



# Indraprastha College for Women University of Delhi

## Work Plan for ODD SEMESTER – 2026

|                    |                                                       |
|--------------------|-------------------------------------------------------|
| Course Name:       | B.A. (Hons) Psychology                                |
| Paper Title:       | DSC- 9 Social Psychology in Applied Contexts (Theory) |
| Unique Paper Code: | 2112102303                                            |
| Semester:          | III                                                   |
| Faculty:           | Dr. Surbhi Kumar                                      |
| Year:              | 2026                                                  |

| Work Plan |                                               |             |                                                                            |
|-----------|-----------------------------------------------|-------------|----------------------------------------------------------------------------|
| Unit No.  | Learning Objective                            | Lecture No. | Topics to be Covered                                                       |
| I         | Introduction                                  | 1           | Social and Applied Social Psychology                                       |
|           |                                               | 2           | Nature of Applied Social Psychology                                        |
|           |                                               | 3           | History of Applied Social Psychology; Roles of Applied Social Psychologist |
|           |                                               | 4           | Levels of Analysis and Examples                                            |
|           |                                               | 5           | Problem Focus and Social Influences of Behaviour                           |
|           |                                               | 6           | Meaning of Participation, Uses and History, Principles                     |
|           |                                               | 7           | Typology of People's Participation, Catalogue of Methods                   |
|           |                                               | 8           | Catalogue of Methods and Classification                                    |
|           |                                               | 9           | Nature of Interventions                                                    |
|           |                                               | 10          | Steps of Interventions                                                     |
|           |                                               | 11          | Ineffective Interventions, Evaluation of Interventions                     |
|           |                                               | 12          | Evaluation of Interventions                                                |
|           |                                               | 13          | Case Studies in Indian Context                                             |
|           |                                               | 14          | Case Studies in Indian Context                                             |
| III       | Applying Social Psychology to the Environment | 15          | Environment and Human Behaviour                                            |
|           |                                               | 16          | Common Dilemmas<br>Tragedy of the Commons and Research Examples            |
|           |                                               | 17          | Resource Dilemmas                                                          |

|    |                                     |    |                                                                   |
|----|-------------------------------------|----|-------------------------------------------------------------------|
|    |                                     | 18 | Resource Dilemmas                                                 |
|    |                                     | 19 | Theories: Norm Activation Model and New Environmental Paradigm    |
|    |                                     | 20 | Pro-Environmental Behaviour: Strategies                           |
|    |                                     | 21 | Pro-Environmental Behaviour: Strategies and Research Examples     |
|    |                                     | 22 | Pro-Environmental Behaviour: Community-Based Marketing Strategies |
|    |                                     | 23 | Natural Disasters and Dealing with Natural Disasters              |
|    |                                     | 24 | Culture and Environment                                           |
|    |                                     | 25 | Class Assignment                                                  |
| II | Social Diversity and its Challenges | 26 | Conceptual Understanding of Diversity                             |
|    |                                     | 27 | Conceptual Understanding of Diversity                             |
|    |                                     | 28 | Gender Diversity                                                  |
|    |                                     | 29 | Gender Diversity                                                  |
|    |                                     | 30 | Gender Diversity                                                  |
|    |                                     | 31 | Caste Based Diversity                                             |
|    |                                     | 32 | Caste Based Diversity                                             |
|    |                                     | 33 | Caste Based Diversity                                             |
|    |                                     | 34 | Economic Diversity                                                |
|    |                                     | 35 | Economic Diversity                                                |
|    |                                     | 36 | Economic Diversity                                                |
|    |                                     | 37 | Linguistic Diversity                                              |
|    |                                     | 38 | Linguistic Diversity                                              |
|    |                                     | 39 | Religious Diversity                                               |
|    |                                     | 40 | Religious Diversity                                               |
|    |                                     | 41 | Religious Diversity                                               |
|    |                                     | 42 | Challenges (discrimination, stereotypes and prejudice)            |
|    |                                     | 43 | Challenges (discrimination, stereotypes and prejudice)            |
|    |                                     | 44 | Wrapping Up and Revision                                          |
|    |                                     | 45 | Wrapping Up and Revision                                          |

