

# Assignment **Container**

**Advanced Social Psychology**

**MPC-004**



Assignment Container

**Advanced Social Psychology**

**(MPC004)**



SPRING SEASON PUBLICATIONS  
Navi Mumbai, INDIA

**Free Distribution of this document, except the author, will be considered as COPYRIGHT Violation.**

**As per Indian Copyrights Act 1957, Copyright infringement is a cognizable offence and Copyright owners can take legal action against any person or entity that infringes on the copyright of a work. The copyright owner can file a civil remedies case in a court having jurisdiction and is entitled to remedies by way of injunctions, damages and accounts.**

### **Assignment Container: Advanced Social Psychology (MPC004)**

© Spring Season Publications 2019-2022  
All Rights Reserved

First Published – 2019

Fourth Ed. - 2022

Spring Season Publications

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

[www.springseason.in](http://www.springseason.in)

*All rights reserved. No part of this publication may be reproduced, stored in or introduced into a retrieval system, or transmitted, in any form, or by any means (electrical, mechanical, Photocopying, recording or otherwise) without the prior Written permission of the author.*

*All data were deemed correct at time of creation  
Author/Publisher is not liable for errors or omissions*

**Only for PERSONAL USE not for PUBLIC Circulation**

**INR 99/-**

## 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

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

# Content

<b>1</b>	<b>Historical Developments of Social Psychology</b>	<b>1</b>
<b>2</b>	<b>Attribution Theory</b>	<b>4</b>
<b>3</b>	<b>Different Factors that affect Helping Behavior</b>	<b>7</b>
<b>4</b>	<b>Experimental Design</b>	<b>11</b>
<b>5</b>	<b>Evolutionary Theories</b>	<b>12</b>
<b>6</b>	<b>Intervention to Reduce Aggression</b>	<b>14</b>
<b>7</b>	<b>Nature and Characteristics of Attitudes</b>	<b>15</b>
<b>8</b>	<b>Two Dimensional Model for Conflict Resolution</b>	<b>16</b>
<b>9</b>	<b>Characteristics of Group</b>	<b>19</b>
<b>10</b>	<b>Measurement of Group Dynamics</b>	<b>19</b>
<b>11</b>	<b>Schemas</b>	<b>19</b>
<b>12</b>	<b>Ethical Issues in Social Psychology</b>	<b>20</b>
<b>13</b>	<b>Obedience</b>	<b>20</b>
<b>14</b>	<b>Altruism</b>	<b>20</b>
<b>15</b>	<b>Social Learning Theory</b>	<b>20</b>
<b>16</b>	<b>Stereotypes</b>	<b>20</b>
<b>17</b>	<b>Overt Conflict</b>	<b>21</b>
<b>18</b>	<b>Group Development</b>	<b>21</b>



Sharing this document is not only  
**ILLEGAL** but **UNETHICAL** as well

Please **report such sharing** to us on  
below **WhatsApp** numbers

**981 961 971 5**

**73 03 82 72 68**

Or email us at

**springseasonpublications@gmail.com**

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

**Course Code: MPC-004**

**Assignment Code: MPC-004/ASST/TMA/2022-23**

**Marks: 100**

**Last Date of Submission: 30<sup>th</sup> April 2023 and 30<sup>th</sup> Sep 2023**

**SECTION-A**

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

**15 x 3 = 45 Marks**

**Q. No. 1 Discuss the historical developments of social psychology.**

**Answer:** Social Psychology is a scientific study of human behavior in social groups. It attempts to understand that how an individual's behavior, thoughts and feelings are influenced by others indifferent social situations.

Social Psychology emerged as a new discipline in the 19th century. The theory of Social Psychology is a product of the scholastic contributions of Psychologists and Sociologists. For this reason, Social Psychology is generally viewed as a branch of both Psychology and Sociology. Psychologists focus on understanding the underlying psychological factors of human behavior such as emotions, feeling, cognition, attitudes memories, learning, and unique experiences. On the other hand, sociologist focus on understanding social factors of human behavior such as social experience. norms, values, customs, social dynamics, social interactions, and social influence. The growing focus of social scientists on human behavior by considering the psychological as well as sociological dynamics of behavior under a single discipline led to the emergence of Social Psychology.

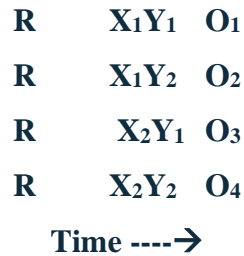
The history of Social Psychology can be explained in terms of the following periods

1. Dawn of Social Psychology (1904 —1934)
2. Early-stage of Social Psychology (1935 -1945)
3. Expansion stage of Social Psychology (1945 —1984)
4. The modern stage of Social Psychology (1985 — onwards)

more independent variables are manipulated simultaneously.

The primary advantage of a factorial design is that it enables the researcher to examine the effects of two or more independent variables separately and collectively.

The effect of one independent variable on the dependent variable is the main effect. Any effects of any other independent variables are ignored. Each dependent variable typically has one main effect.



For example, let's say you're conducting a study to see the effect of gender of adolescents and violence on TV on aggression. As there are two independent variables (gender and violence on TV), there are two main effects:

- Main effect of gender of adolescents on aggression
- Main effect of violence on TV on aggression

The two independent variables can also work together on the dependent variable. In that case, the effects are called interaction effects. A statistical interaction occurs when the effect of one independent variable on the dependent variable changes depending on the level of another independent variable.

In given above example, this is equivalent to asking whether the effect of violence on TV changes depending on the gender of the adolescent. If the effect of violence on TV on aggression for male adolescents is different from the effect of violence on TV on aggression for adolescents, then there is an interaction.

