

Assignment **Container**

Advanced Social Psychology

MPC-004



Assignment Container

Advanced Social Psychology

(MPC004)



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Navi Mumbai, INDIA

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First Published – 2019

Spring Season Publications

Kharghar Sec 10, Navi Mumbai, MS, INDIA, 410210

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Guidelines/Tips to Write MAPC Assignments

Using this Document

- Please note that the main aim of this document is to provide the guideline to write the assignment
- It is advisable not copy answers as it is from this document
- Write the answers in your own words
- Numbers of illustrations are also given in this document

Paper

- You need to use A4 ruled paper (with lines). You can also use the A4 note book and cover it with plain and nice cover and put the desired information on it
- Also it is advisable to check with your resource/study center for any guidelines on the same and follow if it is there
- However, contain of the assignment is important as compare to the paper used to write it (As per our understanding)

Writing your Answers

- Assignment should be Hand written and you can use both the side of the page to write your answer
- Write the Section/Question number with each answer and please write all the questions
- Make sure that the answer is within the stipulated word limit
- You can use Blue/Black ink to write your assignment (Don't use pencil in your assignment)
- Don't use RED Pen in your assignment as normally it is used to check the assignment
- If you wish you can use light color pens for illustrations/brain maps for your assignment
- Number of pages required to write the answer depends on your handwriting. Below is the approximately guideline for your reference

Word Limit	1000	400	50
Number of Lines in one paper	20	20	20
Words per line (Big Hand Writing)	7	7	7
Total Pages required (Front and Back)	7	3	0.3
Words per line (Small Hand Writing)	10	10	10
Total Pages required (Front and Back)	5	4	0.2

Content

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**IGNOU MAPC
ADVANCED SOCIAL PSYCHOLOGY (MPC-004)**

Course Code: MPC-004

Assignment Code: MPC-004/ASST/TMA/2019-20

Marks: 100

Last Date of Submission: 30th April 2020 and 30th Sep 2020

SECTION-A

Answer the following question in about **1000 words** each.

15 x 3 = 45 Marks

Q. No. 1 Discuss the methods of data collection and analysis used in social psychological research. Explain the various ethical issues involved in social psychological research.

Answer: Some of the most commonly used methods of data collection and analysis utilized by social psychologists include:

- **The Observational Method**

This involves watching people and describing their behavior. Sometimes referred to as field observation, this can involve creating a scenario in a lab and then watching how people respond or performing naturalistic observation in the subject's own environment.

Each type of observation has its own strengths and weaknesses. Researchers might prefer using observational methods in a lab in order to gain greater control over possible extraneous variables, while they might prefer using naturalistic observation in order to obtain greater ecological validity. However, lab observations tend to be more costly and difficult to implement than naturalistic observations.

- **Correlational Method**

Social psychologists use correlational research to look for relationships between variables. For example, social psychologists might carry out a correlational study looking at the relationship between media violence and aggression. They might collect data on how many

- In an external or situational attribution, people infer that a person's behavior is due to situational factors.

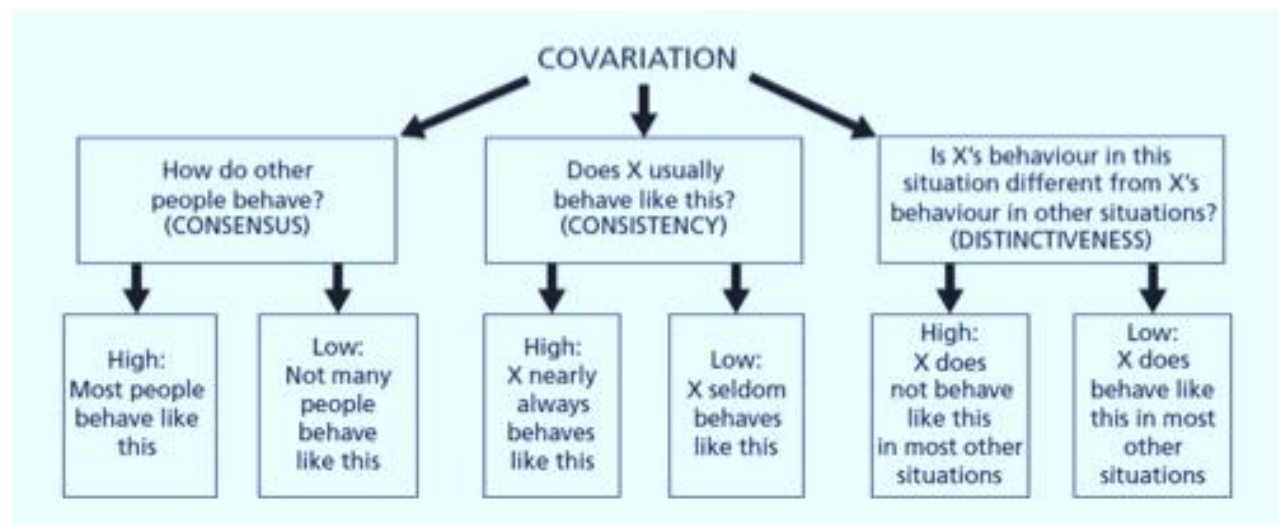
Covariation Principle

Covariation Model is an attribution theory in which a person tries to explain others' behavior through multiple observations. It deals with both social perception and self-perception of the person.

