General Psychology

I - M.Sc(Psychology) / I - Semester Choice Based Credit System (CBCS)



Authors

Prof. B. Govinda Reddy Prof. K. Kullai Reddy Prof. Shamiullah Department of Psychology Sri Venkateswara University Tirupati-517502, Andhra Pradesh, India



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502 mail : directorddesvu@gmail.com

Cell: +91 877-2289380 www.svudde.in

General Psychology will helps the Students to demonstrate acquisition of both factual knowledge and the ability to conceptualize and apply this knowledge to their own behavior, ways of interacting with others, and to their roles in culture and society

Unit-I: Psychology as Science

Lesson-1 Introduction to Psychology- Definition, nature, scope and aims of Psychology- The rise of experimental psychology.

Lesson-2 Branches and Fields of Psychology- Early Divisions, Basic Fields, Applied Field, Both basic and Applied Fields.On successful completion of this unit, you will be able to:

Lesson-3 Schools of psychology- Structuralism, Functionalism, Behaviorism, Psychoanalytic.

Lesson-4 Methods of Psychology – Introspection method, observation method, Survey method, case study method, experimental method and Correlational method.

Unit-II: Physiological basis of Behavior

Lesson-5 Neuron- The structure of neuron-Types of neurons-Varieties of neuron transmitters.

Lesson-6 Nervous system - Central and Peripheral nervous system- Autonomic Nervous system.

Lesson-7 Brain - Structure and functions of brain- Limbic System.

Lesson-8 Endocrine glands – Effects of over and under secretion of glands.

Unit-III: Sensation, Attention & Perception

Lesson-9 Sensation: Sensory process-Senses and sensory organs, general characteristics of Sensation and Sensory thresholds, Subliminal Perception, Signal Detection Theory.

Lesson-10 Attention: Selective attention – Kinds of Attention- Barriers of Attention Concepts and Mechanisms- Selective Attention.

Lesson-11 Determinants and Theories -Broadbent, Treisman and Deutsch and Deutsch, Norman Models, Sustained Attention, Theories Expectancy, Signal Detection, Arousal, Habituation; Intensive Properties of Attention, Fluctuations of Attention, Attention Span.

Lesson-12 Perception: Meaning of Sensation- Types of Sensation - Definition of Perception – Factors influencing Perception (Physiological and Psychological) – Perception and Illusion

Unit-IV: Motivation and Emotion

Lesson-13 Motivation-definition and Nature - Instinct, drive, needs, incentive, motive, Classification of motives.

Lesson-14 Theories of Motivation- Instinct theories – Freud & Mc Dougal; Need hierarchy theory – Maslow

Lesson-15 Emotion: Nature, kinds of emotions- physiological basis of emotion.

Lesson-16 Theories of emotion: The James – Lange theory – The Cannon – Bard theory.

References

- Feldman, Robert. S (2004). Understanding Psychology 6/E W. (2004). (n.p.): McGrawHill Education (India) Pvt Limited, New Delhi.
- Hilgard, E.R, Atkinson, R.C. & Atkison, R.R., (1976). Introduction to
- Psychology(6thedition), New Delhi: Oxford and IBM Publishing Company Private Limited.
- Robert S. Feldman (2011). Understanding Psychology. (n.d.). United States: McGrawHillEducation (India) Pvt Limited.
- Robert S. Feldman (2021). Understanding Psychology (15th Edition). New Delhi: Tata McGraw Hill Education Pvt.Ltd

General Psychology

	Unit-I: Psychology as Science				
1.0	Unit Objectives	3			
1.0	Introduction 3				
1.2	Psychology: Its Origin and Evolution 4				
1.3	Definition of Psychology	4			
110	1.3.1 Early Definitions	4			
	1.3.2 Current Definitions	4 5 6			
	1.3.3 Nature and Characteristics of Behaviour	6			
	1.3.4 Scope of Psychology	8			
1.4	Psychology in India: Traditional and Modern	13			
1.5	The Rise in Experimental Psychology	14			
	1.5.1 Research Problem Appropriate for an Experiment	14			
	1.5.2 Parts of an Experiment	15			
	1.5.3 Steps in Planning an Experimental Research	16			
	1.5.4 Laboratory Experiment and Field Experiment	18			
	1.5.5 Experimental Research Design	19			
2.1	Psychology: Its Relation to other Sciences	22			
2.2	Branches and Fields of Psychology	23			
	2.2.1 Early Divisions	24			
	2.2.2 Basic Fields	24			
	2.2.3 Applied Fields	26			
• •	2.2.4 Both Basic and Applied Fields	29			
2.3	Psychologists: What Do They Do?	29			
3.1	Schools of Psychology: Structuralism	30			
	3.1.1 Wilhelm Wundt (1832-1920)	30			
	3.1.2 Edward Bradford Titchener (1867-1927)	31			
	3.1.3 Criticism of Structuralism	32			
3.2	3.1.4 Merits of Structuralism Functionalism	32 32			
5.2	3.2.1 William James	$\frac{32}{32}$			
	3.2.2 John Dewey	33			
	3.2.3 Harvey Carr	33			
	3.2.4 James Rowland Angell	33			
3.3	Behaviourism	34			
	3.3.1 Work of J.B. Watson	34			
	3.3.2 Work of I.P. Pavlov	34			
	3.3.3 Work of B.F. Skinner	34			
	3.3.4 Other Workers	35			
	3.3.5 Influence of Behaviourism	35			
	3.3.6 Criticism	35			
3.4	Psychoanalytic	36			
	3.4.1 Personality Structure	36			
	3.4.2 Id, Ego and Super-ego	36			
	3.4.3 Psycho-sexual Development Stages	36			
	3.4.4 Dreams and their Interpretation	37			
	3.4.5 Psychopathology of Errors and Forgetting	37			
	3.4.6 Defence Mechanisms	37			
	3.4.7 Criticism	37			
4.1	Methods of Psychology	37			
	4.1.1 Introspection Method	38			
4.2	Observation Method	39			
	4.2.1 Suggestions for Improvement	41			
4.3	Experimental Method	41			
	4.3.1 Steps of Experimental Method	43			

4.4	Case Study Method or Case History Method	44
	4.4.1 Steps of Case Study Method	45
	4.4.2 Sources of Information	45
4.5	Survey Method	46
4.6	Correlation Method	48
4.7	Check Your Progress	49
4.8	Outcomes	49
4.9	Key Terms	50
4.10	Answers to 'Check Your Progress'	50
4.11	Questions and Exercise	51
4.12	Further Readings	52
- 0	Unit-II: Physiological basis of Behavior	
5.0	Unit Objectives	61
5.1	Introduction	61
5.2	Neuron: Structure and Function	62
	5.2.1 Classification and Types of Neuron	63
	5.2.2 Functions of a Neuron	64
5.3	Neural Conduction	65
5.4	Synaptic Transmission	66
	5.4.1 Structure of a Synapse	66
	5.4.2 Steps of Synaptic Transmission	67
	5.4.3 Importance of Synapse	68
<u> </u>	5.4.4 Neurotransmitters	68 70
6.1	Nervous System	70
6.2	Central Nervous System	71
6.3	Spinal Cord	71 72
	6.3.1 Structure of the Spinal Cord6.3.2 Functions of the Spinal Cord	72
6.4	6.3.2 Functions of the Spinal Cord Brain	72
0.4		75
	6.4.1 Forebrain 6.4.2 Mid Brain	73 77
	6.4.3 Hind Brain	77
6.5	Lobes of the Cerebral Cortex	78
0.5	6.5.1 Frontal Lobe	78
	6.5.2 Temporal Lobe	79
	6.5.3 Parietal Lobe	79
	6.5.4 Occipital Lobe	80
	6.5.5 Insula	80
6.6	Brain Processes Related to Consciousness	80
6.7	Disorders of the Central Nervous System	80
0.7	6.7.1 Alzheimer's Disease	81
	6.7.2 Parkinson's Disease	81
	6.7.3 Stroke	81
	6.7.4 Multiple Sclerosis	81
	6.7.5 Cerebral Palsy	81
	6.7.6 Seizure Disorders	81
	6.7.7 Amnesia	82
6.8	Cranial Nerves	82
6.9	Spinal Nerves	84
6.10	The Peripheralnervous System	84
	6.10.1 Somatic Nervous System	84
	6.10.2 Autonomic Nervous System	85
8.1	Hormones	87
8.2	Endocrine Glands	88
8.3	The Pituitary Gland	89
	8.3.1 Anterior Pituitary	90
	8.3.2 Posterior Pituitary	93
8.4	The Thyroid Gland	94

8.5	The Parathyroid Glands	96
8.6	The Pancreas	98
8.7	The Adrenal Glands	100
	8.7.1 Adrenal Cortex	100
	8.7.2 Adrenal Medulla	103
8.8	The Pineal Gland	104
8.9	The Thymus Gland Kidney as an Endersing Cland	104
8.10	Kidney as an Endocrine Gland	105
8.11 8.12	Check Your Progress	106 106
8.12	Outcomes Key Terms	100
8.13	Answers to 'Check Your Progress'	100
8.15	Questions and Exercise	100
8.16	Further Readings	110
0.10	Unit-III: Sensation, Attention & Perception	110
9.0	Unit Objectives	117
9.1	Introduction	117
9.2	Sensation	117
	9.2.1 Human Senses and Physical Energy	118
	9.2.2 Process of Sensation	118
9.3	Our Senses	119
	9.3.1 Vision	119
	9.3.2 Hearing	120
	9.3.3 Smell	121
	9.3.4 Taste	121 122
	9.3.5 Skin Senses 9.3.6 Kinesthetic Sense	122
9.4	Characteristics of Sensations	123
9. 4 9.5	Sensory Thresholds	123
9.6	Subliminal Perception	125
9.7	Signal Detection Theory	123
10.1	Attention	128
10.2	Attention and its Component Processes	129
10.3	Kinds of Attention	130
10.4	Barriers to Attention Concepts and Mechanism	133
10.5	Selective Attention	134
	10.5.1 Selective Attention	135
11.1	Determinants and Theories	137
	11.1.1 Broadbent's Filter Model	137
11.2	Treisman's Attenuation Model	139
11.2	11.2.1 Evaluation of Treisman's Model	139
11.3	Deutsch and Deutsch-the Pertinence Model	139 141
11.4	Deutsch-Norman Memory 11.4.1 Origin of Deutsch-Norman Memory	141
	11.4.1 Origin of Deutsch-Norman Memory 11.4.2 Explanation of Deutsch-Norman Memory	140
	11.4.2 Working Procedure of Late Selection Theory or Deutsch-Norman	141
	Memory	141
	11.4.4 Criticism of the Deutsch-Norman Selection Model	142
11.5	Sustained Attention	142
11.6	Theories Expectancy	143
11.7	Signal Detection Theory	143
12.1	Perception: Nature and Scope	146
12.2	Stages of Perception	147
12.3	Theoretical Approaches to Perception	148
12.4	Laws of Perceptual Organization: Gestalt Principles	149
12.5	Factors Afecting Perception	152
	12.5.1 Effect of Motivation or Need and Set as Perceptual Determinants	152
	12.5.2 Effect of Expectation or Perceptual Expectancy	153

