

B.Sc PSYCHOLOGY

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6<sup>th</sup> SEM CORE COURSE

UNIVERSITY OF CALICUT

PSY6B02 APPLIED SOCIAL PSYCHOLOGY

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<b>COURSE CODE</b>	PSY6B02
<b>TITLE OF THE COURSE</b>	APPLIED SOCIAL PSYCHOLOGY
<b>SEMESTER IN WHICH THE COURSE TO BE TAUGHT</b>	6 <sup>th</sup>
<b>NO. OF CREDITS</b>	3
<b>NO. OF CONTACT HOURS</b>	64 (3hrs/week)

**Objectives of the course:**

- To familiarize the theoretical concept and research methods in applied Psychology.
- To give knowledge about application of Social Psychology in different areas like clinical, Educational, health and media.
- To understand the major social issues in India.

• **Course Details**

<b>MODULE NO.</b>	<b>NAME OF MODULE</b>	<b>MODULE HOURS</b>
<b>1</b>	<b>Foundations of Applied Social psychology</b>	<b>16</b>
<b>2</b>	<b>Applying Social psychology to Clinical and Counseling Psychology</b>	<b>16</b>
<b>3</b>	<b>Applying Social psychology to the Media and Aggression</b>	<b>16</b>
<b>4</b>	<b>Social problems in India and applying Social Psychology</b>	<b>16</b>

## **Module 1: Foundations of Applied Social psychology**

### **Historical context of applied social Psychology:**

- The scientific foundation of applied social psychology can be traced at least as far back as the 1930s to the thinking and work of social psychologist (Kurt Lewin 1936).
- Lewin conducted research on a variety of practical issues and social problems such as how to get people to eat healthier diets and how interpersonal relations and productivity are affected by different supervisory styles.
- For instance, in the later case, Lewin and his colleagues conducted an experiment in which they had groups school boys work on hobbies under the direction of a male adult who varied his leadership in one of three ways:
  - 1. Autocratic (controlling, gave orders, made the decisions).
  - 2. Democratic (asked for input, allowed boys to make choice).
  - 3. Laissez-faire (interacted little with boys, mainly observed).
- The 1930s and 1940s witnessed, among social psychologists such as Lewin a flurry of concern with applied issues and practical problems much of which stemmed from the rise of Nazism and world war..
- In fact Brehm, Kassir, and Fein (1999) went so far as to suggest that Adolf Hitler had more influence on the field of social psychology than did any other person, including leading social psychologists: "Hitler's rise to power and the ensuing turmoil caused people around the world to become desperate for answers to social psychological questions about what causes violence, prejudice and genocide, conformity and obedience, and a host of other social problems and behaviors."
- Reich (1981) observed that the foundation of applied social psychology was set by 1950 because the potential of using scientific methods to address social problems had been demonstrated successfully by, for instance, Lewin and colleagues (1939) work on the effects of autocratic leadership and Sherif's (1966) work on conflict resolution .
- It seemed as though an applied psychology centered in the field of social psychology was poised to take off.
- During the late 1940s and 1950s, social psychology experienced a concerted movement away from applied concerns to a 'Pure science' emphasize on theory and laboratory experiments focused on basic social processes. (E.g.: - process of attitude formation and change, group structure, impression formation).
- Just as the events around world war 2 sparked interest in applied social psychology, so too did the events of the 1960s.

- A host of powerful social and political occurrences (e.g. :assassination of John F Kennedy and Martin Luther King ,war in Vietnam , race riots , campus protests ,civil rights movement , women's liberation movement) forced increased attention on a variety of pressing social issues endemic to American society.
- Many social psychologists had begun to criticize the overreliance on laboratory experiments, pointing out that the field would benefit from methodological approaches that also included field research and variety of non- experimental research methods.
- Very instrumental in setting the stage for the emergence of a clearly defined field of applied social psychology was a 1969 series of articles in American psychologist that focused on the interface between science and social issues.
- Some of the titles of the articles reflected the emerging applied emphasize of the field:
  - a. "Psychology means of promoting human welfare.
  - b. "Social psychology in an Era of social change".
  - c. "Social relevant science: Reflections on some studies of inter personnel conflict.
  - d. "Experimental psychology and social responsibility “and "Reforms as experiments.
- In response to such developments, applied social psychology surfaced during the 1970s as a clearly identifiable field.
- There were several notable bench marks including the establishment of a journal devoted specifically to applied issues and research he journal of applied social psychology, in 1970 to 1971 and the founding of the Doctoral programmed in applied social psychology at Loyola University of Chicago in 1974.

