

Importance of Social Psychology in the Society

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ABSTRACT

Social psychology is the scientific study of behavior of the individual in Society. No, one can deny the subject matter of Social Psychology. It possesses academic importance in different department of social sciences; particularly in Sociology. On other end social psychology as an independent subject could not introduce its solo identity in the higher educational institutions in countries like Pakistan, It remains under umbrella of Sociology or Psychology; whereas; it is emerged as an independent subject in the discipline of humanities and social sciences in developed countries. There is great importance of Social Psychology in the fields like Politics, Media Advertisement and Education. A social psychologist can mold the psychology of a person towards a particular object more efficiently than lay man. Most of the commercials in the media are based on propaganda and social psychologist can play a vital role in the field. This article is based on explanatory research through secondary sources and personal field observation of author by teaching the subject in the higher educational institution. This article focuses on the scope and importance of social psychology and it also focuses subject's independent identity in the higher educational institutions of Pakistan. So, the Pakistani society can meet the challenges in the fields of Education, Commercialization and Politics.

Keywords: Social psychology, Commercialization, Media, Propaganda, Politics, Education

INTRODUCTION

Development of social psychology is as a basic science like other sciences is divided in different phases. The historical development of social psychology started by Philosophy around 600 B.C with ancient Greek thoughts that philosophy with air fire breathes (Vatsyayan 3rd ed 1993 p.3A).¹ As according to Plato's views that body has a Soul and when soul leaves body its freedom for soul. This was unscientific; Psychology took the first scientific step, when the Aristotle thought that body is the function of mind, he says mental actions and behavior are the productions of bodily process. Aristotle was in favor of mental capabilities. He says when environment effects the body then mental actions are created. As environment effects sense organs, it carries those effects to heart, then thought and reasoning start. Aristotle's thoughts were also not fully scientific but, in comparison to Plato his thoughts were more scientific. Till 300 BC human dissection was prohibited, so Aristotle thought that mental actions are related to heart only.

The development again is a natural consequence of impressions thrown upon an individual by these diverse relations with fellowmen. The aim of social psychology, is not, like general psychology, a study of man and his relations with other individuals of society i.e., how he influences others and how he himself is influenced and how he himself influenced by them. In this way, social psychology lay a great stress upon the social aspect of human personality.

It is clear that human personality has two different aspects-one individual and other social. But this differentiation is made only in order to understand things better, whereas in practice, it is very difficult to separate these two aspects. The truth is that, the difference between the two is only relative, because what a man does when he is all alone and away from the society. His actions are undoubtedly influenced by his social environment. Suppose you are living all alone in the house. But when you are preparing yourself to go out, putting on your clothes or using a tie, your actions are unconsciously affected by other individuals of the society even though there is no body presents there to see you. While using your tie, you try to use it in the manner in which it shall be appreciated by others. Others are not present there, but what of what? Even if they are absent physically, they are present mentally or in your mind. In this way, an individual is affected by the social environment even in absence of other individuals (Vatsyayan 12th edition 1993 P.5 B) ². Social psychology has become an important subject. There is need to change the behavior of society; particularly in countries like Pakistan .One of the most considerable situation is that, 66% population of the country is below thirty years of age and 50% are less than 20 years and it would be 148 million by 2030 (UNDP development report 2009)³ .Therefore, more emphasis should be required on the behavior of society.

NATURE AND SCOPE OF SOCIAL PSYCHOLOGY

As social psychology is science, so its nature is scientific. It studies the social aspect of human behavior through scientific methods. It is a science just like a general psychology or sociology. Social psychology is concerned with the ways in which a person's conduct and disposition are influenced by the conduct and dispositions of other people. Along with the study of individual behavior, social psychology also studies group dynamics. The aim of the study is to find out the facts to establish relation between cause and effect, to make laws on the basis of these relations and to use them in solving concrete social problems.