	12.5.3Effect of Emotions	154
	12.5.4Effect of Stimulus Characteristic	154
	12.5.5Effect of Experience	154
	12.5.6Effect of Culture	155
12.6	Movement Perception	155
12.7	Size Perception	156
12.8	Errors in Perception: Illusion	157
12.9	Check Your Progress	160
12.10	Outcomes	160
12.11	Key Terms	160
12.12	Answers to 'Check Your Progress'	161
12.13	Questions and Exercise	162
12.13	Further Readings	162
12.14	Unit-IV: Motivation and Emotion	102
120		170
13.0	Unit Objectives	169
13.1	Introduction	169
13.2	Meaning of Motivation	169
13.3	Needs, Drives and Motives	172
13.4	Needs	172
	13.4.1 Need Model	173
	13.4.2 Murray's Need	174
	13.4.3 Psychogenic Needs	175
	13.4.4 Kano's Needs	176
	13.4.5 Glasser's Five Needs	176
13.5	Drives	177
	13.5.1 Drive Reduction Theory	179
	13.5.2 Drive Theory: Behavioural Approaches to Drive	179
13.6	Motives	180
	13.6.1 Definition and Meaning of Motives	180
	13.6.2 Motivation and Feedback Control System	181
	13.6.3 Motivation and Ethnology	181
	13.6.4 Motivation and Learning Theory	182
	13.6.5 Intrinsic Motivation	182
	13.6.6 Motivation Methods	183
14.1	Theories of Motivation	184
	14.1.1 Instinct Theory of Motivation	184
	14.1.2 William McDougall's Instinct Theory of Motivation	186
	14.1.3 Sigmund Freud's Instinct Theory of Aggression	186
14.2	Need Hierarchy Theory	192
15.1	Emotion	196
1.5.2	General Characteristics of Emotions	197
15.3	Changes in Emotions	198
15.4	Kinds of Emotions	199
15.5	Types of Emotions	200
15.6	Components of Emotional Process	201
15.7	Functions of Emotions	202
15.8	The Physiological Changes in Emotions	202
16.1	Theories of Emotions	203
	16.1.1 The James-Lange Theory	203
16.2	The Cannon Bard Theory	206
	16.2.1 Working of The Cannon-Bard Theory	207
16.3	Check Your Progress	208
16.4	Outcomes	208
16.5	Key Terms	208
16.6	Answers to 'Check Your Progress'	209
16.7	Questions and Exercise	209
16.8	Further Readings	210
	-	

Social Psychology

I - M.Sc(Psychology) / I - Semester Choice Based Credit System (CBCS)



Authors

Prof. B. Govinda Reddy Prof. K. Kullai Reddy Prof. Shamiullah Department of Psychology Sri Venkateswara University Tirupati-517502, Andhra Pradesh, India



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

The nature and origins of Social Psychology, the nature of Attitudes and Discrimination, the nature of Social Identity and Interpersonal Attraction, the basic aspects of Social Influence and Pro-social behavior, the meaning and nature of Aggression and Group behavior

Unit-I: Introduction to Social Psychology

Lesson-1 Introduction to Social Psychology- Definition, Historical origins; Relationship with other social sciences-(Sociology, Economics, Political Science and Anthropology).

Lesson-2 Historical Development of Social Psychology- Early Years of Social Psychology, Formational Years of Social Psychology, Expansion of Social Psychology, Social Psychology in 21st Century, Social Psychology in India

Lesson-3 Research methods in Social Psychology (Field Research, survey research, Archival Research, Correlational Research, observational research).

Unit-II: Social Perception and Social Cognition

Lesson-4 Person perception; Attribution- Understanding the causes of others beahviour, Kelly's theory; Bem's theory; Regulatory focus theory. Impression formation and impression management.

Lesson-5 Schemas-Types of Schema, Person Schemas, Self Schemas, Group Schemas, Role Schemas, Events Schemas, Impact of Schema.

Lesson-6 Mental frame works- Interpersonal attraction. Communication system in human beings Nonverbal communication; the language of expression

Unit-III: Socialization & Social Influence

Lesson-7 Socialization- Definition, Motive and behavior.

Lesson-8 Agencies of socialization- (Parents, Peergroup, school and media).

Lesson-9 Sexual motives, Sex role identity, Psychological Androgyny, Dependency, Moral development.

Lesson-10 Self-Esteem.

Lesson-11 Self concept.

Unit-IV: Attitudes

Lesson-12 Attitudes -Nature and formation of Attitudes, Functions of Attitudes.

Lesson-13 Theories of attitudes- Reinforcement theory; Balance theory; Cognitive dissonance theory;

Lesson-14 Measurement of attitudes- Self measures; Likert, Thurston Osgood and Bogardus scales: Physiological measures.

References

- Akbar, Hussain (2012). Social Psychology (n.d.). (n.p.):, Pearson Education India.
- Baron Robert. A(2005). Social Psychology. (n.d.). (n.p.): Pearson Education India.
- Psychology. Prentice hall of India Pvt. Ltd., New Delhi
- Baumeister, R. F., Bushman, B. J. (2020). Social Psychology and Human Nature. United States:Cengage Learning.
- Seidenberg, B., &Sandowsku,(1976). A. Social Psychology. An introduction. The free press, Macmillan publishing Co., Inc..
- Asch, S. E. (1956). Studies of independence and conformity: A minority of one against unanimous majority. Psychological Monographs, 70 (Whole No. 416).
- Moscovici, S. (1985). Social influence and conformity. In G. Lindzey& E. Aronson (Eds.), Handbook of social psychology (3rd ed.). New York: Random House.
- Milgram, S. (1963). Behavior study of obedience. Journal of Abnormal and Social Shanab, M. E., & Yahya, K. A. (1977). A behavioral study of obedience in children. Journal of Personality and Social Psychology, 35, 530-536.
- Turner, J. C. (1991). Social Influence. Pacific Grove, CA: Brooks/Cole. https://en.wikipedia.org/wiki/Milgram_experiment, accessed on 18/4/19.
- Allport, G. W. (1985). The historical background of social psychology. In G. Lindzey& E.
- Aronson (Eds.), Handbook of Social Psychology (3rd ed., Vol. I, pp. 1-46). New York: Random House.

	Unit-I: Introduction to Social Psychology	
1.0	Unit Objectives	2
1.1	Introduction	2
1.2	Definition, Nature and Scope of Social Psychology	2
	1.2.1 Definition of Social Psychology	3
	1.2.2 Nature of Social Psychology	4
	1.2.3 Scope of Social Psychology	4
1.3	Historical Origins of Social Psychology	5
	1.3.1 World War II and its Impact	6
	1.3.2 The Link of Social Psychology to Psychology	6
	1.3.3 Origins of Social Psychology	6
	1.3.4 History of Social Psychology in India	7
1.4	Relationship with other Social Sciences	7
	1.4.1 Social Psychology and Other Social Sciences	7
	1.4.2 Social Psychology and Other Branches in Psychology	8
2.1	Historical Development of Social Psychology	10
2.2	Early Years of Social Psychology	14
2.3	Formational Years of Social Psychology	14
2.4	Expansion of Social Psychology	15
2.5	Social Psychology in 21st Century	15
2.6	Social Psychology in India	15
3.1	Research Methods in Applied Social Psychology	16
3.2	Field Study Research Methods	17
	3.2.1 Techniques of Field Research	17
	3.2.2 Field Experiments	18
3.3	Survey Research	19
	3.3.1 Methods/Instruments used in Collecting Data Through Survey Research	19
3.4	Archival Research	20
	3.4.1 Sources of Archival Data	21
3.5	Correlational Research	21
3.6	Naturalistic Observation Method	21
	3.6.1 Methods of Data Collection in Naturalistic Observation	22
3.7	Check your Progress	22
3.8	Outcomes	22
3.9	Key Terms	22
3.10	Answer to 'Check your Progress'	23
3.11	Questions and Exercise	24
3.12	Futher Reading	24

		Unit-II: Social Perception and Social Cognition	
4.0	Unit C	Dbjectives	31
4.1	Introd	uction	31
4.2	Person	n Perception	32
4.3	Attrib	ution	32
	4.3.1	Situational vs. Dispositional Causes	32
	4.3.2	Covariation Principle	32
	4.3.3	From Acts to Dispositions	33
		Errors in Attribution	34
4.4	Bem's	s Self-Perception Theory	35
4.5	Regul	atory Focus Theory	36
4.6	Impre	ssion Formation and Management	38
	4.6.1	Impression Management (Impression Management-the Fine Art of Looking Good)	39
5.1	Schen	na	39
5.2		of Schema	40
	5.2.1	Person Schemas	40
	5.2.2	Self Schemas	40
		Group Schemas	40
		Role Schemas	41
		Event Schemas	41
5.3	-	et of Schema	41
6.1	Interp	ersonal Attraction	42
	6.1.1	Physical Attractiveness	43
	6.1.2	Propinquity/Proximity	44
	6.1.3	Heider's Balance Theory	46
	6.1.4	Similarity	47
		Effects of Similarity on Interpersonal Attraction	48
	6.1.6	Complementarity	48
	6.1.7		49
6.2	Comn	nunication	49
	6.2.1	Process of Communication	50
		Types of Communication	51
		Barriers to Communication	51
6.3		verbal Communication	53
	6.3.1	Body Language (Kinesics)	53
	6.3.2	Facial Expressions	53
	6.3.3	Posture	54
	6.3.4		54
	6.3.5	Touch (Haptics)	55
	6.3.6	Proxemics	55