### **Cognitive dissonance theory:**

- Psychologist Leon Festinger first described the theory of cognitive dissonance in 1957.
- Cognitive dissonance theory postulates that an underlying psychological tension is created when an individual's behavior is inconsistent with his or her thoughts and beliefs.
- This underlying tension then motivates an individual to make an attitude change that would produce consistency between thoughts and behaviors.
- Research has shown that when an individual engages in behaviors that are inconsistent with their attitude or belief (e.g., arguing a counter-attitudinal position on a topic), a change in attitude is produced that is consistent in the direction of his or her behavior.
- This mechanism of thought or attitude change is the same mechanism used to produce changes in negative, irrational thoughts that are involved in the maintenance of depression and related disorders
- Experiencing cognitive dissonance can lead people to try to reduce their feelings of

discomfort —sometimes in surprising or unexpected ways.

- This theory claims that the stronger the belief, the weaker the cognitive dissonance is and the weaker the attitude, the stronger is the cognitive dissonance.
- Researchers wanted to investigate whether cognitive dissonance can be beneficial and can lead to positive changes in the community. Through their study, they concluded that cognitive dissonance can be employed in specific situations to elicit a feeling of “hypocrisy” in the participants which would, in turn, pave way for behavioral changes.

### **Criticism of Cognitive Dissonance Theory**

- This is the reason why we human beings tend to justify ourselves. This theory is subjective because we cannot physically observe cognitive dissonance so we cannot obtain any objective measurements. It has a sort of vagueness in its nature because every people will have their differences always.

### **Reducing Cognitive Dissonance**

- **Changing Behavior**
- One of the simplest ways to address dissonance is to change one’s behavior. For example, Festinger explains that a smoker might cope with the discrepancy between their knowledge (that smoking is bad) and their behavior (that they smoke) by quitting.
- **Changing the Environment**
- Sometimes people can reduce dissonance by changing things in their environment—in particular, in their social environment. For example, someone who smokes might surround themselves with other people who smoke instead of with people who have disapproving attitudes about cigarettes. In other words, people sometimes cope with feelings of dissonance by surrounding themselves in “echo chambers” where their opinions are supported and validated by others.
- **Seeking Out New Information**
- People can also address feelings of dissonance by processing information in a biased way: they may look for new information that supports their current actions, and they might limit their exposure to information that would make them feel greater levels of dissonance. For example, a coffee drinker might look for research on the benefits of coffee drinking, and avoid reading studies that suggest coffee might have negative effects.
- A virtue of cognitive dissonance theory is that it is stated in a broad and general way. It is applicable in many situations, particularly ones involving attitude or behaviour change. For instance, it has been used to understand:
- people’s feelings of regret and changes of attitude after making a decision;



- their patterns of exposing themselves to and searching for new information;
- reasons why people seek social support for their beliefs;
- attitude change in situations where lack of support from fellow in group members acted as a dissonant cognition;

