

Social Psychology : Definition, Nature and Scope

Social Psychology is the scientific study of how people think, feel and behave in social situations. It has ^{been} defined as "a branch of psychology that is concerned with those aspects of mental life which relate to social interaction and social phenomena in general". It examines how individuals are influenced by others, how they perceive and interpret social information and how they interact with others.

Gordon Allport : "Social Psychology is the study of behaviour of the individual in society."

Kurt Lewin : "Social Psychology is the study of the behaviour of individuals in their social environment."

S.E. Asch: "Social Psychology is the study of how people think, feel and behave in the presence of others."

Nature?

1. Social influence: Social Psychology studies how people are influenced by others, including conformity, obedience and persuasion.
2. Social interaction: It examines how people interact with each other, including communication, cooperation and conflict.
3. Social context: Social Psychology considers the social context in which people ~~leave~~ live and interact including cultural, social and environmental factors.

We cannot truly face life until we face the fact that it will end.



Scope?

1. **Social Influence:** Social Psychology studies social influence, including conformity, obedience, and persuasion.
2. **Social Identity:** It examines how people form and maintain their social identities, including self concept, group membership and social categorization.
3. **Social Relationships:** Social Psychology studies social relationships including attraction, love, friendship and conflict.
4. **Social Behaviour:** It examines ~~how~~ social behaviour including altruism, aggression and cooperation.
5. **Group Dynamics:** Social Psychology studies group dynamics, including group formation, group decision-making and group cohesion.

We aim above the mark to hit the mark. - Ralph Waldo Emerson