

Course Type/Status : Core
Course Code : PSYC E3015
Course Title : Psychology of Social Behavior

Learning Outcomes:

The students will be able to analyze human behavior in certain social contexts by studying this course unit.

Course Content:

An introduction to social behavior; Social perception and social cognition, Attitude formation; Psychological theories of socialization; Social conflicts, Prejudice and discrimination, Pro-social behaviors, Communal diversity and collectivism; Changing social environment and behavior.

Method of Teaching and Learning:

Lectures, discussions; presentation, tutorials and assignment.

Scheme of Evaluation:

At the end of the semester 80% for the written examination; 20% for the assignment, presentation and tutorials.

Recommended Reading:

Allport, G.W., (1954) *The Nature of Prejudice*, Addison, Wesley, MA.

Hamilton, D.L., (ed), (1981) *Cognitive Processes in Stereotyping and Inter-group Behavior*, Erlbaum, NJ.

Petty, R.E. and Cacioppo, J.T., (1981) *Attitudes and Persuasion: Classic and Contemporary Approaches*, C. Brown, JA.

Turner, J.C., Hogg, M., Oakes, P., Reicher, S. and Wetherell, M., (1987) *Rediscovering the Social Group. A Self – Categorization Theory*, Basil Blackwell, Oxford.