## **GROUP THINK THEORY**

- Groupthink refers to the tendency for certain types of groups to reach decisions that are extreme and which tend to be unwise or unrealistic.
- Groupthink occurs when individuals in cohesive groups fail to consider alternative perspectives because they are motivated to reach a consensus which typically results in making less than desirable decisions.
- Janis (1971, 1982) popularized the term groupthink; however, he did not originate the concept.
- Groupthink is generally considered a negative phenomenon. Groups generally can benefit from hearing a diverse set of perspectives and information and failing to do so can result in suboptimal decisions being made.
- **Causes**
- **Lack of diversity in groups**
- Groups that have members who are very similar to one another can be a cause of groupthink. With a lack of diverse perspectives, the group fails to consider outside perspectives. Furthermore, these group members may engage in more negative attitudes towards out group members which can exacerbate groupthink.
- **Lack of impartial leadership**
- Groups with particularly powerful leaders who fail to seriously consider perspectives other than their own are prone to groupthink as well. These leaders can overpower group members' opinions that oppose their own ideas.
- **Stress**
- Placing a decision-making group under stress in scenarios such as one where there are moral dilemmas can increase the chances of groupthink occurring. These groups may try to reach a consensus irrationally.
- **Time constraints**
- Related to stress, placing time constraints on a decision being made can increase the amount of anxiety also leading to groupthink.

- **Highly cohesive groups**
- Groups that are particularly close knit typically display more groupthink symptoms than groups that are not.
- **Lack of outside perspectives**
- Only considering perspectives of in-group members can lead to groupthink as well.
- **Motivation to maintain group members' self-esteem**
- If group members are motivated to maintain each other's self-esteem, they may not raise their voices against the group consensus.

### **Signs of Groupthink**

- Illusions of unanimity lead members to believe that everyone is in agreement and feels the same way. It is often much more difficult to speak out when it seems that everyone else in the group is on the same page.
- Unquestioned beliefs lead members to ignore possible moral problems and not consider the consequences of individual and group actions.
- Rationalizing prevents members from reconsidering their beliefs and causes them to ignore warning signs.
- Stereotyping leads members of the in-group to ignore or even demonize out-group members who may oppose or challenge the group's ideas. This causes members of the group to ignore important ideas or information.
- Self-censorship causes people who might have doubts to hide their fears or misgivings. Rather than sharing what they know, people remain quiet and assume that the group must know best.
- "Mindguards" act as self-appointed censors to hide problematic information from the group. Rather than sharing important information, they keep quiet or actively prevent sharing.
- Illusions of invulnerability lead members of the group to be overly optimistic and engage in risk-taking. When no one speaks out or voices an alternative opinion, it causes people to believe that the group must be right.
- Direct pressure to conform is often placed on members who pose questions, and those who question the group are often seen as disloyal or traitorous

## **MODULE 2**

### **Social psychological roots of social anxiety:**

- Social anxiety is a type of emotional distress that can vary in intensity
- According to the 4th edition of the American psychiatric association (2000) diagnostic & statistical manual of mental disorders, social phobia is defined as a marked and persistent fear of one or more social or performance situation in which the person is exposed to unfamiliar people or possible scrutiny by others. The individual fears that he or she will act in a way that will be humiliating or embarrassing.

### **Social psychological model of depression:**

- Depression is a common mental disorder. Globally, it is estimated that 5% of adults suffer from depression.
- Depression is a leading cause of disability worldwide and is a major contributor to the overall global burden of disease.
- More women are affected by depression than men.
- Depression can lead to suicide.
- Social psychological theory and research look at how the way in which people think about stressful events makes a difference to their mental health. It is not so how one's explanations for past events can effect vulnerability to symptoms depression.
- This theory reviews that people who habitually often pessimistic explanation maybe at risk for developing depressive symptoms.
- This type of thinking is related to depression through feelings of helplessness and hopelessness.
- In 1978 Seligman and colleagues developed a cognitive-social model of human depression and the model was called attributional reformulation of the learned helplessness theory of depression.
- This model propose that people are depressed because of the attributions they make for why unfortunate things happen.
- According to the model people who are prone to depression make pessimistic attribution.
- That causes them to believe that there is nothing they can ever say do to change their unfortunate circumstances. Technically such a state of mind is called negative outcome expectancy or simply helplessness.

### **Self-Presentation Theory:**

- Leary and Kowalski (1995) developed a broad social psychological blue print for social anxiety that sheds light on its origin, maintenance and treatment.