SOCIAL PSYCHOLOGY AS A SCIENCE

To verify social psychology as a science, it is necessary, to know what science is. Science is systematic study of limited scope. But no subject can be called science purely on basis on subject matter. To be called a science, a subject needs a scientific method which makes a science different from arts and philosophy. The significance of science lies in its methods and not in its subject matter. No, man can be benefit from scientific method without the scientific attitude or spirit. Before beginning work of scientific attitude, a researcher should, first of all minutely analysis the problem of his research. To more clearly be the analysis, the easier will become the work of his research. The main steps of scientific methods are given below:

Observation: The first step for scientific method to observe the subject matter of research mainly and carefully.

Recording: To check the impartial objectivity of observation.

Classification: To unified the data.

Generalization: To generalize the general laws on the basis of classified data.

Verification: Scientific laws have to be verified.

AIM

The aim of this research is to highlight the importance of social psychology in Pakistani society. It also aims to focus the social psychology and its practical importance in the different fields, like. Commercials advertisement, Politics and Academia.

OBJECTIVES

1. To high light the importance of social psychology;
2. To elucidate the fields where a social psychologist can play a vital role;
3. To focus the subject matter of social psychology;
4. To emphasis the social psychology as an independent department in higher educational institutions of Pakistan;
5. To suggest how social psychologist can play a significant role in society.

THEORETICAL FRAME WORK

As social psychology is the study of behavior of an individual so, following major theories of behavior and deviance can be considered:

The Contagion Theory

This theory was propounded by Gustave Le Bon in 1895 the review or gist of this theory is that as according to Le Bon, in crowd, the members of crowd dominate on the individual and individual's own view point would almost be disappeared. Individual acts and follows, what majority of the people suggest (Tagga Aziz P.347 A).⁴

The Emergent Norms Theory

This theory propounded by Turner & Killian in 1972. According to Turner behavior of an individual has been wrongly depicted by contagion theorist, in fact individual behavior is not fixed in crowd it varies, some people passive supporter of crowd, some actively follow the crowd, some are just onlookers; they don't follow the crowd so, behavior cannot be simultaneous (Tagga Aziz 2012 P.348 B)⁵.

Looking Glass Self

In the view of Charles Horton Cooley Personality has a tendency to adjust their conduct to conduct of others towards us. He, has name the theory looking glass self. Imagination of appearance of other persons; and self-feelings such as inferiority and priority in light of their comments (Tagga Aziz 2012 P.348 C).⁶

Crime and Anomie

Durkheim was functionalist theorist he, saw the crime and deviance as social fact; according to him there is important of deviance for society as he said deviance can introduce new ideas and challenges of society which brings socio cultural change in society and it also differentiate good and bad behavior in society (Giddens Anthony pp.941-942 A).⁷

Interactionist Theory

According to interactionist theorists that deviance is a socially constructed phenomenon. They reject the idea of inherent deviant therefore, in its labeling perspective they reject the tagged with deviant label (Giddens Anthony p.945 B).⁸

METHODOLOGY

This article is based on the explanatory research: the material is available, but it needs to be explained. Possible secondary material from books along author's personal observation, through teaching the subject since 2001 is being utilized. No, quantitative data has been collected, all possible secondary sources of research has been utilized.

CONCLUSION

Majority of Pakistani population falls below the age of thirty years and majority of youth remained below poverty line and there is lack of education and awareness. Therefore, their behavior is not rational. In the result common crimes are being increased day by day due to unemployment and overpopulation. Therefore, it is need to change the behavior of the society other was the society will be engulfed in social diseases. It was also observed that there is need of professional commercialization through media advertisement it is demand of global era so, we need to study social psychology and we have required professionally trained social psychologist. It was also observed that there is dire need of social psychologists in the field of Politics to understand human psychology and to mold human psychology towards positive changes.

Keeping in view of all there is needed to understand the demand of social psychology and there is also need to give priority to that subject to understand the human behavior.

RECOMMENDATIONS

1. Social Psychology should have independent department in higher educational institutions.
2. In the field of advertisement media, the entrepreneurs should hire trained social psychologist rather than non-qualified personals.
3. Law enforcing agencies recruit qualified social psychologist to train their employees'.
4. Provisional and federal level departments should recruit social psychologists.
5. Social psychology with independent entity should be introduced.
6. There should be qualified social psychologist particular for juvenile jails.

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