



# Social Psychology

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# What Do You Think Social Psychology Is?

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- Why do people behave differently in groups?
- Why do we follow trends or opinions of others?
- What's society?
- What's psychology?
- Can society impact psychology of a person?





# We Use These Words Every Day...

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**Attitude – Prejudice**

**Cooperation – Group Behavior**

**Influence – Attract**

**Obedience – Pressure**

**Empathy – Convince**

**Discrimination – Stereotypes**

These words shape our lives — but do we truly understand what they mean and why we act this way?



# What's Social Psychology?

- Social Psychology is the scientific study of how **people** *think, feel, and behave* in **social situations**.
- It simply says, “man is a **social animal**—his behaviors & thoughts are a product of society”





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- **Baron, Byrne & Branscombe** (2006) – “The scientific study of how people’s thoughts, feelings, and behaviors are influenced by others.”
- **Gordon Allport** (1954) – “The scientific attempt to understand and explain how the thoughts, feelings, and behaviors of individuals are influenced by the actual, imagined, or implied presence of others.”



# Why Is Social Psychology Important?

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- Explains how thoughts, feelings, and behaviors are shaped by others
- Enhances self-awareness and understanding of human interaction
- Promotes empathy, cooperation, and tolerance in diverse settings
- Helps reduce bias, prejudice, and social conflict
- Encourages critical thinking about everyday social issue



# History of Social Psychology

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- **Late 19<sup>th</sup> Century:** Psychology separates from philosophy — focus on scientific study of behavior
- **1898 – Norman Triplett:** First experiment on **social facilitation** (performance improves in presence of others)
- Early **1900s:** Focus expands to attitudes, persuasion, and influence
- **1940s – Kurt Lewin:** Known as Father of Modern Social Psychology; introduced **Field Theory** — *behavior = person × environment*



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## 1950s–1970s: Classic studies —

- Solomon Asch's **Conformity** Experiment—1951
- Stanley Milgram's **Obedience** Study—1963
- Philip Zimbardo's **Prison** Experiment—1971



# Any Questions ?

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