- In other words, the theory is useful because it not only explains the psychological chain of events that makes people vulnerable to experiencing anxiety, but also describes how symptoms of social anxiety might be reduced.
- According to Leary and Kowalski, a person becomes prone to experience a fearful response in social circumstances when two conditions are present: high self-presentational motivation and low self-efficacy.
- Self-presentational motivation refers to the degree to which people are concerned with how others perceive them. When self-presentational motivation is high, people are very concerned with ensuring that others have a particular image of them. People who have low self-presentational motivation do not care as much.

### **Treatment and prevention:**

- Social psychology has been instrumental in improving our understanding of the underlying process by which therapeutic intervention helps to ameliorate various psychological problems.
- This section discusses the interface of social psychology with clinical and counseling psychology. This part of the interface seeks to identify social psychological processes that may play a role in explaining how and why clients change as a function of therapy.
- This interface is also concerned with using social psychological insights to design new interventions and improve techniques for treating people with mental illness.
- The distinction between clinical psychology and counseling psychology is subtle.
- Clinical psychologists usually have an area in which they are specially trained and treat people with serious mental illness.

### **Hopelessness theory:**

- The hopelessness theory was developed as a response to limitations in Seligman's learned helplessness theory of depression developed in 1972.
- This theory was developed by Abramson, Metalsky, and Alloy in 1989.
- According to this theory, those who attribute a negative event to internal, stable, and global causes were at greater likelihood of developing depression.
- The hopelessness theory of depression suggests that depressive symptoms are most likely to occur when 2 factors are present at the time:
  1. Vulnerable person
  2. Negative environment circumstances
- According to HTD, a vulnerable person is someone who has characteristically negative style of interpreting the cause of aversive life events. The interpretive bias is sometimes

called the pessimistic explanatory style/depressogenic attribution style.

- A person who believes that the root cause that made this bad things happen is something that will never change and something that is undermining my whole life" is displaying the pessimistic attribution style. Such an explanation involves making stable and global causal attribution.
- Stable attribution represents a broad class diverse cases that share one thing in common: the person think that the cause will endure overtime and that it will be present in the future. A stable cause is one that is not likely to change overtime.

### **Bias in clinical decision making:**

#### **1. The effect of labeling on judgments of mental illness**

- Social psychologists have found that preexisting information (i.e. labels) may sometimes bias clinicians, resulting in false positive or false negative judgment.
- The labeling effect refers to a tendency to perceive clients in ways that are erroneous owing to the reactive effects of an existing psychiatric label.
- In the clinic, labeling refers to the possibility that a clinician may perceive a client's symptoms differently after the client has been given a diagnosis compared with before the client has been diagnosed.
- The negative effect of psychiatric labels have been illustrated that surveyed people's perceptions of clients with mental illness.
- One third (33%) of the people surveyed fell prey to the myth that a depressed person was "somewhat likely" to "very likely" to commit violence against someone else. Of course, this is an erroneous perception because it is not be any dangerous than non-depressed people.
- The myth of being dangerous was particularly prevalent for client labeled as schizophrenic (66%), alcohol dependent (71%), or cocaine dependent (87%).

#### **2. The effect of group stereotypes on clinical judgments**

- Clinical bias resulting from labeling can be induced by culturally provided labels and culturally acquired stereotypes.
- Mental health practitioners cannot help but notice the ethnicity or gender of their client.
- Social psychologists have been studying whether culturally perpetuated labels and stereotype can sometimes bias judgments made by mental health professionals.
- Social – clinical research has focused on several categories of stereotypes, including those based on gender, race ethnicity, religion, and sexual identity.
- Client's age can have a biasing effect on clinician's judgment.

- Suzanne meek, who examined clinician's perceptions of client suitability for psychotherapy. In this study, a sample of clinical psychologist (and trainees) read case histories of potential clients In terms of how old the client was. There were three age group: young, middle age, and senior.

- This age bias was largely an unconscious one.

### 3. The effect of anchoring and confirmation bias

- Label and culturally based group stereotypes can act like psychological "anchors" decisions in every sphere of life.

- In the context of clinical judgment, psychological anchors can make practitioners reluctant to deviate from their first impressions when they receive new information that might conflict with earlier information.

