

# **PSYCHOLOGY**

## **Introduction**

- Psychology: Definition, Nature, Scope and Goals
- Approaches to Scientific Research: Nomothetic & Idiographic
- Methods of Psychology: Observation, Case Study, Survey, Interview and Experimental

## **Brief Introduction to Schools of Psychology**

- Concept of Body – Mind Interaction
- Structuralism, Functionalism, Psychoanalysis, Behaviorism, and Gestalt.

## **Contemporary Approaches to Psychology**

- Cognitive Approach
- Humanistic Approach
- Existential Approach
- Bio- psychological Approach
- Socio-cultural Approach
- Evolutionary Approach.

## **Basic Statistics**

- Use of statistics in Psychology
- Frequency Distribution
- Graphic Presentation of Data
- Measures of Central Tendency
- Measures of Variability.

## **The Nervous System**

- Structure, Types and Functions of Neurons
- Nature of Nerve conduction
- Simple Reflex Action

## **Structure of Central Nervous system**

- Brain - Cerebrum, Cerebellum, Thalamus, Medulla Oblongata and Spinal cord.
- Localization of function in the Brain
- Reticular Activating System

## **Peripheral and Autonomic nervous systems**

- Sympathetic and Parasympathetic divisions.

## **Endocrine system**

- Location, Structure and Functions of Endocrine glands
- Effect of 'under' and 'over' functioning of Endocrine glands on behavior.

## **Sensation and Attention**

- General characteristics of Sense organs- Transduction, AL, DL, Ind, Signal Detection Theory, Habituation and Sensory Adaptation.
- Definition and Nature of attention: Shifting, Fluctuation, Division, and Span of attention
- Factors influencing Attention - Objective and Subjective factors.

## **States of Consciousness**

- Nature and Importance of Altered states of Consciousness – Waking state, Sleep, and Dreams
- Induced state of Consciousness – Work Shift, Drugs, Hypnosis, and Meditation.

## **Perception**

- Definition, and Nature of perception; principles of Perceptual organization.
- Perception of Movement
- Depth Perception – Definition, Monocular and Binocular cues of depth perception.
- Concept of Perceptual Constancy, Types of Constancies – Size, Shape, Color, and Brightness
- Perceptual Abnormalities – Illusions, and Hallucinations.

## **Learning**

- Definition, and Nature of learning
- Theories of learning – Conditioning Theories(Trial and Error, Classical conditioning, and Operant conditioning), Comparison between classical conditioning and operant conditioning
- Cognitive Theories - Sign learning and Insightful learning
- Social learning – Bandura, Walter Mitchell
- Learning Styles – Perceptual, Tactile, Kinesthetic, Visual, and Auditory
- Effective ways of learning.

## **Memory**

- Definition and Nature of memory
- Information Processing – Encoding, Storage and Retrieval
- Stages of memory – Sensory, Short-Term and Long-Term

- Kinds of memory – Episodic, Semantic and Procedural
- **Forgetting** - Definition and Nature
- Causes of forgetting – Decay theory, Interference theory
- Methods of improving memory.

## **Thinking**

- Definition and Nature of thinking
- Role of Imagery and Language in thinking
- **Concept** – Definition, and Types of Concepts
- Steps involved in Concept formation
- Reasoning – Definition, Types of Reasoning – Inductive and Deductive
- Problem- solving; Decision making, and
- Creativity.

## **Intelligence**

- Definition, Nature of Intelligence
- Brief history of Testing Movement – contribution of Binet
- Theories of Intelligence– Thorndike, Spearman, Thurstone, Sternberg, and Gardener.
- Measurement of Intelligence.

## **Motivation**

- Definition, Nature and Types
- Concept of Instinct, Drive, Motive, Incentive, and Homeostasis
- Conflicts in Motives
- Theories of motivation – Drive Reduction Theory, Maslow's Need-hierarchy theory, Concept of Unconscious Motivation
- Specific forms of Motivation – Affiliation, Achievement and Power
- Measurement of Motivation.

## **Emotion**

- Definition, Nature, and Components of emotions
- Development of emotions
- Role of Brain and Endocrine glands in Emotions
- Theories of Emotions – James-Lange, Cannon- Bard, Schachter -Singer, and Donald Lindsley
- Adaptive and Disruptive functions of Emotions
- Measurement of Emotions.