	6.3.7 Appearance and Artifacts	56
	6.3.8 Paralanguage	56
6.4	Effective Non Verbal Communication	57
6.5	Verbal Communication	58
	6.5.1 Oral Communication	58
	6.5.2 Written Communication	60
	6.5.3 Visual and Audio-Visual Communication	62
	6.5.4 Silence	63
6.6	Check Your Progress	64
6.7	Outcomes	64
6.8	Key Terms	64
6.9	Answer to 'Check Your Progress'	65
6.10	Questions and Exercise	66
6.11	Further Readings	66
	Unit-III: Socialization & Social Influence	
7.0	Unit Objectives	73
7.1	Introduction	73
7.2	Socialization	73
	7.2.1 Types of Socialisation	75
	7.2.2 Motive and Behavior	77
8.1	Agencies of Socialization	78
8.2	Family	79
	8.2.1 Family Socialization and Adolescents	80
	8.2.2 Gender Socialization in the Family Context	81
8.3	Peer Group	82
	8.3.1 Gender Socialization in Peer Groups	83
	8.3.2 Neighbourhoods	83
8.4	School	84
	8.4.1 Teacher as an Agent of Change	84
	8.4.2 Religion	86
	8.4.3 Social Class	86
8.5	Mass Media	87
	8.5.1 Electronic Media	88
9.1	Sexual motives	88
	9.1.1 Types of female Sex Hormones	89
	9.1.2 Hormones in Men	90
9.2	Sex Role Identity	91
9.3	Psychological Androgyny	91
9.4	Dependency	92
9.5	Moral Development	92
10.1	Self Esteem	94
	10.1.1 Characteristics of Self Esteem	94
	10.1.2 Importance of Self Esteem	95

	10.1.3 Dark Side of Self Esteem	96
10.2	Self Efficacy	96
11.1	Self Concept	97
	11.1.1 Characteristics of Self Concept	98
11.2	Check your Progress	100
11.3	Outcomes	100
11.4	Key Terms	100
11.5	Answer to 'Check your Progress'	101
11.6	Questions and Exercise	101
11.7	Further Readings	102
	Unit-IV: Attitudes	
12.0	Unit Objectives	111
12.1	Introduction	111
12.2	Attitudes	111
12.3	Definition of Attitudes	112
	12.3.1 Characteristics of Attitudes	113
	12.3.2 Structure of Attitudes	113
12.4	Types of Attitudes	114
12.5	Functions of Attitudes	115
12.6	Attitude Formation	116
13.1	Theories of Attitudes	118
	13.1.1 Reinforcement Theory	118
10.0	13.1.2 Reinforcement and Punishment in IT	121
13.2	Balance Theory	122
13.3	Congruity Theory	123 124
13.4	Cognitive Dissonance Theory	124
	13.4.1 Forced Compliance Behaviour13.4.2 Decision Making and Cognitive Dissonance	125
	13.4.2 Effort Justification	125
	13.4.4 Functional Theory	120
	13.4.5 Social Judgment Theory	120
14.1	Measurement of Attitudes	120
1	14.1.1 Self Measures	127
14.2	Likert Scales	129
14.3	Thurstone Scales	130
14.4	Bogardus Social Distance Scale	131
14.5	Guttman Scale	135
14.6	Physiological Measures	135
14.7	Check your Progress	135
14.8	Outcomes	135
14.9	Key Terms	136
14.10	Answer to 'Check your Progress'	137
14.11	Questions and Exercise	137
14.12	Further Readings	138
	-	

Abnormal Psychology

I - M.Sc(Psychology) / I - Semester Choice Based Credit System (CBCS)



Authors

Prof. B. Govinda Reddy Prof. K. Kullai Reddy Prof. Shamiullah Department of Psychology Sri Venkateswara University Tirupati-517502, Andhra Pradesh, India



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

It educates the students about abnormality of an individual's both physical and psychological, interventions that are to be followed and to follow the different psychological strategies to overcome the problems.

Unit-I: Meaning and Definition of Abnormality

Lesson-1 Meaning and definition of abnormality- Definition and Criteria of abnormality-

Lesson-2 Historicalbackground of abnormal psychology.

Lesson-3 Classification system: Brief overview of classification- DSM IV and ICD – 10, Advantages and disadvantages of classification, Problem of Diagnosis.

Unit-II: Different Perspectives of Abnormal Behaviour

Lesson-4 Psychoanalytical Perspectives- Freud's Psychoanalytical theory - Jung's analytical theory- Adler's Individual psychology.

Lesson-5 Behaviorist perspective- Skinner's operant theory- Bandura social learning theory-

Lesson-6 Humanistic Existential perspective- Maslow needs Hierarchy theory-

Lesson-7 Cognitive perspective – Beck and Ellis

Unit-III: Nature of Causation of Abnormalities

Lesson-8 Causes of Abnormal Behavior-Biological causes: Constitutional, neurophysiologic and Biochemical Psychological Causes

Lesson-9 Pathogenic causes, Pathogenic Interpersonal relationships.

Lesson-10 Socio- culture causes: Social class, Social roles, and Cultural factors.

Lesson-11 Predisposing, Precipitating reinforcing, Feedback and circularity of Causes.

Unit-IV: Classification of Mental Disorders

Lesson-12 Psycho-Neurosis- Causes and Aetiology-Psychoses-Causes and Aetiology Anxiety disorders.

Lesson-13 Somatoform disorders: Somatoform Disorders Somatoform disorders– Hypochondriasis - Somatization Disorder - Pain Disorder - Conversion Disorder - Body Dimorphic Disorder. Lesson-14 Functional disorders- Mood disorders- Mood disorders Definition & Meaning – Depressive Disorder – Theoretical Perspectives on Depressive Disorder – Major Depressive Disorders – Unipolar and Bipolar disorders – Substance Induced Mood Disorders - Suicide – Classification – Causes - Treatment and Prevention.

Lesson-15 Personality disorders- Personality Disorders Cluster A Personality Disorders – Cluster B Personality Disorders – Personality Disorders – Paranoid – Schizoid – Schizotypal – Histrionic – Narcisstic – Anti-Social Personality Disorders- Addiction.

Lesson- 16 Psychosomatic disorders.

	Unit-I: Meaning and Definition of Abnormality			
1.0	Unit Objectives	2		
1.1	Introduction			
1.2	Definition of Normality			
1.3	Defining Abnormality	3		
1.4	Abnormality: Criteria and Measurement	5		
	1.4.1 Psychological Norms	5		
	1.4.2 Distress	6		
	1.4.3 Dysfunction	7		
	1.4.4 Danger	7		
1.5	Historical Background of Abnormal Psychology	7		
	1.5.1 Historical Views of Abnormal Behavior in Ancient Times	7		
	1.5.2 Views of Abnormality During the Middle Ages	9		
	1.5.3 Toward Humanitarian Approaches	10		
	1.5.4 Nineteenth-Century Views of the Causes and Treatment of Mental			
	Disorders	12		
	1.5.5 The Beginning of the Modern ERA	12		
1.6	Classification Systems	13		
	1.6.1 Diagnostic and Statistical Manual of Mental Disorders	14		
	1.6.2 International Classification of Diseases	16		
	1.6.3 ICD vs DSM Classification	17		
	1.6.4 Benefits of a Classification System	19		
	1.6.5 Challenges of a Classification System	20		
1.7	Check your Progress	21		
1.8	Outcomes	22		
1.9	Key Terms	22		
1.10	Answers to 'Check your Progress'	22		
1.11	Questions and Exercise	23		
1.12	Further Readings	23		
	Unit-II: Different Perspectives of Abnormal Behaviour			
2.0	Unit Objectives	30		
2.1	Theoretical Perspectives in Abnormal Behaviour	30		

Abnormal Psychology

2.2	Psychoanalytical Perspective	30
	2.2.1 Freud's Psychoanalytic Theory	30
	2.2.2 Jung's Analytical Theory	35
	2.2.3 Adlers Individual Theory	37
	2.2.4 Evaluation of Psychodynamic Theories	41
2.3	Behavioural Perspectives	42
	2.3.1 Classical Conditioning	43
	2.3.2 Operant Conditioning or Skinner's Operant Theory	44
	2.3.3 Bandura Social Learning Theory	44
	2.3.4 Impact of Behavioural Approaches	45
2.4	Humanistic Existential Perspective	45
	2.4.1 Person-Centered Theory	45
	2.4.2 Self-Actualisation Theory or Maslow needs Hierarchy Theory	46
2.5	The Cognitive-behavioural Approach	49
	2.5.1 Aaron Beck Cognitive Behavioral Therapy	51
	2.5.2 Albert Ellis – REBT	52
2.6	Check your Progress	54
2.7	Outcomes	54
2.8	Key Terms	55
2.9	Answers to 'Check your Progress'	55
2.10	Questions and Exercises	55
2.11	Further Readings	56
	Unit-III: Nature of Causation of Abnormalities	
3.0	Unit Objectives	62
3.1	Introduction	62
3.2	Biological Factors	63
	3.2.1 Neurotransmitter and Hormonal Imbalances in the Brain	63
	3.2.2 Hormonal Imbalance	64
	3.2.3 Genetics	64
	3.2.4 Constitutional Liabilities	65
	3.2.5 Brain Structure	66
	3.2.6 Physical Deprivation or Disruption	66
3.3	Pathogenic Causes	66
	3.3.1 Pathogen Types	67
	3.3.2 Diseases Caused by Pathogens	68