- In a clinical context, the anchoring effect is defined as a bias that occurs when a therapist's first impression about the nature of a client's problem artificially constricts the therapist's subsequent assessment.

- The very existence of the anchoring effect is due mainly to process called confirmation bias.

- Without confirmation bias, anchoring would not pose a problem because it would not exist.

### **Reducing errors and biases among professionals**

- Clinicians are, at times, susceptible to falling victim to the same decision –making biases as are lay people. This is because these biases are rooted in cognitive –social processes that represent fundamental aspects of human information processing.
- Clinicians are significantly less likely than lay people to experience these biases in their work. Just because laypeople fall into these traps more often than do professionals is no reason to be complacent.
- Improving the ability of practitioners to make accurate and unbiased decisions is important because the welfare of clients could be improved if the incidence of the biases were diminished.
- Clinical and social psychologist have taken steps to understand the biases, and this understanding has suggested solutions.
- Less work has focused specifically on reducing errors involving cognitive distortions that do not involve biases toward particular group of people.
- Some research evidence suggests that education directed at reducing cognitive errors may produce improvements.

## **MODULE 3**

### **Consequence of viewing media violence:**

- The impact of media violence on society is very dangerous and even adults are affected by it. Since adults have to work in professional settings, displays of unnecessary aggressive behavior can affect their career. This, going ahead can again lead to stress and depression. The effects of violence on adults do not end here, many experts believe that serious and violent crimes such as thefts, rapes, murders are also the result of constant hammering of violent scenes on the human mind. Many people reach a stage where they feel that violence is justified and they are not doing anything wrong by indulging in it to get what they want in life. Domestic violence is another ill-effect.
- Many times, people who have been consistent viewers of violent stuff can become totally insensitive to incidents of violence. They may not feel any sympathy for people around them who are victims of any kind of violence, or are going through a lot of pain and agony in their lives. These people may not offer a helping hand to the needy which means that they have lost their humanity.
- Media violence can lead people to interpret many things in the wrong manner. Many people, after watching violent films, do not understand that the films are meant for entertainment purposes and they take the incidents from movies too personally. This can lead to a feeling that the entire world is full of violence and pain which is not at all the case in reality.

### **Effects of exposure to violent pornography:**

- Pornography is any sexually explicit material that you can find offline (magazine, DVD, peep shows) or online on the internet (text, audio, or visual).
- The effects of pornography on individuals or their intimate relationships depend on the type of pornography used and differ from person to person. Consumption of pornographic material is associated with negative and positive impacts. It has been studied particularly for associations with addiction as well as effects on the brain over time. Some literature reviews suggest that pornographic images and films can be addictive, particularly when combined with masturbation, while others maintain that data remains inconclusive. Other research has looked at pornographic material's relation to acts of sexual violence, with varying results.
- Men who consume pornography regularly have reported less stable mental health, specifically higher levels of depression. Pornography can be considered addictive, especially in men.
- Pornography addiction is a purported behavioral addiction characterized by compulsive,



repeated use of pornographic material which causes serious consequences to one's physical, mental, social, and/or financial well-being.

- Pornography can influence an individual's relationship and intimacy through a number of channels, including overall level of satisfaction in their relationships, communication within a relationship, and setting boundaries for infidelity within a relationship.

#### **Reducing the harmful effects of exposure to violent sexual material:**

- There are four general ways in which to reduce or eliminate the harmful effects of exposure to violent sexual material (both embedded and explicit).
  - 1) Legally ban the distribution and sale of these materials.
  - 2) Teach critical viewing skills.
  - 3) To debrief people after viewing violent sexuality.
  - 4) To inform people about the effects ahead of time.

#### **Effects of media influence on our thoughts:**

- Media can affect relationships, consume our time and most concerning influence our opinions and thoughts.
- Most often we see the influences that media has when we see news reports on legal cases or tragedy's such as bullying and natural disasters. When we hear or see negative media about a specific subject we have already formed our own opinions or thoughts about we may become swayed but information the media provides that is not always accurate.