| Unit | Contents/Syllabus                                                                                                                                                                                        |
|------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| I    | Introduction<br>Nature of Applied Social Psychology, Overview of Participatory Research Methods, Process of Intervention, Applying Social Psychological Principles in the Indian Context – Case Studies. |

|               |                                                                                                                                                                                                                                            |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| II            | Social Diversity and its Challenges<br>Economic, Religious, Gender, Linguistic, Caste based Diversity; Challenges (discrimination, stereotypes and prejudice)                                                                              |
| III           | Applying Social Psychology to the Environment<br>Resource dilemmas, Natural Disasters, Culture and Environment, Pro-environmental Behaviour and Dealing with Natural Disasters                                                             |
| <b>S. No.</b> | <b>Name of Authors/Books/Publishers</b>                                                                                                                                                                                                    |
| 1.            | Schneider, F.W., Gruman, A., Coult, L. M. (Eds.).(2012). <i>Applied Social Psychology: Understanding and Addressing Social and Practical Problems</i> . New Delhi: Sage Publications.                                                      |
| 2.            | Mikkelsen, B. (1995). <i>Methods for Development Work and Research: A Guide for Practitioners</i> . New Delhi: Sage.                                                                                                                       |
| 3.            | Steg, L., Keizer, K., Buunk, A. P., & Rothengatter, T. (Eds.). (2017). <i>Applied social psychology</i> . Cambridge University Press.                                                                                                      |
| 4.            | Priya, K. R.(2002). Suffering and healing among the survivors of Bhuj earthquake. <i>Psychological Studies</i> , 47(1-3), 106–112.                                                                                                         |
| 5.            | Schultz, P. W. (2014). Strategies for promoting pro-environmental behaviour. <i>European Psychologist</i> . 19(2), 107–117                                                                                                                 |
| 6.            | Nandy, A.(2002).The beautiful, expanding future of poverty: popular economics as a psychological defense. <i>International Studies Review</i> , 4(2), 107-121.                                                                             |
| 7.            | Khandelwal, K., Dhillon, M., Kalyani, A. & Papneja, D. (2014). The ultimate attribution error: Does it transcend conflict? An investigation amongst Muslim adolescents in Kashmir and Delhi. <i>Psychological Studies</i> , 59(4), 427-435 |
| 8.            | Mohanty, A. K.(2010), Languages, Inequality and Marginalization: Implications of the double divide in Indian Multilingualism. <i>International Journal of the Sociology of Language</i> , 205, 131-154                                     |
| 9.            | Vindhya, U. (2007). Quality of women's lives in India: Some findings from two decades of psychological research on gender. <i>Feminism &amp; Psychology</i> , 17(3), 337-356.                                                              |
| 10.           | Jain, S. & Bhardwaj, G. (2014). Understanding diversity issues vis-à-vis caste based quota system: A solution or a source of discrimination. <i>Vision</i> , 18(4), 317-325.                                                               |
| 11.           | Jaspal, R. (2011). Caste, social stigma and identity processes. <i>Psychology and Developing Societies</i> , 23(1), 27-62.                                                                                                                 |

| Paper Components  |                     |                |               |
|-------------------|---------------------|----------------|---------------|
| Credits           | Lecture (L)         | Tutorial (T)   | Practical (P) |
| 4                 | 3                   | NA             | 1             |
| Assessment Scheme |                     |                |               |
| S.No.             | Component           | Marking Scheme | Total Marks   |
| 1                 | Internal Assessment |                | 30            |
|                   | • Assignment        | 12             |               |
|                   | • Class Test        | 12             |               |
|                   | • Attendance        | 6              |               |

|    |                                           |    |    |
|----|-------------------------------------------|----|----|
| 2. | Continuous Assessment ( <b>Tutorial</b> ) |    | NA |
|    |                                           |    |    |
|    |                                           |    |    |
|    |                                           |    |    |
| 3. | Practical                                 |    | 40 |
|    |                                           | 10 |    |
|    |                                           | 20 |    |
|    |                                           | 10 |    |
| 4. | End Semester Examination                  |    | 90 |