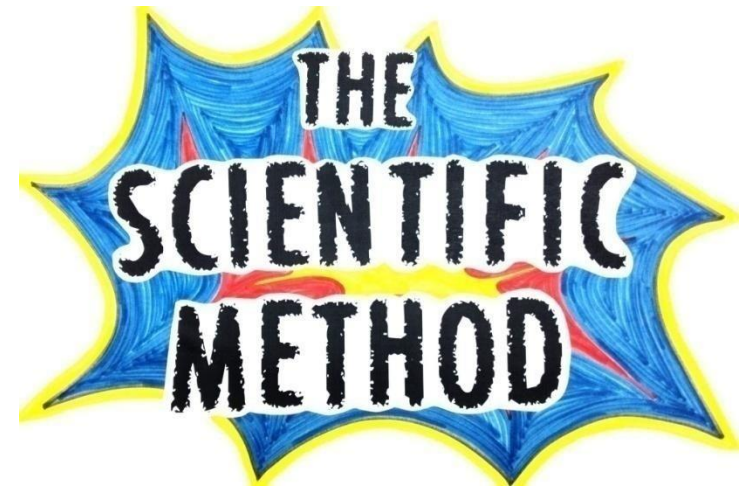


# **SCIENTIFIC RESEARCH**

- 1. Methods of Research**
- 2. Role of Theory in Social Psychology**
- 3. Ethical Issues related to Social Psychology Research**

# **METHODS OF RESEARCH**

- **Systematic Observation**
- **Survey Method**
- **Correlation Method**
- **The Experimental Method**



# OBSERVATION

- **Casual Observation (Random): “People Watching”**
  - We use to do **most of times**
  - We observe in **haphazard way**
    - It is **SUBJECT** to **BIAS** & may **DISTORT** the **FACTS**

**BY USING  
SENSES**



# SYSTEMATIC OBSERVATION

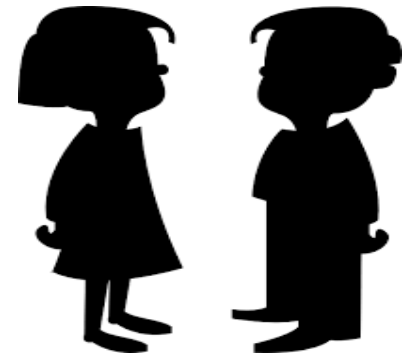
- Behavior is **systematically observed and recorded**
  - It provides **Careful & Accurate Measurement** of behavior

