



Social Psychology

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What Do You Think Social Psychology Is?

- 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...

Attitude – Prejudice

Obedience – Pressure

Cooperation – Group Behavior

Influence – Attract

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?

- 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 issues



History of Social Psychology

- **Late 19th 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 ?