3.4	Socio-cultural Factors	69		
3.5	Predisposing, Precipitating Reinforcing, Feedback and Circularity of Causes	72		
3.6	Check your Progress			
3.7	Outcomes			
3.8	Key Terms	73		
3.9	Answers to 'Check your Progress'	74		
3.10	Questions and Exercise	74		
3.11	Further Readings	74		
	Unit-IV: Classification of Mental Disorders			
4.0	Unit Objectives	81		
4.1	introduction	81		
4.2	Principles of Classification of Mental Disorders	82		
4.3	Psycho-Neurosis- Causes and Aetiology-Psychoses-Causes and Aetiology	82		
	4.3.1 Classification of Neurotic Disorders	82		
	4.3.2 Neurosis and Psychosis	83		
	4.3.3 Epidemiology of Neurotic Disorders	84		
	4.3.4 Causes of Neurotic Disorders	84		
	4.3.5 Co-existing Mental Illness	86		
	4.3.6 Anxiety Disorders	87		
4.4	Somatoform Disorders	98		
	4.4.1 Somatization Disorder	98		
	4.4.2 Hypochondriasis	99		
	4.4.3 Somatoform Pain Disorder or Psychogenic Pain Disorder	99		
	4.4.4 Undifferentiated Somatoform Disorder	100		
	4.4.5 Somatoform Autonomic Dysfunction	100		
	4.4.6 Body Dysmorphic Disorder	101		
	4.4.7 Conversion Disorder	102		
	4.4.8 Treatment of Somatoform Disorders	103		
4.5	Functional Disorders	104		
4.6	Mood Disorders	105		
	4.6.1 Unipolar Mood Disorder	106		
	4.6.2 Bipolar Disorders	116		
4.7	Substance Induced Mood Disorder	121		
	4.7.1 Causes of Substance Induced Mood Disorder	121		
	4.7.2 Treatment of Substance Induced Mood Disorder	122		

4.8	Suicide	122
	4.8.1 Magnitude of Adolescent Suicide	123
	4.8.2 Causes of Suicide	123
	4.8.3 Alarming Signs of Suicide	123
	4.8.4 Myths about Suicide	124
	4.8.5 Prevention of Suicide	124
4.9	Personality Disorders	125
	4.9.1 Cluster A Personality Disorders	126
	4.9.2 Cluster B Personality Disorders	126
	4.9.3 Cluster C Personality Disorders	127
	4.9.4 Historical Perspective	128
4.10	Definition of Personality Disorders	129
	4.10.1 General Symptoms of Personality Disorders	129
4.11	Type of Personality Disorders Cluster A	130
	4.11.1 Paranoid Personality Disorder	130
	4.11.2 Schizoid Personality Disorder	131
	4.11.3 Schizotypal Personality Disorder	133
4.12	Type of Personality Disorders Cluster B	134
	4.12.1 Antisocial Personality Disorder	134
	4.12.2 Borderline Personality Disorder	135
	4.12.3 Histrionic Personality Disorder	137
	4.12.4 Narcissistic Personality Disorder	138
4.13	Types of Personality Disorders Cluster C	140
	4.13.1 Avoidant Personality Disorder	140
	4.13.2 Dependent Personality Disorder	141
	4.13.3 Obsessive Compulsive Personality Disorder Personality Disorders	142
4.14	Psychosomatic Disorders	143
4.15	Check your Progress	144
4.16	Outcomes	144
4.17	Key Terms	144
4.18	Answers to 'Check your Progress'	145
4.19	Questions and Exercises	145
4.20	Further Readings	145

Psychological Measurement and Testing

I - M.Sc(Psychology) / I - Semester Choice Based Credit System (CBCS)



Authors

Prof. B. Govinda Reddy Prof. K. Kullai Reddy Prof. Shamiullah Department of Psychology Sri Venkateswara University Tirupati-517502, Andhra Pradesh, India



Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP-517 502

Year : 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

To Demonstrate the knowledge and understanding of basic psychometric principles. Learning Psychophysical methods and their relevance to psychological testing and assessment.

Unit-I: Nature of Psychological Measurement

Lesson-1 Nature of Psychological Measurement -Definition and Advantages of Measurement -History of Measurement.

Lesson-2 Scales of Measurement-The Nominal Scale-The ordinal scale-The interval scale-The ratio scale.

Lesson-3 Nature of Psychological Variable- Mental test tradition-Psycho Physical tradition

Unit-II: Psycho- Physical Methods and Psychological scaling methods

Lesson-4 Method of Average Error-Constant and Variable Errors-Evaluation.

Lesson-5 Methods of Minimal Changes-Evaluation.

Lesson-6 Method of Constant Stimuli--Evaluation.

Lesson-7 Psychological scaling methods- Method of Pair comparison and rank order - evaluation.

Unit-III: Test Development and Test Standardization Procedures

Lesson-8 Test Development- Uses of Psychological test- Criteria of a Psychological Test. Test Standardization Procedures- -Construction of psychological test-

Lesson-9 Reliability-Types of reliability- Test -retest reliability- Interrater reliability- Parallel forms - reliability-Internal Consistency

Lesson-10 Validity- Types of validity- Construct Validity- Content Validity- Face validity- Criterion Validity -Concurrent Validity.

Lesson-11 Test Construction- Item writing - Meaning and types of items and their differences, guidelines for item writing. Response sets – Meaning, types and implications.

Lesson-12 Item analysis – Meaning and purpose. Item indices ad Item discrimination index.

Lesson-13 Test score - interpretation- Types of scores.

Lesson-14 Ethical issues in test use and interpretation.

Unit-IV: Standard Psychological Tests & Miscellaneous Techniques

Lesson-15 Classification of Psychological Tests - Intelligence- Aptitude Tests-Tests of Interest

Lesson-16 The semantic differential technique-Attitude scales- Personality Testing- MMPI.

Lesson-17 Projective Techniques -TAT, Rorschach etc.

Lesson-18 Culture and Psychological tests.

References

- Anne Anastasi, Susana Urbina (2007). Psychological Testing 7th Edition-. Pearson Publishers.
- Coaley, K. (2014). An Introduction to Psychological Assessment and Psychometrics. *United Kingdom:* SAGE Publications.
- FreemanF.S.(2007). Theory And Practice Of Psychological Testing, 3/E. India: Oxford & IBH Publishing Company Pvt. Limited. Oxford and IBH publications, Co.Pvt. Ltd., New Delhi.
- GuillfordJ.P. (1975) : Psychometric methods, Tata- McGraw- Hill publishing Co.

Psychological Measurement and Testing

	Unit-I: Nature of Psychological Measurement	
1.0	Unit Objectives	2
1.1	Introduction to Psychological Measurement	2
1.2	Importance of Measurement	3
1.3	Characteristics of Psychological/Psychometric Tests	4
1.4	History of Psychological Measurement	6
1.5	Levels of Measurement	11
	1.5.1 Nominal or Categorical Scale	11
	1.5.2 Ordinal Scale	12
	1.5.3 Interval Scale	13
	1.5.4 Ratio Scale	14
1.6	Nature of Psychological Variable	15
1.7	Types of Variables	15
1.8	Check your Progress	23
1.9	Outcomes	23
1.10	Answers to 'Check your Progress'	23
1.11	Key Terms	23
1.12	Questions and Exercise	24
1.13	Further Readings	24
	Unit-II: Psycho- Physical Methods and Psychological Scaling Methods	
2.0	Unit Objectives	30
2.1	Psychophysics	30
2.2	Threshold	30
2.3	Psychophysical Methods	31
2.4	The Weber's Law	32
2.5	Fechner's Law	33
2.6	Steven's Power Law	33
2.7	Signal Detection Theory	35
2.8	Method of Average Error	36

2.9	Methods of Minimal Changes-Evaluation	38
2.10	Method of Constant Stimuli-Evaluation	40
2.11	Method of Pair comparison	41
	2.11.1 Paired Comparison Scale	42
	2.11.2 Rank Order Scale	43
2.12	Check your Progress	44
2.13	Outcomes	44
2.14	Answers to 'Check your Progress'	44
2.15	Key Terms	45
2.16	Questions and Exercise	45
2.17	Further Readings	46
	Unit-III: Test Development and Test Standardization Procedures	
3.0	Unit Objectives	53
3.1	Introduction to Psychological Testing	53
3.2	Characteristics of a Good Psychological Test	55
3.3	Types of Psychological Test	56
	3.3.1 On the Basis of Mode of Administration	56
	3.3.2 On the Basis of the Nature and Contents of the Items	57
	3.3.3 On the Basis of Mode of Scoring	57
	3.3.4 On the Basis of Rate of Performance or Time Limit in Producing	
	a Response	57
	3.3.5 On the Basis of Criterion of Behavioural Attitude Measured	58
3.4	Uses of Psychological Tests	59
3.5	Reliability	59
3.6	Methods of Estimating Reliability	60
	3.6.1 External Consistency Procedures	60
	3.6.2 Internal Consistency Procedures	62
3.7	Validity	63
3.8	Types of Validity	63
	3.8.1 Content Validity	64
	3.8.2 Criterion-related Validity	64

	3.8.3 Construct Validity	65
	3.8.4 Face Validity	65
	3.8.5 Internal Validity	65
	3.8.6 External Validity	67
3.9	Test Construction	68
	3.9.1 Standardization of Psychological Tests	69
	3.9.2 Classification of Standardized Testing	69
	3.9.3 Steps for Constructing Standardized Tests	69
3.10	Item Analysis	71
3.11	Test Scores	74
	3.11.1 Interpreting Test Scores	75
	3.11.2 Factors to Consider while Interpreting Test Scores	77
	3.11.3 Types of Test Score	77
3.12	Ethics in Assessment	78
3.13	Apa Ethics Code	79
	3.13.1 Ethical Principles	79
	3.13.2 Ethical Standards	80
	3.13.3 Standards for Educational and Psychological Tests	80
3.14	Check your Progress	80
3.15	Outcomes	81
3.16	Answers to 'Chek your Progress'	81
3.17	Key Terms	82
3.18	Questions and Exercise	83
3.19	Further Readings	84
	Unit-IV: Standard Psychological Tests & Miscellaneous Techniques	
4.0	Unit Objectives	90
4.1	Classification of Psychological Tests	90
4.2	Intelligence Tests	91
	4.2.1 Individual and Group Intelligence Tests	92
4.3	Aptitude Tests	94
4.4	Tests of Interest	96
		- vii

