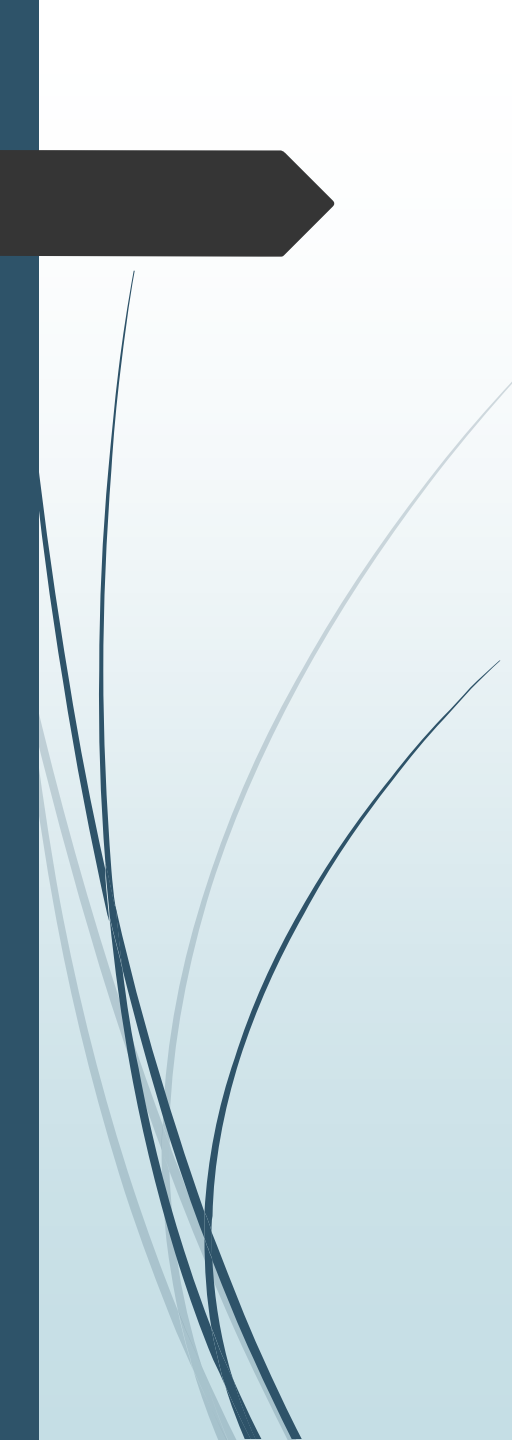




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Applying Social Psychology

Session One: What is applied about Applied Social Psychology?



BPS guidelines for coverage of Social Psychology at undergraduate level

- Social psychology should cover
 - Social cognition
 - Attribution
 - Attitudes
 - Group processes and intergroup relations
 - Culture
 - Close relationships
 - Social constructionism
 - Self and identity
 - Leadership



Undergraduate Social Psychology

- Lots of definitions
- Lots of theory
- Lots of empirical research studies



Applied (Social) Psychology

- 1903 – Walter Dill Scott – applying psychological principles to advertising
- 1917 – G. Stanley Hall founds Journal of Applied Psychology
- 1920 – John B. Watson fired from Johns Hopkins and goes into advertising
- 1935 – 47 Kurt Lewin develops field theory and action research – start of applied social psychology as a specific area
- 1950s onwards – development of applied social psychology as a social change method



Principles of Applied Social Psychology

- Identification of a social problem/issue
- Apply theories and methods from social psychology
- Design and implement social programmes to promote change on a large scale
- Recognise that real world social issues are complex
 - May involve a multidisciplinary approach
 - Political, socioeconomic, sociological, medical issues may all be involved



From Undergraduate Psychology to Postgraduate Applied Social Psychology

- Milgram (1963) – obedience studies



- My Lai (1968)



- Jonestown (1978)



- Abu Ghraib (2003 - 2006)

How do we take the psychological research and theories that we have and use it to understand, explain, and change an issue in society

- Whilst each of the items here may be individual acts what do they tell us about wider societal issues?
- Are there global things that can be learnt and applied from understanding them?



After the break...

- Discussion – the Peston article. We have an issue in society – how do we examine it using applied social psychology, how do we decide what the societal good is... and should we look to change things in politics?