#### **Aggression: theoretical perspective role of biological factors and drive theory:**

- Aggression: physical or verbal behaviour intended to hurt someone.

#### **Different types of aggression:**

- ☐ Hostile aggression: it is driven by anger and performed as an end in itself also called affective aggression.
- ☐ Indirect aggression: involves an attempt to hurt another person without obvious face to face conflict. Eg: malicious gossip
- ☐ Direct aggression: behavior aimed at hurting someone to his or her face, it may be either physical -striking, kicking, pushing or showing or verbal-insulting, cursing, or threatening another person.
- ☐ Emotional aggression: is hurtful behavior that stems from angry feeling that get out of control. Eg; if someone throws a chair at a co-worker in a blind range, that would be an example of emotional aggression.
- ☐ Instrumental aggression: hurting another person to accomplish some other goal. Eg: terrorism.



### **The role of biological factors:**

- From instincts to evolutionary perspective.
- The old best known explanation for human aggression is the view that human beings are somehow programmed for violence by basic nature.
- Ories suggest that humans violence stems from built in tendencies to aggress against others. The most famous supporter of this theory was Sigmund Freud who held that aggression stems mainly from a powerful death wish (thanatos) possessed by all person initially aimed at self-destruction but soon redirected outward toward others.
- Konred lorenz, who suggested that aggression springs mainly from an inherit fighting instinct, which assures that only the strongest males will obtain mates and pass their genes on to the next generation.

### **Drive theories of aggression:**

- Motivation to harm others.
- Drive theories of aggression suggest that aggressive behavior is pushed from by drives to harm or injure others.
- The Drive theory is an important concept in psychoanalysis. Developed by Sigmund Freud, it was presented in his book, 'The Ego and the Id', which was published in 1923.
- Throughout the decades, the Drive Theory has gone through various changes. It has also garnered a lot of critique. However, it is still considered a major breakthrough in the field of psychoanalysis.
- Drive Theory, or the Theory of Instinctual Drive, was introduced by Freud to understand aggressive behaviour.
- In the early stages of the development of psychoanalysis, the concept of drive was an important aspect. 'Drive' is an 'appetitive internal force'.

### **Modern Theories Of Aggression:**

- Modern theories of aggression propose that, a multitude of factors play a role in aggressive behavior. It is not a single factor such as instinct, drive or frustration that causes aggression; rather variety of factors determine violence and aggressive behavior. Thus, they are more comprehensive than the earlier theories.
- This are mainly three types;
  1. Aggression as an instinct
  2. Frustration-Aggression theory
  3. Social learning theory
- **Aggression as an instinct**

The theory that human aggression is an innate biological drive similar to sex and hunger. As such, it cannot be eliminated, but must be controlled, for the good of society.

The theory is based on observations of non-human species in which aggression is used to maintain territory and fighting is necessary for survival. The theory supports the contentious notion that sport acts as a catharsis providing a safe and socially acceptable outlet for aggression. An issue which continually plagues social scientists is whether mankind behaves according to environmental or genetic factors. One aspect of behaviour that has considerable impact on global society is that of aggression. Thus, the question becomes, is aggression an instinct? Human aggression not only plagues society within, in such aspects as crime, but without in the guise of war. Some have gone so far as to state that man is the cruellest and most ruthless species that has ever walked the earth.

Some of the things that could cause aggression;

Watching Violent movies, Heat, Alcohol Gender

In terms of general men are more likely to be aggressive physically as they would be fighting with their fists. But women are more likely to be aggressive verbally, in terms of gossiping, spreading rumors etc.

### **Frustration-Aggression theory:**

The frustration aggression theory states that aggression is caused by frustration. When someone is prevented from reaching his target he becomes frustrated. This frustration can then turn into aggression when something triggers it.

For example, if you failed in your final exam you will definitely become frustrated But What if someone you barley know told you “You are such a loser not to pass that exam”. In this case, your stored frustration will surely turn into aggression. Note that the frustration aggression theory does not provide explanation to all types of aggression but it rather focuses on aggression that results from not being able to reach your goals.