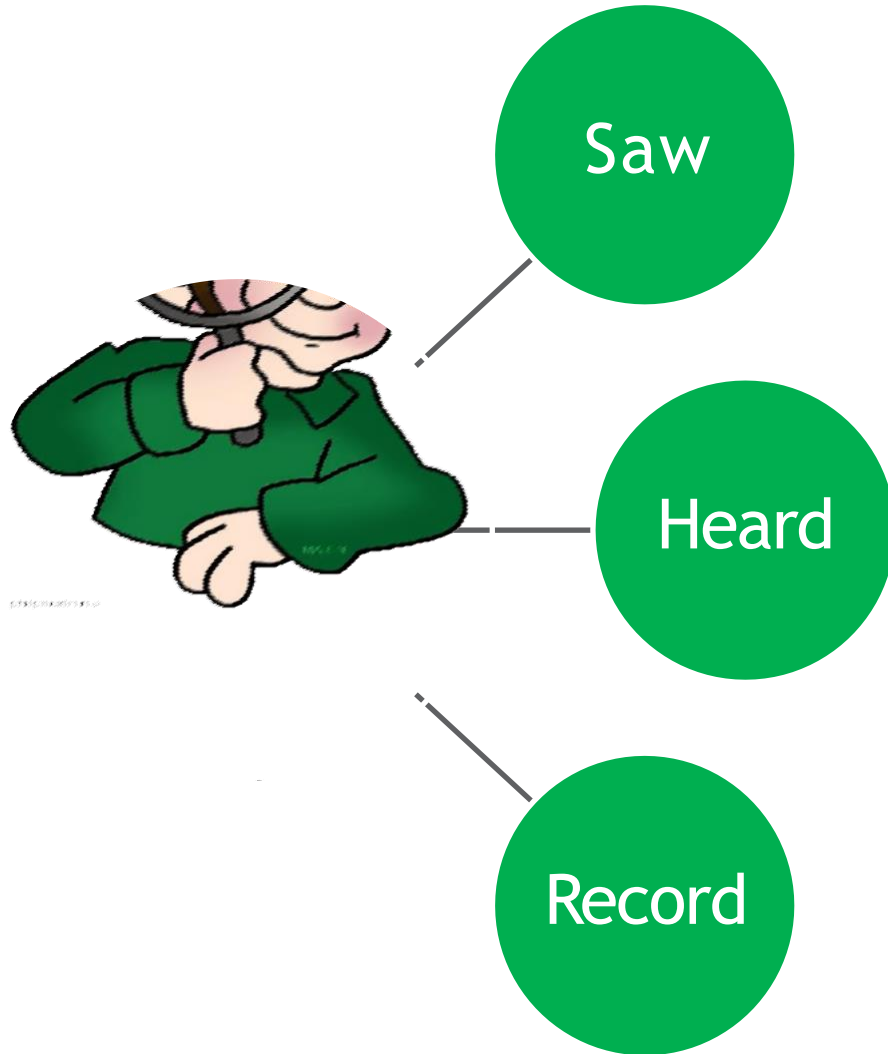
**For Example:**

**How people greet each other in different social settings ?**

# PLANNING FOR SYSTEMATIC OBSERVATION

- **Decide**
  - Define **different social setting** (Friends, Family, Professional)
  - Which **places** to go for **observation**?
  - Observe **groups** or **individuals**
  - Which **Gender** to observe ?





**INTERPRET  
THE  
RESULTS**

**SYSTEMATIC OBSERVATION REDUCES OR ELIMINATE THE  
BIASES**

**AVOID ARTIFICIAL BEHAVIOR “NATURALISTIC OBSERVATION”**

# SURVEY METHOD

- Large number of people answer questions about their attitudes or behaviors.
- Used to record the **attitudes** or **behaviors** of people:
  - Find out **how voters feel** about the various **political candidates**
  - How **people feel** about the member of **different social groups**
  - **Evaluation of teacher** at the end of semester



