

SOCIAL PSYCHOLOGY (Application of Psychology in Everyday Life)

Chapter 7(a)

by

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1.0 INTRODUCTION

Social psychology is the study of thought, feelings, and behavior influence by the real or implied presence of other

This study is all about how we think about the social world, how other people influence our behavior, and how we related to other people

ATTITUDE

- Attitude is the feeling of like or hate when we made our judgment on an object, other people, situation and many more
- There were five type of attitude
 - (1) instrumental
 - (2) knowledge
 - (3) value-expression
 - (4) ego-defensive
 - (5) social adjustment



Instrumental

it state that human have the attitude towards having a reward or interest on something and also the attitude to not got involve in problem

Knowledge

it help human to understand the world and its environment

Value-expressive

it is about how human express their human value



Ego-defensive

the attitude that save human from being to anxiety and from being disturbed by other people

Social adjustment

help an individual to feel that they are a part in the social community

ATTITUDE AND HUMAN BEHAVIOR

- Attitude that related to human behavior
- Attitude based on experience
- Awareness



Attitude that related to human behavior

A specific attitude toward something that gives better expectation compare to normal attitude

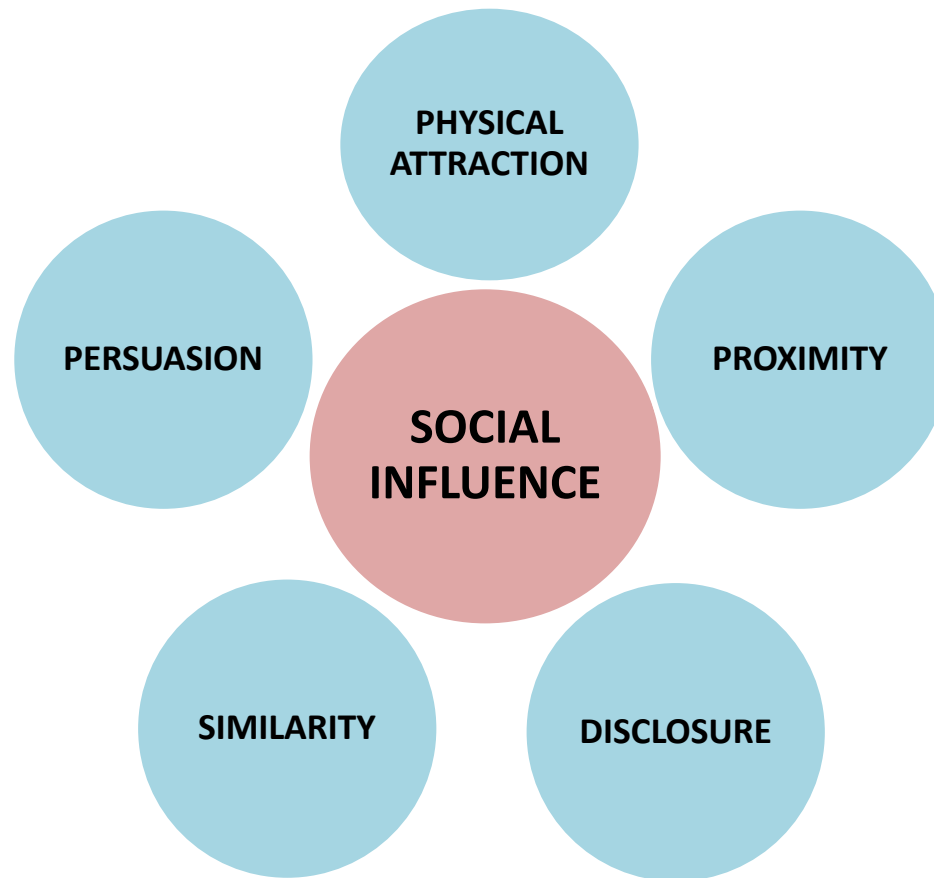
Attitude based on experience

attitude based on experience that have been gone through by an individual that will give a better expectation on a human behavior compared to attitude that is build based on reading or other people experience

Awareness

An individual that have awareness on their attitude will have a consistence behavior

SOCIAL INFLUENCE



PERSUASION

- A type of social influence means to change people behavior and emotion.

Sources

The origin of the persuasion

Information

Type of information

Paths

How the influence spread

Viewers

Respond from others people

PHYSICAL ATTRACTION

- A phase where physical appearance become a factor to be accepted in the community or being liked.
- Factor that affecting physical attraction



Beauty



Fashion



Gadget



Properties

PROXIMITY

- One of the important factor in human relationship.
- Determine the behavior of a relationship
- Most of people who have a distant friend would have less communication with them.

DISCLOSURE

- Rapid contact with something will result a person to like it
- Example: if a person always watching a Japanese movies, people around will begin to watch it together

SIMILARITY

- Similarity in certain aspect will invite a relationship to people
- Factor of similarity:
 - Interest
 - Hobbies
 - Accent
 - Origins or background

3.0 Positive & Negative Behavior

Liking & loving

- Factors that initially attract two or more people to each other.
- The factors does not only limited among human but it is beyond the life it self.
 - Proximity
 - Exposure
 - Similarity
 - Physical attractiveness



Characteristics of Liking and Loving

- Interest in other
- Fantasizing about other
- Rapid swings of emotion
- Passion
- Closeness
- Sexual desire
- Intense caring
- Idealization of other

Helping others

- Diffusion of responsibility-the tendency of people to feel that responsibility for acting is shared or diffuse among people.
- Altruism-helping behavior that is beneficial to others but clearly needs self sacrifice.

Negative Behavior

- The opposite of well-behave
 - Defiance: Low self esteem hence try to get attention and assert self defiantly in an unacceptable way.
 - Abusive language: Lack of social skills–inability to control temper
 - Disrespectful: This person may have been hurt by peers or adults and is now hurting others as a form of revenge and power.
 - Anger: Social and environmental condition influence individuals to be aggressive.

How to deal with negative behavior?

- Set simple, specific rules for behavior.
- Enforce rules you've set.
- Be consistent.

Prejudice

- Prejudice can be included with the feeling of suspicious, hated and fear.
- Psychologists say that prejudice is an individual or group blaming others for the action of others or circumstances which occurred not because of them.
- Authoritarian.(some one that is bossy and always has to have their own way.)
- Prejudice basically is a negative opinion, views, idea and etc towards other.