### **Social Learning theory:**

The social learning theory proposed by Albert Bandura has become perhaps the most influential theory of learning and development. While rooted in many of the basic concepts of traditional learning theory, Bandura believed that direct reinforcement could not account for all types of learning. His theory added a social element, arguing that people can learn new information and behaviors by watching other people. Known as observational learning (or modeling), this type of learning can be used to explain a wide variety of behaviors.

### **Determinants of aggression:**

#### **Social:**

Aggression is intentional behavior aimed at doing harm or causing physical or psychological pain

to another person.

1 • Frustration

2 • Direct provocation: when aggression breeds aggression.

3 • Heightened arousal: emotion, cognition & aggression.

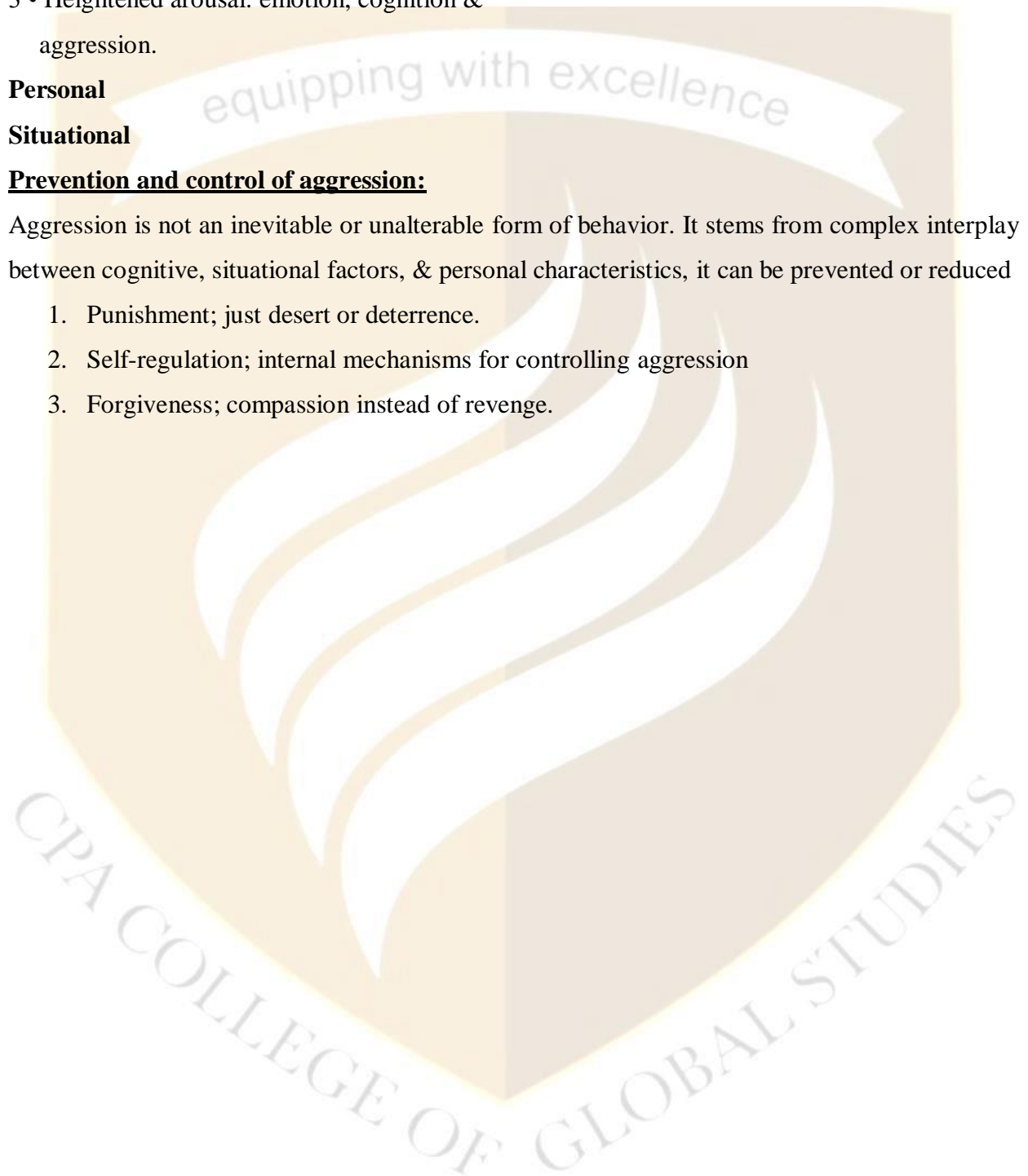
**Personal**

**Situational**

**Prevention and control of aggression:**

Aggression is not an inevitable or unalterable form of behavior. It stems from complex interplay between cognitive, situational factors, & personal characteristics, it can be prevented or reduced

1. Punishment; just desert or deterrence.
2. Self-regulation; internal mechanisms for controlling aggression
3. Forgiveness; compassion instead of revenge.



## **MODULE 4: Social problems in India and applying Social Psychology**

### **The concept of social problems**

- Social problem has been defined as a “deviation from the social ideal remediable by group effort”.
- Two elements are important in this definition: 1. Situation which is less than ideal, i.e., which is undesirable or abnormal and 2. One which is remediable by collective effort
- If an individual wants a job and has to compete with others for getting it, then it is merely an individual problem. Likewise if an individual has to become addicted to drugs and has to seek admission to psychiatric institute or community centre for de-addiction that is his personal problem.
- On the other hand, if 35 million persons are unemployed in villages and cities in a country and no single individual can do anything effective about it then what is needed to solve the problem is an organised group or social effort. Thus a problem may be an individual problem under one set of circumstance and a social problem under others.
- Social problem change with passage of time. Social problem is “a condition affecting a significant number of people in ways considered undesirable, about which it is felt that something can be done through collective social action.”