EVALUATION SHEET

EXCELLENT

GOOD

AVERAGE

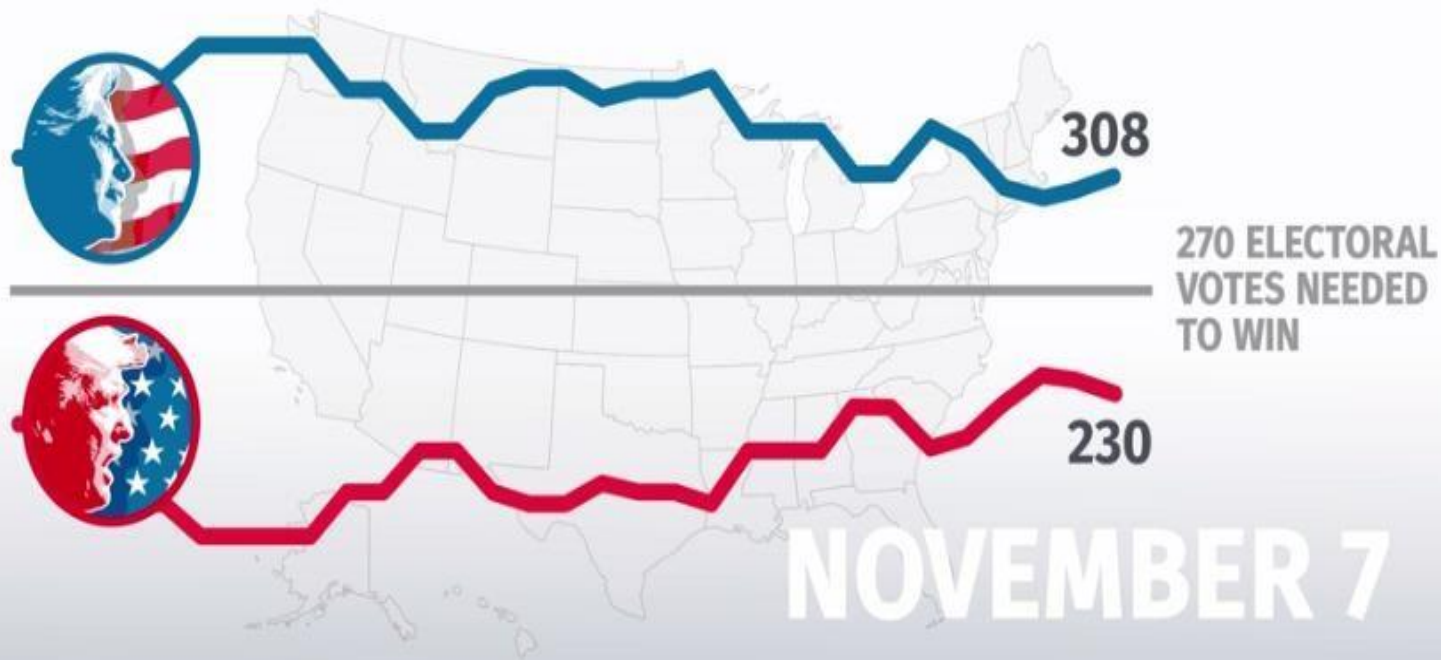
POOR

VERY POOR





# US PRESIDENTIAL ELECTION: HOW THE FORECASTS HAVE CHANGED



# Student Adjustment to Institute Questionnaire (SACQ)

## Part - One

### Part Two

The 67 statements on this form describe Institute experiences. Read each one and decide how well it applies you at the present time (within the past few days). For each statement, select on scale 1 - 5 depending on how closely the statement applies to you. Select only one option for each statement.

- 1 = Never Applies to me  
 2 = Rarely Applies to me  
 3 = Neutral  
 4 = Very often applies to me  
 5 = Always applies to me

Item No	Item	1	2	3	4	5
01	I feel that I fit in well as part of the Institute (Sukkur IBA) environment.	4	2	3	4	5
02	I have been feeling tense or nervous lately (Now - days).	✓	2	3	4	5
03	I have been keeping up to date on my academic work	1	2	3	4	✓
04	I am meeting as many people, and making as many friends as I would like at Institute	1	2	3	4	✓
05	I know why I'm in Institute and what I want out of it.	1	2	3	4	✓
06	I am finding academic work at Institute difficult.	1	2	✓	4	5
07	Lately, I have been feeling blue and moody (Not well) a lot.	✓	2	3	4	5
08	I am very involved with social activities in Institute.	1	2	✓	4	5
09	I am adjusting well to Institute	1	2	3	4	✓
10	I have not been performing well during examinations	1	2	3	✓	5
11	I have felt tired much of the time lately.	1	2	3	4	✓

# ADVANTAGES OF SURVEY METHOD

- Reach **wider number** of audience (Huge Number of Responses)
  - Can reach to wider audience **via internet**
- You can **generalize the results** if **sample size** is **near** to **population**.


# CORRELATION METHOD

In which we **observe two or more variables to determine whether changes in one variable brings change in other or not , if yes then how much change**

- **Tendency for one event to be associated with changes in other variable .**

**HELP OUT IN UNDERSTANDING THE RELATIONSHIP  
AMONG VARIABLES**

# Properties of Correlation

- **Direction (positive or negative)**
  - **Magnitude (strength of the relationship)**
- 

**Information Posted by users on Facebook is Accurate – whether it portrays the realistic oneself OR Present as idealized self-image ???**



**WE PORTRAY WHAT WE WOULD LIKE TO BE :**

- ✓ **WE POST THAT LOOK GOOD**
- ✓ **PRESENT OURSELVES BETTER**

**FIND RELATIONSHIP BETWEEN FACEBOOK POSTED PROFILE MATCHES WITH ACTUAL PERSONALITY**

IF YOUR **INCOME INCREASE** WHAT WILL BE  
IMPACT ON CONSUMPTION??



**POSITIVE CORRELATION:  
RELATIONSHIP**



**MORE CHANCES  
OF CANCER**



**CORRELATION METHOD DEFINE:**


**RELATIONSHIP**

**BUT IT LACKS IN**

**WHY??**

**IT DOESN'T PROVIDE EXPLANATION FOR SUCH RELATIONSHIP**

# THE EXPERIMENTAL METHOD

- **We change one variable systematically to measure the changes carefully, in one or more other variables.**
  - **Independent variable (We Normally Change)**
    - Variable that **does not depend on another variable,** and **other variable depend on this**
  - **Dependent Variable**
- 

Playing **violent video games** increase the **likelihood** of that **people will be aggressive in real life** and tend to **show more aggression** (verbally or physically )



