

**ADIKAVI NANNAYA UNIVERSITY**  
**RAJAMAHENDRAVARAM**  
CBCS / Semester System  
(From 2015-2016 Admitted Batch)  
**B.A. Psychology**  
**III Semester Syllabus**

**SOCIAL PSYCHOLOGY - I**

**UNIT I: Nature and Scope of Social Psychology**

- A) Definition, Nature and Scope of Social Psychology
- B) Research methods in Social Psychology- observation, survey, correlational method, field study and experimental method

**UNIT II: Social Perception and Impression Formation**

- A) Social Perception – meaning and factors influencing Social perception
- B) Attribution- Meaning and Errors in attribution -Impression formation – Meaning and techniques of impression formation

**UNIT III: Socialization**

- a. Definition and goals of socialization, socialization process; the context of socialization
- b. Social motives: Sex role identity, agencies of socialization, the development of self-concept, self evaluation.

**UNIT IV: Communication**

- A) Definition, nature and types of communication
- B) Barriers to effective communication- Rumors and propaganda

**UNIT V: Attitudes**

- A) Definition- Features and formation of attitudes
- B) Measurement of attitudes- Methods by Likert, Bogardus and Thurstone

**REFERENCE BOOKS:**

1. Myers, David G. (1988) Social Psychology, 2nd Edition, McGraw Hill Book Company.
2. Baron, Robert. A. and Byrne, Donn . Social Psychology, 7th edition, Prentice Hall of India Pvt. Ltd.
3. Lindgren, Henry.C. (1973). An Introduction to Social Psychology, John Wiley & Sons
4. Munn, N.L., (1948). Laboratory Manual in Experimental Psychology , Houghton Mifflin co., New York.
5. Nataraj.P. (1970). A manual of laboratory experiments in psychology, Mysore printing and Publishing House. Mysore

## Social Psychology Practicum- I

Conduct any Eight experiments from the following concepts.

1. Anger Expression
2. Knowledge of results
3. Level of Aspiration
4. Dimensions of Rigidity
5. Sociometry
6. Attitude measurement
7. Serial reproduction of an event
8. Rumor transmission
9. Suggestion
10. Field work/ Project Work- Observation visit to two NGO's working with socially disadvantaged people