4.5	Attitude Tests	97
4.6	Scaling of Attitudes	98
4.7	Deterministic Attitude Measurement Models: The Guttman Scale	99
4.8	Thurstone's Equal-appearing Interval Scale	99
4.9	The Semantic Differential Scale	100
4.10	Summative Models: the Likert Scale	101
4.11	Personality Testing	103
4.12	Measurement of Personality and Psychological Functioning	104
	4.12.1 Objective Testing	104
	4.12.2 The Minnesota Multiphasic Personality Inventory (MMPI, MMPI-2,	
	MMPIA)	104
	4.12.3 The Minnesota Multiphasic Personality Inventory-Adolescent	
	(MMPI-A) (Butcher, et al., 1992)	105
4.13	Projective Techniques	106
	4.13.1 Important Projective Techniques	107
4.14	Categories of Projective Techniques	107
4.15	Basic Assumptions	108
4.16	Projective Testing	108
	4.16.1 The Rorschach Test	109
	4.16.2 The Thematic Apperception Test (TAT)	109
	4.16.3 Projective Drawings	110
	4.16.4 Sentence Completion Techniques	111
4.17	Merits of Projective Tests	111
4.18	Culture and Psychological Tests	112
4.19	Check your Progress	112
4.20	Outcomes	113
4.21	Answers to 'Check your Progress'	113
4.22	Key Terms	113
4.23	Questions and Exercise	113
4.24	Further Readings	114

Environmental Psychology

I - M.Sc(Psychology) / II - Semester Choice Based Credit System(CBCS)



Authors

Prof. B. Govinda Reddy Prof. K. Kullai Reddy Prof. Shamiullah Department of Psychology Sri Venkateswara University Tirupati-517502, Andhra Pradesh, India



Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502

Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

To improve the relationship between mankind and the environment using theory, research and practice. It also endeavors to find ways to improve our relationship with the surrounding world. To discuss both theoretical and applied perspectives of environmental issues to help reduce stress, pollution and crowding concerns; To provide knowledge and understanding of well-established theories in environmental psychology.

Unit-I: Introduction

Lesson-1 Introduction -Nature, scope, Origin of environmental psychology;

Lesson-2 Fields of Environmental psychology- Relationship with other fields-

Lesson-3 Basic principles of environmental psychology-

Lesson-4 Major research methods in environmental psychology-Questionnaire studies, Field studies, Case studies.

Unit-II: Environmental Risk and Perception

Lesson-5 Natural Disasters: Characteristics of Natural Disasters, Perception and Psychological Effects of Natural Disasters;

Lesson-6 Noise and Air Pollution: Source and effects of Noise in the Work Place, Noise and Social Behaviour.

Lesson-7 Perception, Health, Performance.

Lesson-8 Social Behaviour and Air Pollution.

Lesson-9 Environmental Perception and Cognition; Environmental Cognition, Cognitive Maps, Way finding.

Unit-III: Environment and Behaviour- Theories

Lesson-10 Changing Behaviour to save the Environment: The Commons Dilemma as an Environment-Behaviour Problem.

Lesson-11 Strategies to Encourage Environmentally Responsible Behavior-Contemporary Values and Environmental Attitudes.

Lesson-12 Functions of theories; the arousal perspective: Environmental load perspective; Adaptation level theory;

Lesson-13 Environmental stress perspective.

Unit-IV: Psycho-educational aspects of Environmental Protection

Lesson-14 Environmental education and laws of environmental Protection

Lesson-15 Disaster Management-Social Forestry and Ecological Aesthetics

Lesson-16 Managing scarce resources.

References

- Bechtel, R. B. (1997). Environment and Behaviour: An Introduction.New Delhi: Sage Publications.
- Bell, P. A., Greene, T. C., Fisher, J. D. and Baum, A. (2001). Environmental Psychology (Vth Edition). USA: Wadsworth Group / Thomson learning, 10 Davis Drive Belmont CA.
- Berg A., et al. (2012) Environmental Psychology: An Introduction. (edited) BPS Blackwell..United Kingdom: Wiley.
- Gifford, R. (1997). Environmental Psychology: Principles and Practice. United Kingdom: Allyn & Bacon.
- Ittelson W. H., Proshansky, H. M., Rilvin, E. G., Winkel, G. H. and Dempsey, D. (1974). An Introduction to Environmental Psychology. New York: Holt Rinehart and Winston.
- Veitch, R., &Arkkelin, D. (1995). Environmental Psychology: An Interdisciplinary Perspective. *USA: Practice-Hall*.
- Walsh, W.B., Craik, K.H. & Price, R.H. (2000). Person- Environment Psychology: New Directions and Perspectives. 2nd Edition. Lawrence Erlbaum Associates.
- Winter, D. D., & Koger, S. (2004). The Psychology of Environmental Problems (2nd ed.).Mahwah, NJ: Lawrence Erlbaum Associates.

Unit-I: Introduction to Environmental Psychology 2 1.0 Unit Objectives 1.1 2 Introduction 1.2 Definition, Nature, Scope and origin of Environmental Psychology 3 3 1.2.1 Definition of Environmental Psychology 1.2.2 Nature of Environment Psychology 4 5 1.2.3 Scope of Environmental Psychology 6 1.2.4 Origin of Environmental Psychology 1.3 Fields of Environmental Psychology 7 1.4 Understanding the Role of Environmental Psychology 8 9 1.5 **Basic Principles of Environmental Psychology** 1.6 Scientific Method used in Environmental Psychology 10 1.6.1 Observation Method 11 1.6.2 Behaviour Mapping 12 1.6.3 Theories of Environment-Behaviour Relationship 12 1.7 15 Research Methods used in Environmental Psychology 1.8 16 Case Study 1.9 Check your Progress 18 1.10 Outcomes 18 1.11 18 Key Terms 1.12 Answer to 'Check your Progress' 19 1.12 **Ouestions and Exercise** 21 22 1.13 Futher Readings Unit-II: Environmental Risk and Perception 2.0 28 Unit Objectives 2.1 Introduction 28 2.2 Definition, List, Characteristics and Causes of Natural Disasters 28 2.2.1 Definition of Natural Disasters 28 2.2.2 Natural Disasters List 28 2.2.3 Characteristics of Natural Disaster 29 2.2.4 Causes of Natural Disasters 30

Environmental Psychology

2.3	Percep	tion and Effects of Natural Disasters	30
	2.3.1	Perception of Natural Disasters	30
	2.3.2	Effects of Natural Disasters	30
	2.3.3	Environmental Theories and Disasters	31
2.4	Noise	Pollution	31
	2.4.1	Measuring and Perceiving Loudness	32
	2.4.2	Effects on Humans and Wildlife	33
	2.4.3	Noise Regulation and Mitigation	34
2.5	Air Po	llution	36
	2.5.1	Types of Air Pollutants	36
	2.5.2	Causes of Air Pollution	36
	2.5.3	Effects of Air Pollution	36
	2.5.4	Air Pollution Control	37
2.6	Enviro	nmental Perception	38
	2.6.1	Individual's Response to Environment	39
2.7	Enviro	onmental Determinants of Health	40
2.8	Enviro	onmental Performance	41
2.9	Social	Behaviour and Air Pollution	41
	2.9.1	Environmental Effects on Human Behaviour	41
	2.9.2	Environmental/Air Pollution	43
2.10	Enviro	nmental Perception and Cognition	44
	2.10.1	Mental Maps or Cognitive Maps	44
	2.10.2	Environmental Perception and Man Built Environment	45
	2.10.3	Relationship between Environmental Perception and Environmental Situation	n 47
	2.10.4	Environmental Perception and other Psychological Process	48
	2.10.5	Environmental Perception and its Functional Aspects	48
2.11	Check	your Progress	49
2.12	Outco	mes	49
2.13	Key T	erms	49
2.14	Answe	er to 'Check your Progress'	50
2.15	Questi	ons and Exercise	52
2.16	Furthe	r Readings	52
		Unit-III: Environment and Behaviour - Theories	
3.0	Unit O	bjectives	58
3.1	Introdu	action	58

3.2	Chang	ging Behaviour to save the Environment	58
	3.2.1	Behavior Change Levers for the Environment	58
	3.2.2	The Behavioral Science Perspective	60
	3.2.3	The Ethics of Behavior Change	61
	3.2.4	Motivate the Change	62
	3.2.5	Thirty Behavioral Solutions for Climate Mitigation	64
3.3	Strateg	gies to Encourage Environmentally Responsible Behavior-Contem-	
	porary	Values	66
	3.3.1	Motivating Action	67
3.4	Enviro	onmental Attitude	69
	3.4.1	Dimensionality in Environmental Attitude	70
	3.4.2	Psychology and Environmental Attitudes	70
	3.4.3	Attitudes about Environmental Issues	70
	3.4.4	Different types of Attitudes (Egoistic Versus Biospheric)	71
3.5	Functi	ons of Theories, the Arousal Perspective	72
	3.5.1	Historical Influences	72
	3.5.2	Arousal Theories	73
	3.5.3	Stimulus Load Theories	74
	3.5.4	Behaviour Constraint Theories	75
	3.5.5	Adaptation-Level Theories	76
3.6	Enviro	onmental Stress Perspective	78
	3.6.1	Environmental Stressors	78
	3.6.2	Kinds of Stressors	79
	3.6.3	Ecological Responses	80
3.7	Check	t your Progress	81
3.8	Outco	mes	82
3.9	Key T	l'erms	82
3.10	Answe	er to 'Check your Progress'	82
3.11	Questi	ions and Exercise	84
3.12	Furthe	er Readings	84
	Ū	Unit-IV: Psycho-educational Aspects of Environmental Protection	
4.0	Unit O	Objectives	92
4.1	Introdu	uction	92

4.2	Environmental Education and Laws of Environmental Protection	92	
	4.2.1 Types of Environmental Education	92	
	4.2.2 Environmental Education and Legislation Issues	93	
	4.2.3 Environmental Laws in India	94	
4.3	Disaster Management	98	
	4.3.1 Major Causes for Disasters	99	
	4.3.2 Earthquake	99	
	4.3.3 Cyclones	99	
	4.3.4 Floods	100	
	4.3.5 Landslides	100	
	4.3.6 Agencies Working on Disaster Management	101	
4.4	Social Forestry: Perspective	101	
	4.4.1 Types of Social Forestry	102	
	4.4.2 Assessment of Social Forestry Programmes	103	
	4.4.3 The Social Forestry Programme: Some Lessons	104	
4.5	Environmental Aesthetics		
	4.5.1 Basic Orientations in Environmental Aesthetics	105	
	4.5.2 Environmental Aesthetics beyond Natural Environments	105	
	4.5.3 The Aesthetics of Human Environments	106	
	4.5.4 The Aesthetics of Everyday Life	107	
	4.5.5 Environmental Aesthetics and Environmentalism	107	
4.6	Managing Scarce Resources	109	
	4.6.1 Why do we Need to Manage Our Resources?	110	
	4.6.2 Why do we need to use our Resources Carefully?	110	
	4.6.3 Forests and Wild Life	110	
	4.6.4 Sustainable Management	113	
4.7	Check your Progress	113	
4.8	Outcomes	113	
4.9	Key terms	114	
4.10	Answer to 'Check your Progress'	114	
4.11	Questions and Exercise	116	
4.12	Further Readings	116	

Research Methodology

I - M.Sc(Psychology) / II - Semester Choice Based Credit System(CBCS)



Authors

Prof. B. Govinda Reddy Prof. K. Kullai Reddy Prof. Shamiullah Department of Psychology Sri Venkateswara University Tirupati-517502, Andhra Pradesh, India



Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.