# How to Investigate the relationship ???

## EXPERIMENTAL METHOD

- Arrange Violent games for participants
- Let them play for longer period

THEN

- Spot them in situation where there are chances to show aggression
- And carefully measure the responses of participants



## NOW CHANGE INDEPENDENT VARIABLE

- Arrange **Non-Violent games** for participants
- Let them play for longer period

THEN

- Put them in **situation** where there are **chances to show aggression**
- And **carefully measure the responses** of participants



# ANSWERING WHY??

Because of the **violent video games:**

There is **increase the thoughts** for fighting and it is **okay to fight** because it **leads to High Score**  
in Game

# TWO CONDITIONS MUST BE IMPLEMENTED

## 1 RANDOM SELECTION FROM GROUPS

- For Example:
  - Assigning violent video games to “Judo Club”. The regularly practice Martial Arts.
- Assigning **Non-violent games** to the participants from “**Singing Club**”



**STRONG TENDENCIES  
TOWARDS AGGRESSION**



**STRONG TENDENCIES  
TOWARDS PEACEFUL**

## 2. KEEPING OTHER FACTORS CONSTANT

- **Make sure other factors** are **not affecting the behavior**



# FLAW IN FINDINGS

## Make it free from biases

- For Example Researcher:

- Friendly & Polite

Collecting data →



**EITHER FRIENDLY BEHAVIOR  
IS BECAUSE OF FRIENDLY  
TREATMENT RECEIVED  
FROM RESEARCHER**

- Rude

(Collect data →

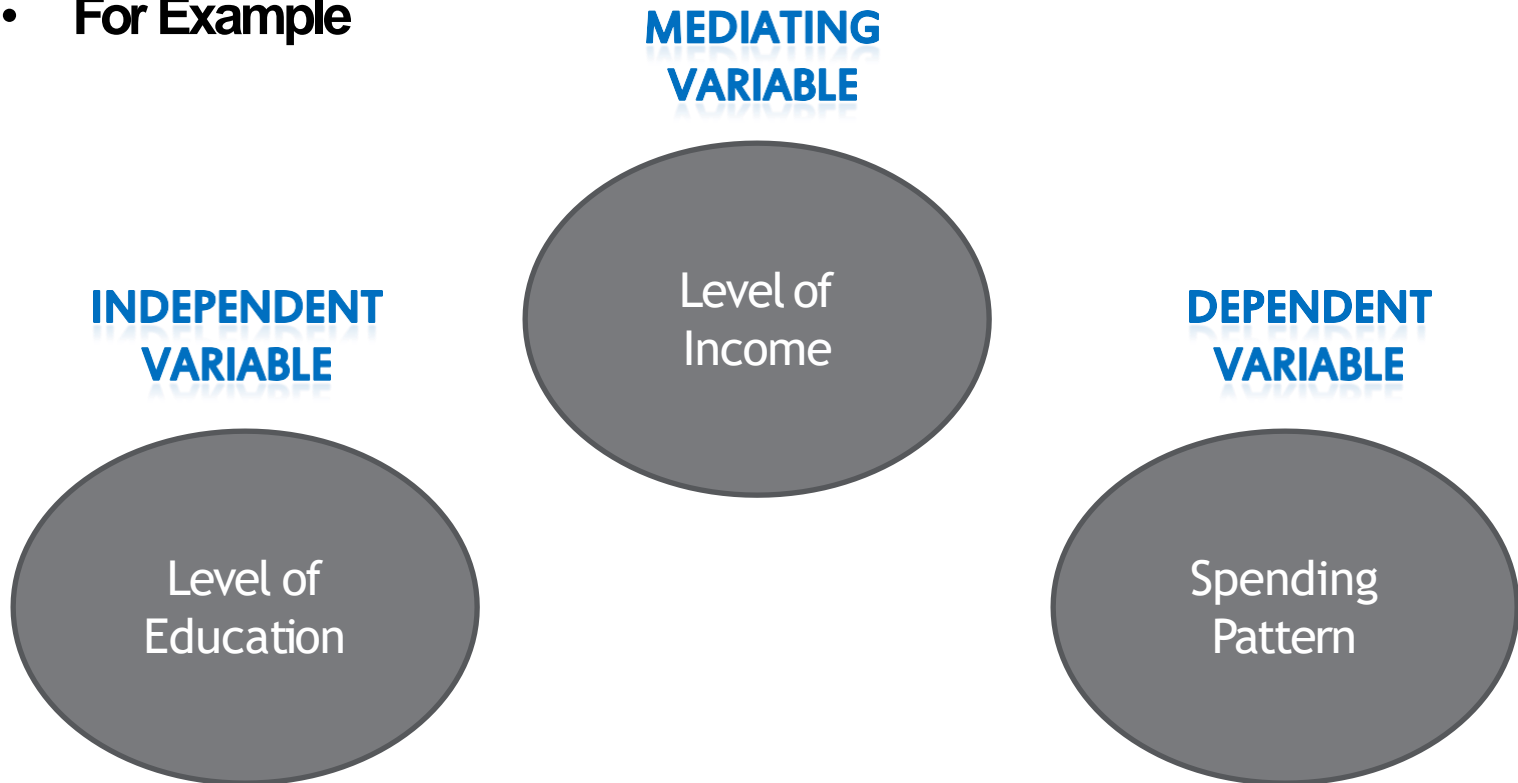
← Confounding  
variable



**EITHER AGGRESSIVE  
BEHAVIOR IS BECAUSE OF  
RUDE TREATMENT RECEIVED  
FROM RESEARCHERS**

# ROLE OF MEDIATING VARIABLE

- Work as **bridge between dependent & independent variable**
- In certain **situations if you remove it the relationship between dependent and independent variable may go away.**
- For Example



# THE ROLE OF THEORY IN SOCIAL PSYCHOLOGY

For Example:

## Classical Conditioning Theory

Before Conditioning



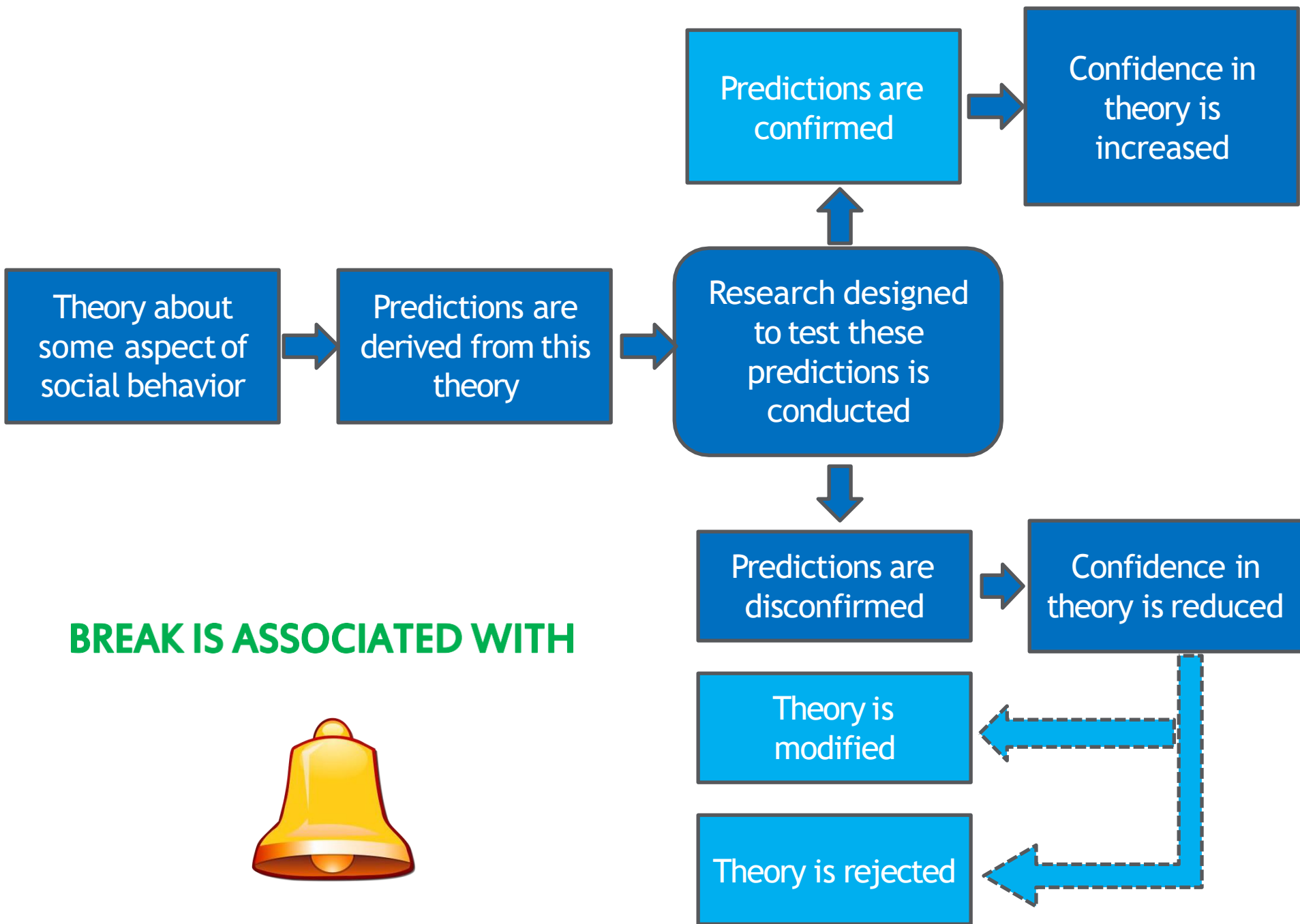
During Conditioning



After Conditioning



**LEARN TO ASSOCIATE TWO THINGS**



**BREAK IS ASSOCIATED WITH**



# THE QUEST FOR KNOWLEDGE AND RIGHTS OF INDIVIDUALS

## Deception

- A technique whereby **researchers withhold** or conceal **information** about the **actual purposes** or **procedures** of **study** from the **participants**.



## Reason:

- If they **known the true purpose**, their **behavior may be changed**.

# NOT KNOWING THE PURPOSE OF STUDY



# KNOWING THE PURPOSE OF STUDY



## ARTIFICIAL BEHAVIOR



## TWO SCHOOLS OF THOUGHTS

- Some psychologists argue that deceiving someone who participates in a research study is dishonest and makes the participant uninformed regarding the true nature of the experiment.
- Others believe that deception is necessary because it prevents the participant from behaving in an unnatural way.

# ETHICAL ISSUES WITH DECEPTION

- **Researchers tend not to deceive participants:**
  - Which cause physical pain or severe emotional distress
- **In fact its unethical and not acceptable until you  
Justification is highly needed**

For Example



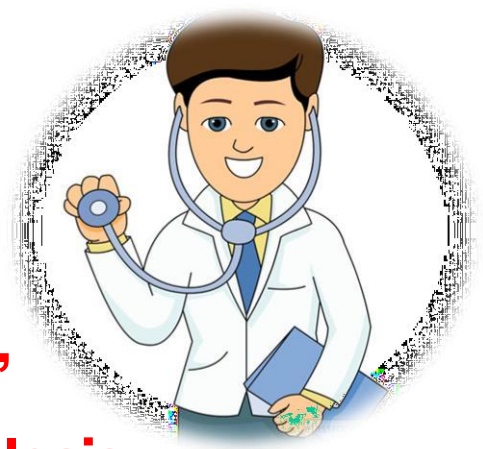


**JUSTIFIED**



**MYSTERY SHOPPERS**

# NOT JUSTIFIED



**For Example:**

- Doctor was **busy in research of “Tuberculosis”**
