

11/10-2

Interpersonal (I) Attraction unit II
Social Perception and Social Cognitions
~~Historical Background~~

Social psychology

Q.1) Discuss how social psycho. is both a basic and applied science. or "Social psycho. is the science of interpersonal behavior event". Discuss. or "Social psycho. deals with an indiv. in society". Discuss. or Define social psycho. & explain its subject-matter.

Ans. (Social psychology has been defined both as a basic science & as an applied science.) We shall examine here it both as a basic science & as an applied sc. & its subject matter.

Now we shall discuss

How it is a basic science:

(As a basic sc. social psycho. deals primarily with the behav. of the indiv. in society.) (There are various aspects of an indiv. Such as social aspect, economic aspect, political aspect & so on. Social psy. deals with the social aspect of the indiv.) (In other words soc. psy. is the study of social behavior of the indiv. in society.) (So Krech, Crutchfield & Ballache have remarked "Social psycho. may therefore be broadly viewed as the science of the behav. of the indiv. in society.")

(But the ques. is what is the unit of behav. with which social psy. deals. this unit is called) (the interpersonal behav. event)

Thus soc. behav. of the indiv. is the composite of several interpersonal behav. unit. The inter. behav. unit is very complex & it has its own psychological properties. Therefore

psy can basically be regarded as the sc of interpersonal behavior events. (Krech, Cutcliffe & Bollachey therefore have said "Social psy can be defined as the sc of interpersonal behavior events.")

The concept of Inter. behav. events needs 1) ^{1.1.2. of Inter. behav. events -} ~~Inter. behav. events~~ ^{Inter. behav. events} explanation. In the first place the inter. behav. event is characterized by its inter. gratification & goal directedness. The inter. behav. event must have some goal. (It is motivated & goal directed. It is intended to achieve some goal. Sometimes it appears that a particular behav. event is goal less & unmotivated but really speaking it is motivated & goal directed.) (For e.g. A person visits church, temple or mosque every morning & it appears that his behav. is habitual & unmotivated but a close analysis of this behav. reveals that it is meaningful, motivated & is based on gregariousness & social approval needs.)

^{It is social instrumentality} The interpersonal behav. event is also characterized as a social instrumental act. (It is instrumental for the ^{achievement} of needs & goals.) The person attempts to achieve his goals with the help of his inter. behav. event. (Thus whether a person will succeed in the achievement of his goals will depend upon the nature of his ^{inter-}personal behav. event.)

(The inter. behav. event is also ch

is an act. by its integration. (In other words) (the inter-behav. event is an integrated act of ^{person} reflecting the integrated influence of the person's wants & goals upon his emotions, thoughts, perceptions & memories.) For e.g. - When two old friends meet together, their interpersonal response or interactions are being influenced by their respective emotions, thoughts, memories & perceptions. (Thus it is internal ^{behav. event} ~~resp.~~ always integrated, organised & goal directed.) (Thus it is justified to conclude that social psychology as a basic science deals with interpersonal behav. event and hence the inter. behav. event is the ^{sole} subject matter of Social psychology.)

Now we shall discuss it as an applied science. Now soc. psy. as a basic science is simply one aspect of social psycho. So this definition cannot be regarded as satisfactory & Comprehensive because there is another aspect of social psy. & that is the applied aspect.) Naturally soc. psy. must be defined as an applied sc. also. (As an applied sc. social psycho. deals with various social problems such as crime, divorce, intergroup conflict, prejudice etc.) It should be noted that social psy. makes the application of psychological principles to the understanding of social problems. So various types of social problems & social misbehaviors also constitute the subject matter of social psycho.

(Merton and Nisbet (1961) defined social psy. as a branch of applied psycho. and stated that the deviant behaviors such as stealing, suicide, divorce & prostitution fall under the domain of social psycho. as well.) (Applied social psychologists are interested in understanding & such social problems & also solving them.)

This is in ^{can be concluded} (Thus it is obvious that social psy. is both ^{confused} a pure ^{basic} psycho. & an applied psycho.) (As a pure or basic sc. it deals with inter social behav. event & as an applied sc. it deals with ^{social problems & their deviants} psychological principles applied to understanding various types of social prob-
lems & social misbehaviors.

As a basic science it deals with interpersonal behav. event & as an applied science it deals with social problems & their deviants & social misbehaviors.