Copyright© 2024, SVU CDOE

All Rights Reserved

Printed

by



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University Tirupathi, AP -517 502

mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in **Objective:** To orient students to the different stages of research. To give insight into the various research methods. To identify and apply appropriate research tools. To acquire the skill of reporting the research.

Unit-I: Introduction to Research Methodology

Lesson 1 Basic concepts - meaning and characteristics of scientific research.

Lesson 2 Factors affecting, steps or stages in research and research process

Lesson 3 Types of research - experimental and non experimental, laboratory experiments and field experiments and quasi experiment

Lesson 4 Quantitative and Qualitative Research, Ex-post Facto research, Survey research and types of experiments.

Unit-II: Identification of Problem

Lesson 5 Problem: Types of problems, identifying a research Problem

Lesson 6 Variables: Independent, dependent and intervening variable

Lesson 7 Experimental group and control group.

Lesson 8: Hypotheses: The nature and types of hypotheses, stating a hypotheses, stating a hypotheses, criteria of hypotheses and functions of hypothesis.

Unit-III: Sampling & Data Collection

Lesson 9 Concept of Population, sample and sampling

Lesson 10 Types of sampling - Random, Stratified, Purposive, Incidental and multi stage sampling.

Lesson 11 Issues related to selection of sample size

Lesson 12 Data collection & presentation: Primary data observation method/ Personal interview, survey method, questionnaire) secondary data.

Unit-IV: Ethical Consideration and Report Writing

Lesson 13 Ethics in human research: APA guidelines.

Lesson 14 Scientific fraud and monitoring ethical practice. Presenting research results:

Lesson 15 Report Writing: Meaning of Interpretation - Techniques of Interpretation - Precaution in interpretation - significance of report writing - different steps in writing report

Lesson 16 Layout of the research report - types of reports - mechanics of writing a research report - precautions for writing research reports

Outcomes

- To understand and comprehend the basics in research in research methodology and applying them in research/project work.
- To select an appropriate research design.
- To take up and implement a research project/ study.
- The course will also enable them to collect the data, edit it properly and analyse it accordingly. Thus, it will facilitate students prosperity in higher education.

	Unit-I: Introduction to Research Methodology	
1.0	Unit Objectives	2
1.1	Introduction	2
1.2	Meaning of Research	3
1.3	Characteristics of Research	6
1.4	Purpose or Objectives of Research	8
1.5	Significance of Research	8
	1.5.1 Ethics in Research	8
1.6	Research Methods Versus Methodology	9
1.7	Research and Scienctific Method	10
1.8	Importance of Research in Management	11
1.9	Research Approaches	12
1.10	Role of Business Research	12
1.11	Applications of Research in Various Functions of Management Decisions	14
1.12	Qualities of Good Research	16
1.13	Research Process	18
1.14	Factors Affecting Research	24
1.15	Types of Research	25
1.16	Types of Experiments	33
1.17	Check your Progress	34
1.18	Outcomes	34
1.19	Key Terms	35
1.20	Answers to 'Check your Progress'	35
1.21	Questions and Exercise	36
1.22	Further Readings	36
	Unit-II: Identification of Problem	
2.0	Unit Objectives	42
2.1	Introduction	42
2.2	Meaning of Research Problem	42
2.3	Types of Problems	43

2.4	Identif	ying a Research Problem	44
2.5	Techni	ques Involved in Defining The problem	45
2.6	Variab	les	46
2.7	Experi	mental and Control Groups	47
	2.7.1	Control Group Design	48
	2.7.2	Types of Control Group Design	48
		2.7.2.1 Post-Test Only, Equivalent Group Design	48
		2.7.2.2 Pretest- Posttest Control Group Design	48
2.8	Hypotl	neses	51
	2.8.1	Characteristics of Hypothesis	52
	2.8.2	Steps in Hypothesis	53
	2.8.3	Formulations of Hypothesis	53
	2.8.4	Different Types of Hypotheses	55
	2.8.5	Hypothesis Testing and Associated Statistical	56
	2.8.6	Testing Hypothesis	57
2.9	Check	your Progress	64
2.10	Out	comes	64
2.11	Key Te	erms	64
2.12	Answe	ers to 'Check your Progress'	65
2.13	Questi	ons and Exercise	66
2.14	Furthu	e Readings	66
		Unit-III: Sampling & Data Collection	
3.0	Unit O	bjectives	72
3.1	Introdu	uction	72
3.2	Conce	pt of Population and Sample	73
	3.2.1	Census Vs. Sample Survey	73
	3.2.2	Principles of Sampling	74
	3.2.3	Characteristics of a Good Sample	74
	3.2.4	Advantages of Sampling	75
	3.2.5	Limitations of Sampling	75
	3.2.6	Importance of Sampling	75
	3.2.7	Developing a Sampling Plan	76

	3.2.8 Concept of Population	77
	3.2.9 Sampling Frame	78
3.3	Methods of Probability Sampling	80
	3.3.1 Simple Design	80
	3.3.2 Complex Design	84
3.3	Non–Probability Sampling	86
	3.3.1 Methods of Non-Probability Sampling	86
3.4	Issues Related to Sample Sizes	89
3.5	Introduction to Data Collection	89
	3.5.1 Types of Data	89
3.6	Sources of Data	90
3.7	Primary Source	91
	3.7.1 Methods of Collecting Primary Data	91
3.8	Secondary Data	103
	3.8.1 Distinction between Primary Data and Secondary Data	105
3.9	Check your Progress	106
3.10	Outcomes	106
3.11	Key Terms	106
3.12	Answers to 'Check your Progress'	107
3.13	Questions and Exercise	108
3.14	Furthue Reading	108
	Unit-IV: Ethical Consideration and Report Writing	
4.0	Unit Objectives	114
4.1	Introduction	114
4.2	Principles of Research Ethics	114
	4.2.1 Advantages and Disadvantages of Research Ethics	115
	4.2.2 Steps Involved in Ethics	116
4.3	Ethics in Human Research: APA Guidelines	116
4.4	Scientific Fraud and Monitoring Ethical Practices	117
4.5	Presentation of Research Results	119
4.6	Report Writting	120
4.7	Meaning of Interpretation	121
		- vii

4.8	Techniques of Interpretation	122
4.9	Precaution in Interpretation	122
4.10) Research Report	123
	4.10.1 Significance of Report Writing in Research M	ethodology 123
	4.10.2 Steps of Report Writing	124
	4.10.3 Preparing the Draft	125
	4.10.4 Reviewing the Draft	126
	4.10.5 Format of a Report	127
4.11	Various Types of Reports	134
	4.11.1 Information Reports	135
	4.11.2 Decision Reports	135
	4.11.3 Research Reports	136
	4.11.3.1 Technical Report	137
	4.11.3.2 Popular Report	137
4.12	2 Precautions in Report Writing	137
4.13	3 Check your Progress	139
4.14	4 Ouitcomes	139
4.15	5 Key Terms	139
4.16	6 Answers to 'Check your Progress'	140
4.17	7 Questions and Exercise	140
4.18	8 Furthue Readings	140

COUNSELLING PSYCHOLOGY

- Theory and Practice

I - M.Sc(Psychology) / II - Semester Choice Based Credit System(CBCS)



Authors

Prof. B. Govinda Reddy Prof. K. Kullai Reddy Prof. Shamiullah Department of Psychology Sri Venkateswara University Tirupati-517502, Andhra Pradesh, India



Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502

Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



Copyright© 2024, SVU CDOE



(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Brief Contents

COUNSELLING PSYCHOLOGY THEORY AND PRACTICE

- 1. The economic, Social and Psychological foundations of Industrial and origanisational Psychology.
- 2. Industrial Psychology, its scope, methods, the classical Hawthorne studies.
- 3. Personnel selection, methods of training, Job and worker analysis methods, Job families.
- Human factors in Engineering, man-machine systems. Displays in information input Types of displays.
- 5. Personel Psychology: Its relation to other fields; concerns of personnel psychology.
- 6. Logic of selection and training: Interview application Blank, Psychological test: ability, personality, skills and achievement.
- **7.** Evaluation of personnel: Evaluation of managers effective and ineffective managers objective measures of productivity and profit rating scales.
- 8. Organisational Psychology: Life in organizations: Introduction to OB.
- 9. The Nature of Individuals: Models of man.
- **10. Managerial Assumptions about human nature**: Rational, economic, social and self-actualization-Realistic view of human nature.
- **11. The Nature of organizations**: Composition of organizations; groups in organizations; formal and informal groups; structure and functions of groups.
- 12. Leadership: Theories of organizations Motivation Theories of motivation.
- **13. Improving organizational effectiveness**: Methods of organizational changes: changing individuals, changing organizational structure and function, changing organizational climate and interpersonal style.

- 14. Job Satisfaction: Theories of Job satisfaction, Consumer psychology.
- 15. Consumer behavior and market research.
- 16. Consumer motivation: Nature of consumer motivation and buying motives.
- **17.** Advertising purpose and types of advertisement: The role of communication and attention-demanding techniques of advertisement.
- 18. Sales promotion-Salesmanship: process of selling, Building the sales force.
- 19. Packing: Essentials of packing, Advantages of packing and kinds of Labels.
- 20. Branding: Functions of branding. Essentials of good brand. Types and advantages of Branding.