- Horton and Leslie (1970) A social problem cannot be solved by an individual or a few individuals. All social problems are social in treatment, that is, it is believed that they can be tackled only by public concern, discussion, opinion formation and pressure.

### **Causes of social problems**

- Causal conditions are numerous. Broadly it can classify in to 2 groups: found in individual and found in social environment.
- Found in individual: Hereditary traits ,Acquire trait system
- Found in social environment: Contradiction in social system, Malfunctioning of economic , Lack of change in religious system, Defective functioning of political system

### **Types of social problem**

- Clarence Marshall Case has given 4 types of problem based on origin
  1. Those which are rooted in some aspects of the physical environment
  2. Which are inherent in the nature or distribution of Population involved
  3. Which result from poor social organization
  4. Which evolve from a conflict of cultural values within the society

- Fuller and Myers 3 types of problem

- i. physical problem: though these are problems for the society but their causes are not based on value-conflict e.g. flood.

- ii. Ameliorative problems: There is consensus about the effects of these problems but there are differences pertaining to their solutions.

- iii. Moral problems: There is no consensus pertaining to the nature or causes of these problems. eg: gambling, divorce.

### **Poverty**

- Three percepts are often used to define poverty :-
- The amount of money required by a person to subsist.
- The life below a 'minimum subsistence level' and living standard prevalent at a given time in a given place.
- The comparative state of well- being of a few and the ill-being of the majority in society.

### **Unemployment**

- In developed countries, D'Mello (1969) has defined it as “ a condition in which an individual is not in a state of remunerative occupation despite his desire to do so”.
- Unemployment has three elements:
- The individual should be capable of working.
- The individual should be willing to work, and
- The individual must make an effort to find work.

### **Population explosion**

- Population explosion can occur due to the increase in the birth rates, a substantial decrease in the mortality rates, immigration or a major depletion of resources creating an unsustainable biome not suitable for habitation.

### **Child abuse**

- Child abuse is the wrongful treatment of a child. It may be in the form of physical, emotional, or sexual abuse. This form of abuse may also be recognized as the exploitation of a child, as well as the failure to properly care for a child, otherwise known as neglect.

### **Child labor**

- The employment of children in an industry or business, especially when illegal or considered exploitative.



