SEMESTER 2

Psy-08
FOUNDATIONS OF APPLIED SOCIAL PSYCHOLOGY

Objective

1   To provide an understanding of the interface between society and psychology
2   To develop understanding of social policies, social programmes and their evaluation
3   To develop skills in the use of methods for research on applied social problems

Unit I
Introduction: Nature & History of Applied Social Psychology. Applied Social Psychology in India- Challenges & Possibilities. Concepts of Social Structure. Social Stratification and Power

Unit II
Framework For Action (I): Development And Policy: Paradigms And Indicators Of Social Development: Inequalities; Social, Political and Economic. Their Relationships and Psycho-Social Consequences; Social Policy Analysis, Planning as an Instrument Of Socio-Economic Transformation in India.

Unit III

Framework For Action (II): Encountering The Field; Understanding The Social Setting As Psycho-Social Action Points (E.G. Govt. Agencies, Ngos, Fourth Estate, Hospitals, Educational Institutions And Community) Roles, Obligations, And Skills Of Psychologist In The Field.

Unit IV
Application Areas:
Health Psychology: Accepting Health- Relevant Information; Personal Relevance Verses Threatening Or Beneficial Self-Interest; Stress & Illness.
Research In Applied Social Psychology: Action Research And Programmed Research; Community Based-Action Research.
Programme Evaluation: Purpose And Approaches Of Programme Evaluation.
Data Gathering Device- Survey And Interview.

Reading:

Bickman, L. & Rog, D.J. (1997) **Handbook of Applied Social Research**. Thousand Oaks: Sage
Billig, M.(1982) **Ideology and Social Psychology**. Oxford: Basil Blackwell
Bulsara, J.F. & Varma, R.M. F (1984) **Perspective On Social Welfare In India**. Delhi: S. Chand & Co.

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Chakravarty, S. (1987). **Development Planning; An Indian Experience**. Oxford: Clarendon Press.

Doise, W. (1978). Groups and Individuals: Explanations in Social Psychology. Cambridge:

Dutta, A. (1985). Social Psychology and Revolutionary Practice. Nd: K.P. Bagchi & Company

Gergen, K.J. (1985). The Social Constructionist Movement in Modern Psychology. American Psychologist, 40, 266-275

Himelweit, H.T; & Gaskell, G.(1990). Societal Psychology. Nd; Sage

Kulkarni, P.D. (1979). Social Policy and Social Development in India. Madras Association of Schools Of Social Work In India.

Misra, G & Varma S. (1994). Social Problems, Psychology and Social Policy, Journal of Indian Academy of Applied Psychology. 2, 97-105

Parker, I. & Spears, R. (1966) Psychology and Society: Radical Theory and Practice. London, Pluto Press

Robson, C. (1993), Real World Research. Oxford: Blackwell

Sinha, D. & Rao, H.S.R. (1988). Social Values and Development. New Delhi: Sage

Sharma, P.N. & Shastri, C. (1998) Social Planning: Concepts and Techniques Lucknow: Print House

Struening E.L. & Guttentag, M. (Eds) (1975). A Handbook of Evaluation Research. Vol.2. California: Sage

Sidman, E. & Rappaport, J. (1986). Redefining Social Problems. Ny: Plenum Press.

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