

SHIVAJI UNIVERSITY, KOLHAPUR
SYLLABUS
Choice Based Credit System
B.A. (Part II)
Psychology
(Introduced from June 2019 onwards)
Semester IV

MODERN SOCIAL PSYCHOLOGY (Paper V)

Module 1. Liking (Attraction)

1.1: Internal Sources of Liking Others

- A. The Importance of Affiliation in Human Existence
- B. The Role of Affect

1.2: External Sources of Attraction

- A. The Power of Proximity
- B. Physical Beauty

1.3: Sources of Liking Based on Social Interaction

- A. Similarity
- B. Reciprocal Liking or Disliking
- C. Social Skills
- D. Personality and Liking

Module 2. Social Influence

2.1: Conformity

- A. Social Pressure
- B. How Social Norms Emerge
- C. Factors Affecting Conformity
- D. Social Foundations of Conformity
- E. Reasons for Nonconformity

2.2: Compliance

- A. The Underlying Principles of Compliance
- B. Tactics Based on Friendship or Liking
- C. Tactics Based on Commitment or Consistency
- D. Tactics Based on Reciprocity

Module 3. Prosocial Behavior

3.1: Why People Help?

- A. Empathy-Altruism
- B. Negative-State Relief
- C. Empathic Joy

- 3.2: Factors That Increase or Decrease the Tendency to Help
 - A. Factors That Increase Prosocial Behavior
 - B. Factors That Reduce Helping

- 3.3: Crowd funding: A New Type of Prosocial Behavior
 - A. Emotion and Prosocial Behavior
 - B. Gender and Prosocial Behavior

- 3.4: Final Thoughts: Are Prosocial Behavior and Aggression Opposites?

Module 4. Aggression

- 4.1: Perspectives on Aggression
 - A. The Role of Biological Factors
 - B. Drive Theories
 - C. Modern Theories of Aggression

- 4.2: Causes of Human Aggression
 - A. Basic Sources of Aggression
 - B. Social Causes of Aggression
 - C. Gender and Aggression
 - D. Situational Determinants of Aggression

- 4.3: The Prevention and Control of Aggression
 - A. Punishment
 - B. Self-Regulation
 - C. Catharsis
 - D. Reducing Aggression by Thinking Nonaggressive Thoughts

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- i. **Paper** : V
 ii. **Title of paper** : **MODERN SOCIAL PSYCHOLOGY**

iii. Specific objectives :

1. To acquaint the students with processes of liking (attraction) and sources of liking.
2. To introduce students the concept of Social influence, Conformity and Compliance.
3. To acquaint the students with Understanding Prosocial Behavior.
4. To introduce students the concept of Aggression, its causes and control.

iv. Module	No. of credits
Module- 1: Liking (Attraction)	01
Module- 2: Social Influence	01
Module- 3: Prosocial Behavior	01
Module- 4: Aggression	01

v. **Equivalence**

Old Paper	New Paper
DEVELOPMENTAL PSYCHOLOGY	MODERN SOCIAL PSYCHOLOGY

vii. **Recommended reading**

a) **Book for Study:**

Branscombe, N. R., Baron, R. A. & Kapur, P. (2017). Social Psychology.(14th ed.), Noida (UP) :Pearson India Education Services Pvt. Ltd., Second Impression 2018 .

b) **Books for Reference:**

- 1) Aronson, E., Wilson, T. D., Akert, R. M. & Sommers, S. R. (2015). Social Psychology, (9th ed.), New Jersey: Pearson Education Prentice Hall.
- 2) Baron, R. A., & Branscombe, N. R. (2012). Social Psychology. (13th ed.). New Delhi: Pearson Education; Indian reprint 2014.
- 3) Mercer, J. & Clayton, D.(2014). Social Psychology, New Delhi: Dorling Kindersley India Pvt. Ltd.