

SRI VENKATESWARA UNIVERSITY
B.A / B.Sc. DEGREE COURSE IN PSYCHOLOGY
SEMESTER SYSTEM WITH CBCS
(Effective from the Academic Year 2015-2016)

SYLLABUS

Semester III - Core III – Social Psychology I

UNIT I: Nature and Scope of Social Psychology

- A) Definition, Nature and Scope of Social Psychology
- B) Research methods in Social Psychology- observation, survey, correlational method, field study and experimental method

UNIT II: Social Perception and Impression Formation

- A) Social Perception – meaning and factors influencing Social perception
- B) Attribution- Meaning and Errors in attribution -Impression formation – Meaning and techniques of impression formation

UNIT III: Socialization

- a. Definition and goals of socialization, socialization process; the context of socialization
- b. Social motives: Sex role identity, agencies of socialization, the development of self-concept, self evaluation.

UNIT IV: Communication

- A) Definition, nature and types of communication
- B) Barriers to effective communication- Rumors and propaganda

UNIT V: Attitudes

- A) Definition- Features and formation of attitudes
- B) Measurement of attitudes- Methods by Likert, Bogardus and Thurstone

REFERENCE BOOKS:

1. Myers, David G. (1988) Social Psychology, 2nd Edition, McGraw Hill Book Company.
2. Baron, Robert. A. and Byrne, Donn . Social Psychology, 7th edition, Prentice Hall of India Pvt. Ltd.
3. Lindgren, Henry.C. (1973). An Introduction to Social Psychology, John Wiley & Sons

4. Munn, N.L., (1948). Laboratory Manual in Experimental Psychology , Houghton Mifflin co., New York.
5. Nataraj.P. (1970). A manual of laboratory experiments in psychology, Mysore printing and Publishing House. Mysore

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SYLLABUS

Semester III - Core III – Social Psychology Practicum- I

Conduct any Eight experiments from the following

1. Anger Expression
2. Knowledge of results
3. Level of Aspiration
4. Dimensions of Regidity
5. Sociometry
6. Attitude measurement
7. Serial reproduction of an event
8. Rumor transmission
9. Suggestion
10. Field work/ Project Work- Observation visit to two NGO's working with socially disadvantaged people

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SYLLABUS

Semester IV - Core IV – Social Psychology II

UNIT I: Social Influence

- A. Forms of social influence: Conformity, compliance and obedience Asch's experiments on conformity; factors affecting conformity; the bases of conformity.
- B. Compliance: Tactics used in compliance; Ingratiation, reciprocity and multiple requests, guilt and compliance. Obedience: Milgrams Studies on destructive obedience, resisting the effects of destructive obedience, modeling as a basis for unintentional social influence.

UNIT II: Prejudice

- A) Prejudice and discrimination- Nature and origin of prejudice,
- B) Techniques of reducing prejudice

UNIT III: Aggression

- A) Definition, determiners of human aggression- social, personal and situational factors
- B) Prevention and control of aggression

UNIT IV: Groups and Individuals

- A) Definition and types of groups
- B) Group functions- roles, status, norms, cohesiveness and conformity
Group and individual performance- social facilitation, social loafing, decision making by groups

UNIT V: Leadership

- A) Definition- traits of a leader, types of leaders- autocratic, democratic and charismatic leaders
- B) Classic studies on leadership, leader behavior- initiating structure and consideration

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1. Myers, David G.(1988). Social Psychology, 2nd Edition, McGraw Hill Book Company.

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SYLLABUS

Semester IV - Core IV – Social Psychology Practicum-II

Conduct any Eight experiments from the following concepts

1. Adjustment Scale-Bell's Adjustment Inventory
2. Test of Values
3. Self concept
4. Emotional maturity / stability
5. The Accuracy of Testimony
6. Intergenerational conflict
7. Family Ideology
8. Decision making styles
9. Styles of leadership behaviour
10. Field work/ Project Work- Observation visit to two NGO's working with disadvantaged people