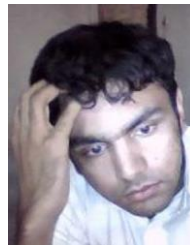


Rana Abubakar Khan



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SOCIAL PSYCHOLOGY (PSY401)

Spring 2008

Assignment No. 01

Total Marks: 10

Question No: 01

Conducting a scientific research is an important ingredient in social psychology. Hina is doing masters in Applied Psychology from Punjab University. She is in 4th semester and has recently started working on her thesis. Her research topic is “Motivational Factors of Cigarette Smoking in Adolescents and Young Adults”. In last briefing, her supervisor told her that the entire research will base on eight steps. Selection of problem is the first step.

☐ Briefly define what scientific research is? (2)

- 2 Name and elaborate all eight steps involved in a standardized scientific research and relate those to the above mentioned topic. (1+1+1+1+1+1+1+1)

Solution:

Scientific Research:

Scientific research is the systematic, controlled, empirical and critical investigation of hypothetical propositions about the presumed relations among natural phenomena (Kerlinger, 1964)

It is systematic observation of phenomena for the purpose of learning new facts or testing the application of theories to known facts.

Scientific method refers to the body of techniques for investigating phenomena, acquiring new knowledge, or correcting and integrating previous knowledge. It is based on gathering observable, empirical and measurable evidence subject to specific principles of reasoning. A scientific method consists of the collection of data through observation and experimentation, and the formulation and testing of hypotheses.

The distinctive characteristic of scientific research is the maintenance of records and careful control or observation of conditions under which the phenomena are studied so that others will be able to reproduce the observations.

Steps Involved in a scientific research:

Develop a research question & review literature

During this step the research problem is identified and then scientific literature is searched in order to determine the prior shape of the topic. Previous articles and other research papers are carefully studied in order to gain information about the topic. Sources of literature may be books, research articles, unpublished materials and electronic database.

Hina found that many youngsters are getting involved in cigarette smoking. So she is trying to find those factors that motivate youngsters to get involve in cigarette smoking. Her problem statement is: "Motivational Factors of Cigarette Smoking in Adolescents and Young Adults".

Develop a research theory/ hypothesis

The question, developed usually is based upon some sort of theory and a theory. The next step of scientific research is the formulation of a hypothesis. A hypothesis is the logical implication of the theory. By reviewing the related literature, one is able to formulate the hypotheses pertaining to the variables of interest. Reviewing the related research articles helps one formulate various hypotheses.

In the above mentioned research Hina hypothesized:

H_0 : Peer group influence does not play a significant role in motivating the youngsters towards smoking.

H_A : Peer group influence plays a significant role in motivating the youngsters towards smoking.

Variables and operational definitions

The next step is to determine the variables and establishing their operational definitions. Variables are the factors that can be varied in order to study their effect upon the results of the research.

Peer Group: Peer group is a subgroup of a society in which membership is determined by similar age, sharing the same social status. Peer group does not necessarily connote competitors, but most often are the call centers that have the same profile of activities that you have.

Motivational factors: These are the factors that motivate youngsters towards cigarette smoking like social influence, modeling, media, peer group, status complex, health reasons and for being chic and stylish.

Cigarette smoking: Smoking is the inhalation of the smoke of burning tobacco encased in cigarettes, pipes, and cigars. Casual smoking is the act of smoking only occasionally. A smoking habit is a physical addiction to tobacco products. The person smoking minimum one cigarette daily will be considered as a smoker.

Adolescents: Adolescence is a transitional stage of physical and mental human development that occurs between childhood and adulthood. This transition involves biological social and psychological changes. Age ranges from 16-18 years will be included in the sample.

Young Adults: A young adult is in the stage between adolescence and mature adulthood, roughly ages from 18 to 24 will be included in the sample.

Choose a research design

The next step is to determine a method of research that minimizes the possibility of error and leads to dependable generalizations.

Survey research design will be employed in this research. A questionnaire will be developed to be used as a tool.

S O C I A L P S Y C H O L O G Y (P S Y 4 0 1)	the most important	
	thing is the ethical issue. One should always consider the values of considering the	Report research results
	research versus its impact on the subject. In the whole process of research, this should be	The last step in the research process is to report the outcome of the research. There are
	kept in mind that the subjects are not exposed to anything which is ethically wrong.	three ways to spread knowledge i.e. by publishing articles in scientific journals, making presentations at professional meetings, personally informing other researchers. So, whatever outcome of the research is achieved the last step is to publish it so that others can also study it.
	Collection of data	
	The next step in research is the collection of data. The data is of two types: qualitative	
	that is in non-numeric form and quantitative that is in numeric form.	
	Data will be collected from different college or universities of Lahore.	
	Analyze data and form conclusions	
	After the collection of data the next step is to conduct data analysis, which usually requires extensive knowledge of statistical procedures and computer software packages.	
After data analysis determines whether the hypotheses successfully predicted the outcome of the study, researchers next reevaluate the theory. If the data do not support		
the study's hypotheses, or if only some of the hypotheses were supported, the theory probably needs revising. Analysis of data also determines the validity of theory.		