According to the covariation principle, an observer can use one of three specific types of causes to explain an effect:

- The actor - the individual who is demonstrating the behaviour
- The entity - the thing at which the behaviour is directed
- The circumstances - the setting under which the behavior occurs

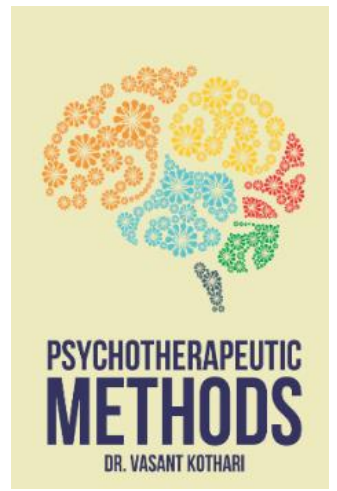
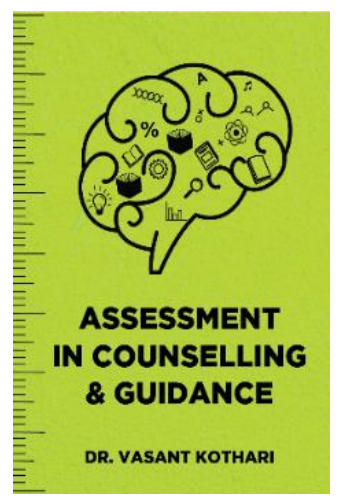
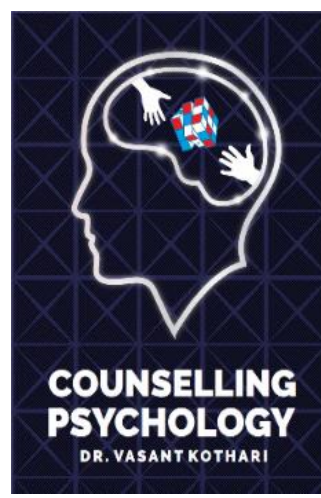
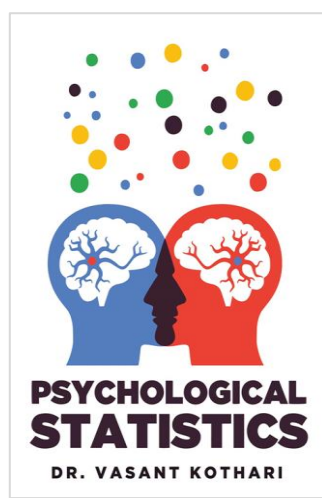
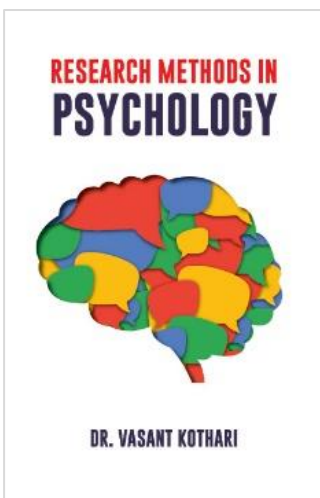
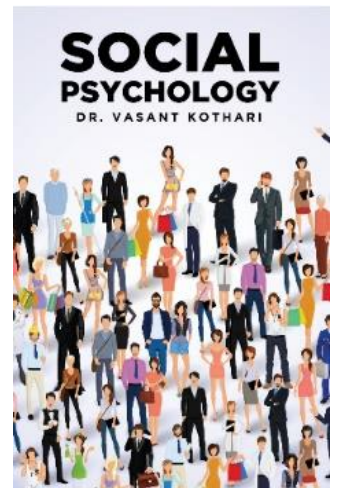
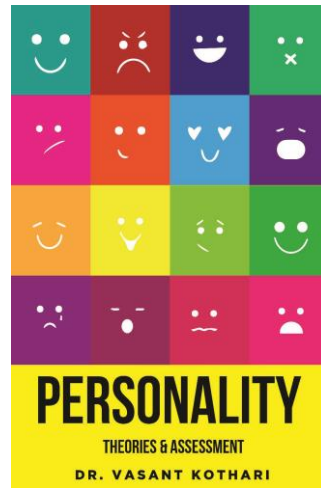
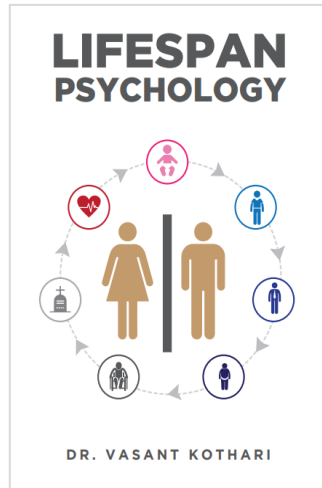
But how do we know which explanation would be correct? According to Kelley we consider three different kinds of information to figure out the answer.



From Acts to Dispositions (Correspondent Inference Theory)

In 1965, Edward Jones and Keith Davis suggested that people make inferences about others in cases where actions are intentional rather than accidental. When people see others acting

Books on Psychology by **Dr Vasant Kothari**



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