  - That what **if people who don’t have Tuberculosis** and **still they take such pills ????**

When **patient goes** to doctor for the **“Treatment of Malaria”**.

But he **prescribe the drugs of Tuberculosis**

**IT CAN CAUSE PHYSICAL  
& EMOTIONAL PAIN**

# EMERGENCY DRILL ON QUICK EVACUATION



**MAY CAUSE HEART ATTACKS, DEPRESSION AND DEATHS**

## SERIOUS ISSUES THAT MAY ARISE FROM DECEPTION

- Physical & Emotional pain to participants
  - **Anger** that **may create negative attitude** towards psychological research

Then what is the **SOLUTION**

# SOLUTION



# DEBRIEFING



**Providing participants with full description about the purpose of the study**

**BUT**

**After they have participated in it.**

**Temporary Deception**

**Reduces the potential dangers of Deception**

# INFORMED CONSENT



**Giving participants as much information as possible about the purpose of study**

**And they have to decide, either to be part of it or not.**

# GUIDING PRINCIPLES FOR DECEPTION

- 1. Use when absolutely essential to do so**  
No other way exist
- 2. Always Proceed with caution (Care & Watchfulness)**  
Understand what could be the consequences
- 3. Make certain possible PRECAUTIONS to protect:**  
Rights, Safety, & Well being of research participants.