## **Self and Personality**

- Concept, and dimensions of Self
- Factors influencing the development of Self
- Roger's theory of self
- Definition & Nature of Personality

- Factors influencing the development of personality – Genetic and Constitutional factors, Socio-Cultural factors, Significant Personal experiences.

### **Approaches to Personality**

- Approaches to Personality – Trait (Cattell and Allport), Type (Kretschmer and Sheldon), Factorial, Dimensional, Psychoanalytic and Psychosocial
- Measurement of Personality.

### **Concept of Adjustment and Maladjustment**

- Elements of adjustment
- Non-adjustment and Maladjustment reactions
- Causes of non-adjustment and maladjustment behavior - Frustration, Conflicts, and Anxiety; their impact on behavior and Personality.

### **Basic Processes of Social Interaction**

- Introduction to social psychology – Definition, Nature and Scope
- Concept of Social Interaction
- Ways and Levels of Social interaction
- Social influence- Conformity, Compliance, and Obedience.
- Social perception- Attribution Theories: Heider, Kelly, Jones and Nisbett.
- Impression formation and Impression management.

### **Attitudes and Social Behaviour**

- Concept of Social Behaviour
- Definition, Components and Functions of Attitudes
- Attitude Formation and Development-Basic concepts of Attitude change, Festinger's Cognitive Dissonance, Bem's Self-perception, Heider's Balance Theory; Psychological Reactance
- Attitude Measurement and Attitude Scales.

### **Prejudice**

- Meaning and Nature
- Psychological and Social basis of Prejudice
- Consequences of Prejudice
- Methods of reducing Prejudice.

### **Groups**

- Definition, Nature and Types of groups
- Group structure- Status, Roles, Norms; Group cohesiveness; Group conformity
- Decision- making in groups
- Risky Shift, and Polarization

- Group processes – Co-operation, Competition and Conflict
- Leadership in groups, Leadership styles
- Concept of Group Morale.

### **Introduction to Health Psychology**

- Concept of Health and Illness Continuum
- Concept of Well-being – Physical, Psychological, Social, Emotional and Economical.
- Determinants of health behaviour – Biological factors, Psychological factors, Cultural factors (superstitions, beliefs and practices) and Environmental factors (crowding, pollution, noise, rapid technological change).

### **Concept of Stress**

- Sources of stress- Frustration, Role ambiguity, Conflict, Social support
- Self- Concept, Types of Personality and Stress.
- Physiological reactions to stress (GAS- General Adaptation Syndrome)
- Emotional and Behavioural reactions to stress (Anxiety, Withdrawal and Suicide).

### **Coping with stress**

- Social Engineering Techniques (Conflict management)
- Personality Engineering Techniques (Cognitive and Behaviour models).

### **Health Promotion**

- Adopting Healthy Life Style
- Changing Attitudes or Beliefs
- Using Cognitive and Behavioural Change Techniques
- Appeals, Mass-media and Self-help Groups.

### **Counselling**

- Concept and Nature of Counselling
- Basic assumptions
- Goals and Objectives of Counselling
- Role of a Counsellor
- Qualities of an Effective Counsellor.

### **Introduction**

- Concepts of Normality and Abnormality
- Concepts of Mental Illness and Mental Health
- Criteria of Abnormal behavior
- A brief mention of DSM and ICD classification systems.

## **Causes of Abnormal Behavior**

Primary, Predisposing, Precipitating and Reinforcing causes

- Biological factors
- Psychological factors
- Socio – Cultural factors.

## **Anxiety/ Neurotic disorders**

- Anxiety neurosis
  - Phobias
  - Obsessive – Compulsive disorders
  - Hysterical Neurosis
  - Hypochondriasis
  - Neurasthenia.
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- Socialization of Family Members – Consumer Socialization of Children, Adults and Intergenerational Socialization.
  - Family Decision Making and Consumption-related Roles- Key Family Consumption Roles
  - Dynamics of Husband-Wife Decision making
  - Family Life Cycle, Nontraditional Family Life Cycle.

## **Consumer Decision Making Process**

- Levels of Consumer Decision Making – Extensive Problem Solving, Limited Problem Solving and Routinised Response Behaviour.
- An Emotional View of Consumer Decision Making
- A Model of Consumer Decision Making- Input, Process, Output