

APPLIED PSYCHOLOGY
DISCIPLINE SPECIFIC ELECTIVE

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/Practice		
DSE-3 Advances in Applied Social Psychology	4	3	0	1	Class 12th pass	

Learning Objectives

- To understand Advanced Social Psychology and its various processes, including social aspects of brain and behavior.
- To understand psychological aspects of economic and financial management and ongoing recent trends in Social Psychology.

Learning Outcomes

- By studying this course, the student will be exposed to the area of social neuroscience.
- By studying this course, the students will understand the social bases of economic behavior, like financial planning and decision-making.
- By studying this course, the students will become aware of the emerging issues and problems that face social psychologists.

Syllabus

Unit I: Social Brain and Behaviour: Origins of social brains; Anatomy of brains; Chromosomes, genes and DNA; Research Method of Social Neuroscience; Application of Social Neuroscience; Evolution, Brain plasticity, Culture. (15 hrs)

Unit II: Social Psychology of Personal Finance: Behavioural Economics and Financial Markets; Loss of aversion; Mental accounting; Decision Paralysis; Personal finance Planning, Tax Morale and Tax Compliance behaviour. (15 hrs)

Unit III: Emerging Trends in Social Psychology: Social Cure, Social Psychology of Happiness; Social Psychology of religion, Social Psychology applied to environmental studies, Aggression in Every day life (Explaining sexual aggression, Vulnerability factor for sexual victimization,, Hate crime, Aggression on the Road. (15 hrs)

Practicum: (30 hours)

Two practicums to be done, one each from the following two areas:

- 1) Social Psychology of Personal Finance
- 2) Emerging Trends in Social Psychology

Essential/Recommended Readings:

Barrett, D. W. (2017). *Social Psychology: Core Concepts and Emerging Trends*. Sage Publication.

Glinonich, K. C., & Nisbett (2016). *Social Psychology*. WW Norton & Co. New York.

Jetten, J., Haslam, C. Haslam, S. A. (2012). *Social Cure: Identity Health and Well-being*. Psychology Press, New York.

Kirchler, E. (2009). *The Economic Psychology of Tax Behaviour*. Cambridge University Press, New York

Krahe, B. (2021). *The Social Psychology of Aggression*. Routledge, U.K.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.