

PSY 08. Applied Social Psychology

Objective: To help student understand social problems and gain knowledge about intervention strategies.

Marks: 100 + 50 (Practicum)

Contact hours: 48 hours

1. Introduction: Nature of applied Social Psychology, Social influences on behaviour, Levels of analysis Methodological approaches – Rapid Rural Appraisal (RRA)/ Participatory Rural Appraisal (PAR)/Participatory Action and Learning research techniques (12 hours)

2. Social Psychology and Environmental Challenges: Individual-Environmental Relation - Natural vs inbuilt environment strategies for including pro-environmental behaviour. Case studies in the Indian context.(12 hours)

3.Cultural Diversity and Challenges: Types of cultural diversity - Gender, social inequality, linguistic and religious diversities; Challenges – prejudice, discrimination, stereotype, conflict and their resolution. (14 hours)

4. Intervention and Evaluation: Impact analysis; Process of intervention; need for evaluation for effective programme. Case studies in Indian context. (10 hours)

Practicum: The students will conduct four practicums. The following is a suggestive list. Choice of practicum shall be left to the discretion of the colleges.

1. Developing the assessment skills of RRA/PRA/Participatory Action and Learning in laboratory or field.
2. Practical based on Unit 2 – laboratory, test/qualitative method
3. Learning the steps involved in developing interventions programme on any social problem in the Indian context in the laboratory of field.
4. Learning the steps involved in the evaluation of intervention in the laboratory or field through case studies, primary or secondary data.

Readings

1. Kloos, B., Hill, j., Thomas, E., Wandersman, Elias, M. J., & Dalton, J.H. (2012). Community psychology: Linking individuals and communities. Wadsworth, Cengage. (Chapter 14).
2. Mikkelson, B. (1995). Methods for development work and research: A guide for practioners. New Delhi: Sage. (Chapters 3, 4, 5, 6).
3. Schneider, F.W., Gruman, A., Coult, L .M. (Eds.). (2012). Applied social psychology: Understanding and addressing social and practical problems. New Delhi: Sage publications. (Chapter 1,4,13; 14)
4. Smith, P.B., Bond, M.H., & Kagitcibasi, C. (2006). Understanding social psychology across cultures. New Delhi: Sage Publication.