SKP3501 TOPIC 1
CONCEPT OF SOCIAL PSYCHOLOGY

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LEARNING OUTCOMES

1. Define the concept of social psychology and its field.
2. Describe the theories related to social psychology.
DEFINITION OF SOCIAL PSYCHOLOGY (SP)

- Our life is influencing and being influence by other people and environment.
- Gordon Allport: SP is an explanation of how our thinking, feeling and behaviour is influenced by the presence of other people, in real or imagination.
- Influenced by physical, personality and social norm.
Human psychology is influenced and being influenced by the presence of other people and environment.
THE CONCEPT OF PSYCHOLOGY

Psychology

Definition:
A science that studies behavior and mental process of an individual

Psyche
Logos
Mind
Science

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**MAIN CONCEPTS OF PSYCHOLOGY**

**Science:**
Knowledge which is acquired through scientific research

**Behavior:**
Any action or movement of the body/soma (can be seen)

**Mental Process:**
Mental activities take place in the brain
1. Thinking: memorization, perception, reasoning, evaluation, beliefs.
2. Emotion: sadness, happiness, anxiety.
3. Feeling: like, hate
4. Motive: intention

• Some mental processes are manifested in forms of behavior.
GOALS OF PSYCHOLOGY

Description
- Tell what occurred as accurately and completely as possible

Explanation
- An understanding of conditions; confirmed by ruling in or out alternatives

Prediction
- Must identify all antecedent conditions

Influence
- Apply principle prevents unwanted occurrences or bring about desired outcomes
Who is the individual human being?

1. Man is biological being
2. Has a unique personality
3. Can be understood through the cultural and ethnic background
4. Man is in the process of development and growth.
5. Human behavior is motivated
6. Man is a social animal
7. Man has the ability to determine his own goal
8. Human behavior is adaptive and maladaptive
9. Human behavior is influenced by many factors
FOCUS OF SOCIAL PSYCHOLOGY

Personality system
• Focus on personality elements
  • eg: traits (Psychology)

Social system
• Focus on relationship between individual (Sociology)

Cultural system
• Focus on the influence of culture on individual (personality and culture – Anthropology)

Social psychology
Attempts to explain the three system in human life
SKOP PSIKOLOGI SOSIAL

• Tumpuan Psikologi kepada individu (mental dan tingkah laku) – persepsi, pemikiran, motivasi, pembelajaran, kognitif.
• Tumpuan Sosiologi kepada hubungan antara manusia – norma sosial, organisasi, kelas dan institusi sosial.
• Tumpuan PS kepada individu (proses mental/tingkah laku) dikesani oleh orang, budaya dan persekitaran – tarikan antara perseorangan, tingkah laku langsang/prososial, pengaruh sosial.
• Melihat perkara yang sama dari sudut (pendekatan) yang berbeza-beza.
A Study of Individual Human Being
SOCIAL PSYCHOLOGY
Jessica Collett, University of Notre Dame

Social Structure

Groups

You

Other Individuals
TYPES OF SOCIAL PSYCHOLOGY

• SP is taught in two departments:
  Department of Sociology
  &
  Department of Psychology

• **Difference**
  – Methods used
  – Fields
  – Journal
Emphasis upon subject's location in social order, their socialized roles, and historical social context.

Emphasis upon subject's mental processes, dispositions, experiences, and immediate social situation.
THEORIES

• **Psychoanalysis** – focus on unconscious mind in influencing behavior (Sigmund Freud).

• **Cognitive** – focus on thinking, perception, motive, experience in influencing behavior.

• **Behaviorism** – learning process (operant conditioning and classic), reinforcement and rewards; external stimuli, observation, imitation and modelling. Pavlov, Skinner, and Bandura.

• **Humanistic** - man has the ability to determine his own being; man has potentials, and use his potential to develop himself. Abraham Maslow, and Carl Rogers.
Psychoanalysis

• Pioneered by Sigmund Freud.
• Stresses on internal forces in influencing human behavior.
• Unconscious mind was instrumental behavior.
• The unconscious mind: thoughts, desires, wants, sexual impulses and aggression.
• Using psychoanalysis approach, to bring out unconscious mind into conscious mind.
Psychoanalysis

Levels of consciousness: unconscious, preconscious and conscious
Psychoanalysis as a therapy
Behaviorism

- Reject previous approaches (which stress on mental process).
- Stress on observable factor of environment which influenced behavior.
- Stress on “Stimulus – Response”
- Psychology is perceived as “science of behavior”.
- Behavior was shaped by environment.
- Main figures: Skinner – stress on behavior which is shaped by reinforcement system.
- Main perspective in United States, pioneered by J.B. Watson.
Brutus. F. Skinner
Social Learning Perspective (Neobehaviorism)

- A learning perspective that shares behaviorism’s interest in looking for principles of learning to explain behavior, but also examines how perceptions, feelings, and thoughts can influence behavior.
- Emphasizes that human behavior is acquired through observation, imitation and modelling.
- Its central figure is Albert Bandura.

“Psychologist Albert Bandura in 2005” by bandura@stanford.edu, used under CC-BY-SA License
The Bobo Doll Experiment by Albert Bandura
Cognitive Perspective

• An approach that focuses on thinking and information processes.
• React to behaviourism -> consider it as too strict regard this seemingly passive man.
• Humans are chosen where appropriate stimulus -> the man is thinking.
• Psychologists should focus on processes, structures and mental functions.
• Mental process: perceive, thinking, memory and problem solving is the underlying behaviour.
• Emphasize the positive qualities of a person: the ability to grow, and the freedom to determine their own destiny.
• Humans have different revenue potential.
• Emphasize that humans have the ability to control their lives and avoid being manipulated by the environment.
•Rejects behavioural and psychoanalytic views.
• Its central figures are Abraham Maslow and Carl Rogers.
• Important in research of human motivation.

Abraham Maslow: Hierarchy of Needs
FIELDS OF SOCIAL PSYCHOLOGY

- Social Cognition
- Social Perception
- Self presentation
- Attitude and attitudinal change
- Prosocial behavior
- Interpersonal attraction
- Social influence
- Stereotyping, prejudice and discrimination
- Aggressive behavior
- Groups and individual
- Applied social psychology: Law, health, business, workplace, gender etc.
CONCLUSIONS

• What is social psychology?
• What are mental process and behavior?
• What are psychological theories related to social psychology?
• What are the fields in social psychology?
References


Terima Kasih | Thank You