

## Social Psychology



# Social Psychology

Social psychology is a branch of psychology that studies how individuals **think, feel** about and affect one another's **thoughts, emotions** and **conduct**.



<http://4uc.org/secure/422/33623/download/images/icon.jpg>

# Social Psychology

It analyzes the ways in which **social circumstances** and personal interpretations influence an individual's **behavior in a group setting.**

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# Social Psychology

Because it is an **academic subject** that is broad in scope it overlaps both with other branches of psychology, like **psychology and developmental psychology** and with other social sciences like sociology, anthropology and communication.

# Social Psychology

**Social psychology** has a long history, although as an academic discipline it was marginalized for a long time before becoming a standard part of any **psychology curriculum**.



[http://www.kylemorecollege.ie/adult\\_education/artwork/psychology](http://www.kylemorecollege.ie/adult_education/artwork/psychology)

# Social Psychology

One of the first research forays into **social psychology** is credited to Norman Triplett, a 19th century scientist who studied the effect of **competition on children's performance** in reel-winding.



[http://www.nysut.org/images/content/rfk\\_children\\_480\\_04.jpg](http://www.nysut.org/images/content/rfk_children_480_04.jpg)



# Social Psychology

**Scholars and theorists** including **Herbert Mead**, the author of “The Social Self” (1913) and Sigmund Freud, who analyzed the **ego** from the standpoint of **group psychology**, lay groundwork in the early 20th century for social psychology of today.

# Social Psychology

World War II and the Cold War spurred a renewed interest in social psychology in the United States, as the American government became interested in empirically **studying issues of fear, trust, collective identity, obedience and conformity.**



# Social Psychology

**Social psychology** also studies dating behaviors, differences in child rearing attitudes, the development of empathy and altruism, ways to improve self-esteem, gift-giving rituals, workplace relationships and much more.

# Social Psychology

A typical course in **social psychology** would probably include subjects like social perception and cognition, social influence and persuasion, self-presentation and impression management, and prosocial and antisocial behavior.

# Social Psychology

**Social psychology** is a necessary part of a general education in psychology, but it can also be useful for **businessmen, educators** and anyone interested in a deeper understanding of the **human condition**.

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