

Editorial on Social psychology

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Editorial Note

The empirical study of how the real, perceived, or inferred existence of others affects people's emotions, feelings, and behaviours is known as social psychology. Many of the psychological factors that can be measured in a human being are referred to as emotions, feelings, and behaviours.

Important of social psychology

Understanding social psychology will help you gain a better understanding of yourself and the world around you. You can gain a better understanding of how social relationships affect individual functioning by learning more about how people perceive others, how they act in groups, and how attitudes are shaped.

Three main areas of social psychology

Social thinking, social influence and social behavior. Social psychology focuses on three main areas: social thinking, social influence, and social behavior. Each of these overlapping areas of study

Four major perspectives used by social psychologists

- Sociocultural perspective.
- Evolutionary perspective.
- Social learning perspective.
- Social-cognitive perspective.

Sociocultural perspective

- Stresses the importance of social norms and culture.
- Proposes that children learn behavior through problem-solving interactions with other children and adults. Through these interactions, they learn the values and norms of their society.
- Social psychologists using this perspective might look at how cultural norms and social influence impact social behavior. When considering something like aggression,

for example, a person taking this perspective would look at how people are socialized to behave aggressively in certain situations.

Evolutionary perspective

- Argues that social habits are inherited and formed by genetics.
- To understand current actions, emphasises the role of biology and gene transmission through generations.
- A psychologist approaching a social issue like aggression from this viewpoint would understand how biology and evolutionary factors influenced the development of the behaviour.

Social Learning perspective

Emphasizes the value of one-of-a-kind experiences in family, education, and culture. We learn habits by watching and mimicking the actions of others, according to this perspective. In the case of violence, anyone interested in social learning would like to know how people learn violent behaviours from their parents, peers, and even media influences.

Social-cognitive perspective

The social-cognitive perspective on personality is a theory that emphasises cognitive processes in the formation of personality, such as thought and judging. These cognitive mechanisms play a role in the creation of acquired habits that are important to a person's personality.

Use of perspectives

While some social psychologists tend to have a dominant perspective, many researchers draw on a variety of theories when tackling a question or hypothesis. By understanding all of the many influences that contribute to social behavior, including culture, social learning, and genetics, and individual differences, researchers can gain a deeper understanding of the many forces that influence how people think and act in social situations.

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