Detailed Contents COUNSELLING PSYCHOLOGY

- Theory and Practice

UNIT – I Introduction

2.1.3 Relationship Counselor

1.1	What is counseling?	1.2
1.2	Counsellor	1.3
	1.2.1 What Do Counseling Psychologists Do?	1.4
	1.2.2 Counseling Psychology Vs. Clinical Psychology	1.4
	1.2.3 Type of Counseling	1.5
1.3	History of Counseling	1.6
1.4	Counseling as a helping Profession	1.10
	1.4.1 Professional development	1.12
	1.4.2 Information at your Fingertips	1.13
	1.4.3 Advocacy Efforts	1.13
	1.4.4 Goals of Counseling	1.13
1.5	Goals and Expectancies in Counseling, Counseling as a helping Profession	1.14
	1.5.1 Classification of Goals	1.16
	1.5.2 Characteristics of the helping Relationship	1.18
	1.5.3 The Helping Professions - Commonalities and Differences	1.20
1.5	Summary	1.21
1.6	Keywords	1.21
1.7	Review Questions	1.22
UN	IT – II The Counsellor and Counselee Charactertics	
2.1	Who is counselor?	2.24
	2.1.1 Family Counselor	2.25
	2.1.2 School Counselor	2.25

2.25

	2.1.4 Professional Counselor	2.26
2.2	Role of Counselors	2.26
	2. 2.1 Qualities for Counselors	2.28
	2.2.2 Role Theory and Counselor Role	2.29
	2.2.2.1 Present Conceptions of Counselor Role and Function	2.31
2.3	Attitudes and Qualities of a Counselor	2.33
2.4	Portrait of an Effective Counselor	2.34
2.5	Characteristics of Counselors	2.35
	2.5.1 Characteristics Distinguishing Effective from Ineffective Counselors	2.37
	2.5.2 Similarity of Counselor and Counselee Characteristics	2.39
2.6	What Skills Are Important in Effective Counseling	2.39
2.7	Legal and Ethical Considerations for Counselors	2.40
2.8	Attributes and Skills Required of a Counselor	2.46
	2.8.1 Qualities of a Counselor	2.47
2.9	Types of counseling	2.49
2.10	Counselee Characteristics	2.52
2.11	Developmental Issues	2.54
2.12	Summary	2.56
2.13	Keywords	2.56
2.14	Review Questions	2.58

UNIT – III Counselling Process - I

3.1	Counseling process	3.61
	3.1.1 Steps in the Counseling Process	3.61
3.2	The counseling set-up - Influence of External Conditions	3.62
3.3	Phase of Counseling	3.63
3.4	Structuring the Counseling Relationship	3.67
3.5	Lead by counselor	3.67
3.6	Listening	3.69
	3.6.1 Foundation Counseling Skills	3.71

	3.6.2 Tips on Effective Listening	3.73
	3.6.3 Types of listening	3.76
	3.6.4 Listening barriers	3.78
3.7	Summary	3.79
3.8	Keywords	3.79
3.9	Review Questions	3.80
UN	IT – IV Counselling Process - II	
4.1	Verbal Techniques and Non verbal Techniques	4.83
	4.1.1 Verbal Communication	4.83
	4.1.2 Why is good verbal communication so important?	4.83
	4.1.3 How to acquire better verbal communication	4.84
	4.1.4 Effective verbal communication	4.84
	4.1.5 Types of Verbal Communication	4.86
4.2	Non verbal Techniques	4.89
	4.2.1 Non verbal communication	4.89
	4.2.2 Importance of using Nonverbal Communication	4.89
	4.2.3 Sign Language	4.90
	4.2.4 Body Language	4.91
	4.2.4.1 Types of Nonverbal Communication and Body Language	4.92
	4.2.5 Proxemics	4.93
	4.2.6 Non Verbal Techniques	4.96
4.3	Handling Transference and Resistance	4.97
4.4	Group Counseling	4.98
	4.4.1 Role of the Group Counselor	4.99
	4.4.2 Stages in the Development of the group	4.100
	4.4.3 Advantages of Group Counseling	4.101
	4.4.4 Techniques in Group Counseling	4.101
	4.4.5 Preferred Group Counseling Techniques/Strategies	4.102

4.5	Evaluation in Counseling	4.103
	4.5.1 Problems in Evaluation	4.103
	4.5.2 Criteria for Evaluation	4.104
4.6	Summary	4.104
4.7	Keywords	4.105
4.8	Review Questions	4.106
UNI	T – V Introduction to Some Theoretical Approaches	
5.1	The Purpose of Counseling Theory	5.108
	5.1.1 Classification of Theories	5.108
5.2.	Development of Ego defense mechanisms	5.110
5.3	Goals of Counseling and ideal Outcomes	5.111
5.4	Psychodynamic Psychotherapy	5.112
	5.4.1 Psychoanalytic Psychotherapy	5.113
5.5	Learning Theories in Counseling	5.113
	5.5.1 Behavioral Counseling	5.113
	5.5.2 The process of counseling	5.115
	5.5.3 Development of Abnormal Behavior	5.116
	5.5.4 Social Learning Theory	5.116
	5.5.5 Counter-conditioning theory (Desensitization)	5.117
	5.5.6 Summary of Behavioral Approaches	5.118
5.6	Cognitive - behavioral Theories of counseling	5.118
5.7	Ellis Rational Emotive Theory (RET)	5.119
5.8	Humanistic Theories of counseling	5.119
5.9	Roger's client centered theory	5.120

5.11 Summary5.12 Keywords

5.10 Gestalt Theories

5.13 Review Questions		

5.121

5.122

5.122

5.123

UNIT – VI Special Areas of Counselling

6.1	The Early School Years	6.126
	6.1.1 The Middle School Years (11-14 early adolescence)	6.127
	6.1.2 Senior Higher School Years (14 to 18)	6.127
6.2	Special Youth Problems	6.128
	6.2.1 Young Adulthood	6.129
	6.2.2 The Middle Years	6.129
	6.2.3 The Elderly	6.130
	6.2.4 Normative information about the Elderly	6.130
6.3	Marriage Counseling	6.131
6.4	Counseling the Physically and Socially Handicapped	6.135
6.5	Counseling the Elderly	6.138
	6.5.1 Counseling Women	6.139
	6.5.2 Counseling Drug addicts	6.139
	6.5.3 Handling Drug addict Cases	6.140
6.6	Summary	6.140
6.7	Keywords	6.141
6.8	Review Questions	6.142

UNIT - VII Child Counselling Etiology and Symptoms of Behaviour Problems

.144
.145
.147
.149
.164
.165
.166
.1 .1

UNIT – VIII Handling Problem Behaviour in Children

8.1	Anxiety reduction	8.168
	8.1.1 Thinking Focused Anxiety Improvement Interventions (TAI)	8.169
8.2	Behavior Therapy	8.170
8.3	Play Activity Therapy	8.187
8.4	Parent counseling	8.188
8.5	Parents as Therapeutic Agents	8.188
8.6	Summary	8.189
8.7	Keywords	8.190
8.8	Review Questions	8.190

UNIT – IX Some Special Areas of Child Couselling

9.1	Retarded Speech	9.193
	9.1.1 Handling Stuttering	9.193
9.2	Functional and Psychosomatic Disorders	9.194
	9.2.1 Causal factors of Dissociative Disorder	9.197
	9.2.2 Handling Psychosomatic Disorders	9.197
	9.2.3 Causes of Psychosomatic Disorders	9.198
	9.2.4 Management of Psychosomatic Disorders	9.198
9.3	Juvenile Delinquency	9.200
	9.3.1 Causative Factors	9.205
	9.3.2 Emotional Problem of the Individual	9.206
	9.3.3 Handling Delinquency	9.207
9.4	Ensuring Mental Hygiene	9.208
9.5	Summary	9.209
9.6	Keywords	9.210
9.7	Review Questions	9.212

UNIT – X Personality

10.1 Personality	10.215
10.1.1 Meaning of Personality	10.216
10.1.2 Components of Personality	10.216
10.2 Theories of Personality	10.217
10.2.1 Type Theories	10.218
10.2.1.1 Somato Types	10.219
10.2.1.2 Ayurvedic Body Types	10.220
10.2.1.3 Jungian Types	10.220
10.2.1.4 Block's Personality Types	10.222
10.3 Trait Theories	10.222
10.3.1 Gordon Allport: Father of Personality Theory	10.223
10.3.2 Raymond Cattell's Personality Factors	10.224
10.3.3 Eysenck's Three Dimensions of Personality	10.225
10.3.4 Lewis Goldberg five-dimension Personality model	10.225
10.4 Psychodynamic Theories	10.228
10.4.1 Horney's List of Neurotic Needs	10.228
10.4.2 Henry Murray and Psychogenic Needs	10.230
10.4.3 Erikson's Theory of Psychosocial Development	10.231
10.4.4 Sigmund Freud's Psycho-analytical theory	10.233
10.4.5 Freud's Structural Model of Personality	10.235
10.4.6 Topographical Model	10.237
10.4.7 Freud's Stages of Psychosexual Development	10.238
10.5 Behavioral theory's	10.244
10.5.1 Introduction to Classical Conditioning	10.245
10.5.2 Operant Conditioning	10.247
10.6 Humanist Theories	10.248
10.6.1 The Five Levels of Maslow's Hierarchy of Needs	10.249
10.6.2 Criticisms of Maslow's Hierarchy of Needs	10.250

10.7 Personality Disorders	10.251
10.8 Personality Development	10.252
10.8.1 Dynamics and development of Personality	10.254
10.9 Personality development & Myers-Briggs MBIT theory	10.256
10.10 Summary	10.262
10.11 Keywords	10.262
10.12 Review Questions	10.263

DEVELOPMENTAL PSYCHOLOGY

I - M.Sc(Psychology) / II - Semester Choice Based Credit System(CBCS)

Authors

Prof. B. Govinda Reddy Prof. K. Kullai Reddy Prof. Shamiullah Department of Psychology Sri Venkateswara University Tirupati-517502, Andhra Pradesh, India



Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP-517 502

Year: 2024

Edtion : First

All rights reserved (SVU CDOE). No part of this publication which is material protected by this copyright notice may be reproduced or transmitted or utilized or stored in any form or by any means now known or hereinafter invented, electronic, digital or mechanical, including photocopying, scanning, recording or by any information storage or retrieval system, without prior written permission from the Publisher.