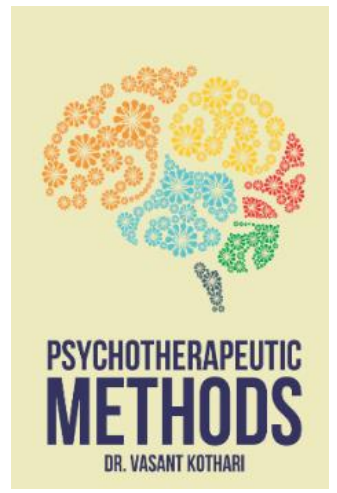
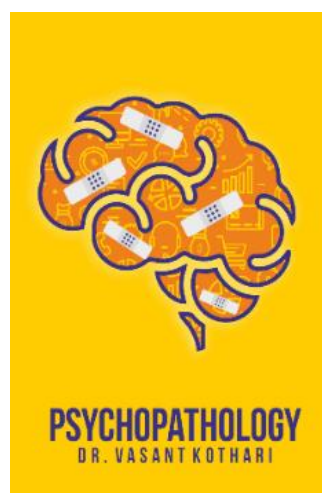
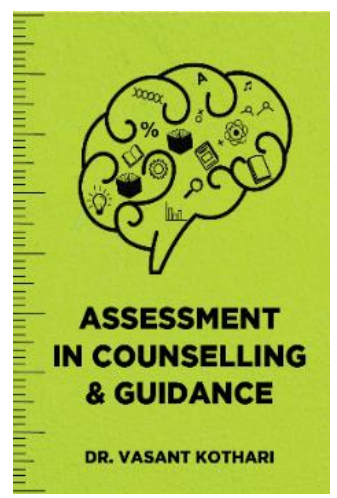
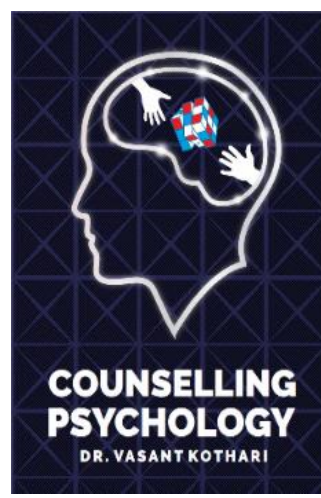
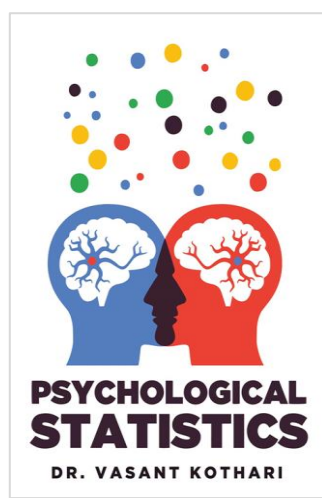
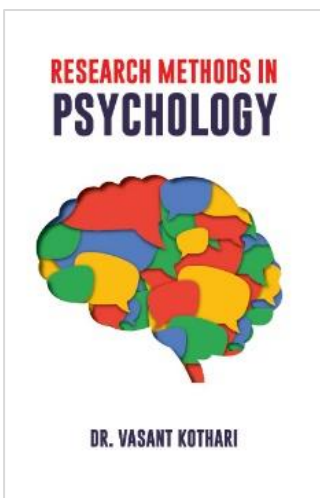
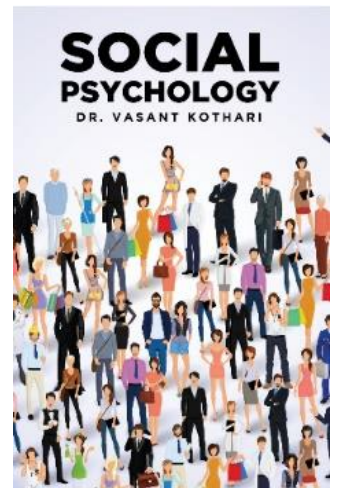
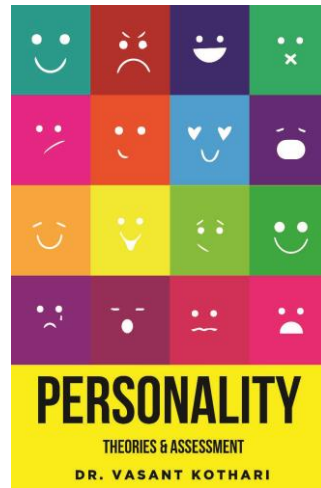
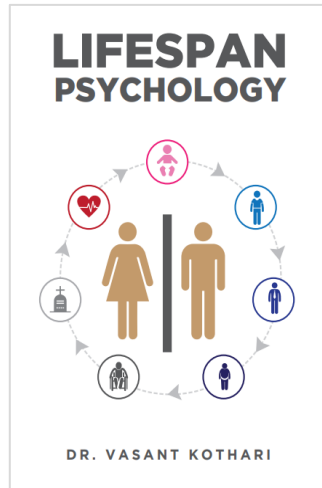
**(442 Words)**

**Q. No. 5. Explain the evolutionary theories of human interpersonal attraction**

**Answer:** According to the evolutionary theory of human interpersonal attraction, opposite-sex attraction most frequently occurs when a person's physical characteristics suggest that they are very fertile. Since reproduction is the primary goal of conjugal and romantic relationships, it stands



# Books on Psychology by **Dr Vasant Kothari**



**Spring Season Publications**

Kharghar, Navi Mumbai, MS, INDIA, 410210

Visit us at

[www.springseason.in](http://www.springseason.in)

Rs. 99