Copyright© 2024, SVU CDOE All Rights Reserved **Printed**

(An ISO 9001 : 2015 Certified Publishers)

326/C, Surneni Nilayam Near B K Guda Park, S R Nagar Hyderabad - 500 038 TS P.No:+91 40 23710657, 238000657, 23810657 Cell:+91 94405 75657, 93925 75657, 93935 75657 **Reg. Off.:** 5-68, Pedda Gorpadu, Pakala, Tirupathi - 517 112 AP mail: studentshelpline.in@gmail.com

for

Director

Centre for Distance and Online Education Sri Venkateswara University

Tirupathi, AP -517 502 mail : directorddesvu@gmail.com Cell: +91 877-2289380 www.svudde.in

Brief Contents

DEVELOPMENTAL PSYCHOLOGY

- 1. The economic, Social and Psychological foundations of Industrial and origanisational Psychology.
- 2. Industrial Psychology, its scope, methods, the classical Hawthorne studies.
- 3. Personnel selection, methods of training, Job and worker analysis methods, Job families.
- Human factors in Engineering, man-machine systems. Displays in information input Types of displays.
- 5. Personel Psychology: Its relation to other fields; concerns of personnel psychology.
- 6. Logic of selection and training: Interview application Blank, Psychological test: ability, personality, skills and achievement.
- Evaluation of personnel: Evaluation of managers effective and ineffective managers objective measures of productivity and profit – rating scales.
- 8. Organisational Psychology: Life in organizations: Introduction to OB.
- 9. The Nature of Individuals: Models of man.
- **10. Managerial Assumptions about human nature**: Rational, economic, social and self-actualization-Realistic view of human nature.
- **11. The Nature of organizations**: Composition of organizations; groups in organizations; formal and informal groups; structure and functions of groups.
- 12. Leadership: Theories of organizations Motivation Theories of motivation.
- **13. Improving organizational effectiveness**: Methods of organizational changes: changing individuals, changing organizational structure and function, changing organizational climate and inter-

personal style.

- 14. Job Satisfaction: Theories of Job satisfaction, Consumer psychology.
- 15. Consumer behavior and market research.
- 16. Consumer motivation: Nature of consumer motivation and buying motives.
- **17.** Advertising purpose and types of advertisement: The role of communication and attention-demanding techniques of advertisement.
- 18. Sales promotion-Salesmanship: process of selling, Building the sales force.
- 19. Packing: Essentials of packing, Advantages of packing and kinds of Labels.
- 20. Branding: Functions of branding. Essentials of good brand. Types and advantages of Branding.

Detailed Contents DEVELOPMENTAL PSYCHOLOGY

UNIT – I Growth and Decline

1.1	Approaches of Development	1.2
1.2	Nature/Nurture	1.3
	1.2.1 Mechanisms of Development	1.4
1.3	Stages of Development	1.6
1.4	Historical Antecedents	1.10
1.5	Principles and Facts of Development	1.10
	1.5.1 Contextualism in Developmental Psychology	1.12
1.6	Scope of Life Span Development	1.17
1.7	Summary	1.18
1.8	Keywords	1.18
1.9	Review Questions	1.20

UNIT – II Yearly Development

2.1	Definitions of periods	2.22
2.2	Characteristics of the Prenatal Period	2.29
	2.2.1 Prenatal Development is often discussed in terms of Trimesters	2.30
	2.2.2 Teratogens	2.30
2.3	Prenatal Development: Three Stages	2.31
2.4	Prenatal Development: Environmental Influences	2.37
	2.4.1 Science & Social Policy	2.38
2.5	Paternal Factors	2.46

	2.5.1 Monitoring Prenatal Development	2.46
	2.5.2 Prenatal Assessment Techniques	2.46
	2.5.3 Prenatal Care	2.48
2.6	The Birth Process	2.50
	2.6.1 Stages of Childbirth	2.50
	2.6.2 Methods of Delivery	2.51
	2.6.3 Medical Assessment and Screening	2.54
	2.6.4 Complications of Childbirth	2.55
	2.6.5 Can a Supportive Environment Overcome Effects of Birth Complications?	2.58
2.7	Infancy	2.62
	2.7.1 Characteristics of the Infant	2.62
	2.7.2 Hazards of Infancy	2.69
2.8	Physical Development in Infancy and Toddlerhood	2.73
2.9	Summary	2.77
2.10	Keywords	2.78
2.11	Review Questions	2.78
UNI	T – III Babay Hood	
3.1	Characteristics of babyhood: (From 2 weeks to 2 years)	3.80
	3.1.1 Babyhood is the Beginning of Creativity	3.81
	3.1.2 Emotional Behavior in Babyhood	3.81
3.2	Developmental Tasks of Babyhood	3.82
	3.2.1 Development in socialization	3.82
3.3	Physical and Physiological Development	3.83
	3.3.1 Physical Development	3.83

	3.3.2 Physiological Functions	3.83
3.4	Emotional Behavior in Babyhood	3.86
3.5	Beginning of Sex-Role Typing	3.87
3.6	Personality Development in Babyhood	3.88
	3.6.1 Changes in the Personality Pattern in Babyhood	3.88
	3.6.2 Hazards in Babyhood	3.88
3.7	Family Relationships	3.89
3.8	Summary	3.91
3.9	Keywords	3.91
3.10	Review Questions	3.92

UNIT – IV Early and Later Childhood

4.1	Early childhood (2-5)	4.94
	4.1.1 Late Childhood (9-12)	4.96
4.2	Ten Characteristics of Early Childhood Development	4.98
4.3	Physical Development	4.100
	4.3.1 Late Childhood Physical Development	4.103
	4.3.2 Physiological Development	4.104
4.4	Development of Speech Skills	4.107
4.5	Emotions of Early Childhood	4.107
4.6	Socialization in Early Childhood	4.108
4.7	Play in Early Childhood	4.110
	4.7.1 Play Patterns of Early Childhood	4.111
4.8	Development of Understanding	4.111
4.9	Sexuality and Child Development	4.112

	4.9.1 Late Childhood (9-12)	4.113
4.10	Family Relationship	4.116
4.11	Summary	4.118
4.12	Keywords	4.119
4.13	Review Questions	4.120
UNI	T – V Puberty and Adolesence	
5.1	Criteria of Puberty	5.122
	5.1.1 Causes of Puberty	5.123
	5.1.2 The Puberty Growth Spurt	5.124
5.2	Primary Sex Characteristics	5.125
	5.2.1 Effects of Puberty Changes	5.126
	5.2.2 Effects on Physical Well-Being	5.126
	5.2.3Effects on Attitudes and Behavior	5.127
	5.2.4 Effects of Deviant Maturing	5.128
	5.2.5 Early versus Late Maturers	5.128
5.3	Concerns about Sex-Appropriateness	5.129
	5.3.1 Hazards of Puberty	5.130
5.4	Adolescence	5.133
	5.4.1 Characteristics of Adolescence	5.133
5.5	Developmental Tasks of Adolescence	5.137
	5.5.1 Physical Development in Adolescence	5.138
	5.5.2 Adolescent Language	5.142
	5.5.3 Social Changes during Adolescence	5.142
	5.5.4 Emotional Changes	5.145

5.6	New Attitudes toward Sexual Behavior	5.146
	5.6.1 Approved Sex Roles during Adolescence	5.146
	5.6.2 Effects of Sex-Role Typing on Adolescents	5.148
	5.6.3 Family Relationships during Adolescence	5.149
	5.6.3.1 Improvements in Family Relationships	5.150
	5.6.3.2 Sex Differences in Family Relationships	5.151
5.7	Summary	5.151
5.8	Keywords	5.151
5.9	Review Questions	5.154
UN	IT – VI Adulthood	
6.1	Characteristics of Early Adulthood	6.156
6.2	Developmental Tasks	6.157
6.3	Changes in Interests in Early Adulthood	6.158
6.4	Adjustment to Spouse	6.164
	6.4.1 Selection of a Vocation	6.164
	6.4.2 Stability of Vocational Selection	6.165
	6.4.3 Factors Influencing Stability of Vocational Selection	6.165
	6.4.4 Marital Adjustments	6.167
6.5	Parenthood	6.169
6.6	Singleness	6.170
6.7	Summary	6.173
6.8	Keywords	6.173
6.9	Review Questions	6.174

UNIT – VII The Middle Years

7.1	Characteristics of Childhood	7.177
7.2	Developmental tasks of Middle Age	7.181
7.3	Physical Changes and their physiological impact	7.181
7.4	Mental Changes	7.184
7.5	Changes in interests	7.184
7.6	Social Adjustments	7.189
7.7	Vocational Adjustments	7.189
	7.7.1 There are Individual Differences in the Effects of Aging	7.191
7.8	Summary	7.191
7.9	Keywords	7.192
7.10	Review Questions	7.194
UNI	T – VIII Old Age	
8.1	Characteristics of Old Age	8.196
8.2	Developmental Tasks of Old Age	8.198
8.3	Adjustment to Physical Changes in Old Age	8.198
8.4	Change in Motor Abilities in Old Age	8.201
8.5	Changes in Mental Abilities in Old Age	8.201
8.6	Changes in Interests in Old Age	8.203
8.7	Hazards to Personal and Social Adjustments in Old Age	8.205
8.8	Vocational Opportunities for Older Workers	8.206
8.9	Adjustment to Retirement	8.207
8.10	Adjustments to Changes in Family Life in Old Age	8.210
8.11	Adjustment to Loss of A Spouse in Old Age	8.211

8.12 Remarriage in Old Age	8.213
8.13 Adjustment to Singlehood in Old Age	8.214
8.14 Vocational and Family-Life Hazards of Old Age	8.217
8.15 Assessment of Adjustments to Old Age	8.219
8.16 Causes of Happiness in Old Age	8.222
8.17 Summary	8.222
8.18 Keywords	8.222
8.19 Review Questions	8.225