Assignment No. 01
Total Marks: 10

Evaluate the ethics

While conducting a research certain things must be kept in mind and

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Spring 2008

Quiz No. 01

1. Which of the followings are transient states of arousal that direct our behavior?

- **Emotions**
- Beliefs
- Attitudes
- Schemas

2: The question “why people quarrel with each other” can be discussed under which topic?

- Helping
- Interpersonal power
- **Aggression**
- Social influence

3: Which of the following idea is proposed by Individual Level Explanations?

- **Genetic and biological factors influence human social behavior**
- Evolutionary and cultural factors influence human social behavior
- Present environmental factors influence human social behavior
- Social interactions influence human social behavior

4. “How do we know when someone is lying or telling truth” is an example of which of the following?

- Social cognition
- **Person perception**
- Attribution
- The self

5. Who is considered the first empirical social scientist?

- **Norman Triplett**
- Sigmund Freud
- William McDougall
- Edward Ross

Spring 2008



6. Which kind of research simply increases knowledge about social behavior, knowledge for knowledge's sake?

- Applied research
- **Basic research**
- Scientific Research
- Empirical Research

7: In all scientific methods, social psychologists seek to determine the nature of the relationship between two or more factors, what they are called?

- Ingredients
- Elements
- **Variables**
- Components

8: Which of the following is an organized system of ideas that seeks to explain why two or more events are related?

- A null hypothesis
- An alternative hypothesis
- **A theory**
- An operational definition

9: Milgram's experiment provided a very controversial experiment regarding which of the following?

- Research methodologies
- **Ethical issues**
- Psychological testing
- Inner body systems

10: Which one of the following is a group of people who are selected to participate in a

research study?

- Section
- **Sample**
- Population
- Inhabitants

Social Psychology (psy403)

Spring 2008

Assignment No. 02

Total Marks: 10

Note: A good assignment submitted by a student is being presented as solution.

Question No: 01

There are some terms in the following table. Explain each term in **your own words** and give examples of your own. (2+2+2+2+2)

Solution:

Terms		Explanation
Positivity and Negativity bias	Primacy and Recency effects	They are the positive and negative qualities of a person with which he/she is judged. Most of the time we judge people with their negative traits only and perceive them unacceptable

for us. That's truly biased attitude.

Examples

Primary effect is the first impression of a person/object we get and recency is the impression we get later at time. Usually it is said that first impression is the last impression but that is not true. Judging someone without even knowing him is wrong.

Our Current president Pervez Musharraf is one of the most influential people according to Time magazine. He has done a lot for the country e.g. empowerment of woman, introduced new education reforms etc but he failed to curb extremism from the country and that's why people used to call him "Fail Leader".

I met a girl who had a very casual attitude towards me and used to tease me all the time. She left a very bad impression on me and I perceived her as biased with me. But later when I came to know her more she seemed a very nice to me but somewhat care free and happy go lucky type girl and her teasing attitude was with everyone just for fun. That's what the difference b/w her first and later impression I got.

Social Psychology (psy403)

Spring 2008

Assignment No. 02	Total Marks: 10	
Halo effect	A liked person is presumed to be perfect. that he cannot do anything bad to anyone	Quaid--e-Azam is the most influential leader for Pakistanis. Normally, people cannot accept his
		marriage with a Parsi lady because they feel that he cannot do anything wrong as he is a charismatic leader.
The Actor Observer Bias	Actors perform according to the situations and observer tend to attribute that role to their personality	Usually in movies and plays, the villain who plays a negative role as being cruel etc. gets the same impression in real life.
		People perceive and treat him in the same manner.

**Social
Psychology
(PSY 403)**

**The Self Serving
Attribution Bias**

Taking all the credits of successes and blaming the situation for our failures is called self serving attribution bias. Being very optimistic for ourselves and our life and pessimistic for others.

When I passed the exam with highest marks and good position then I claimed that it all is due to my hard work but when I got bad marks then blamed paper that its was tough and out of syllabus.

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**Solutio
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Quiz No. 02

1. **Possible selves** are projections of future possibilities for the expected, desired; and feared future self.
2. **Social role theory** explains that different social roles occupied by women and men lead to differences in the perception of women and men and in their behavior.
3. **Negativity effect** is the tendency of people to give more weight to negative traits than positive traits in impression formation.
4. **Internal attribution** is any explanation that locates the cause as being internal to the person such as personality, mood, attitudes, abilities, and effort.
5. **Social cognition** focuses on the way we use this information to arrive at coherent judgments.

MCQs:

1. Which of the following is an open style of experiencing and communicating emotion that is associated with femininity?
 - **Extravagant expressiveness**
 - Passive expressiveness
 - Excessive expressiveness
 - Submissive expressiveness
2. These assumptions or naive belief systems that we j have about the associations among traits

and behaviors are called what of the following?

- Social role theory
- Social learning theory
- **Implicit personality theory**
- Explicit personality theory

3. Which of the following is the tendency to exaggerate how common one's own opinions are in the general population?

- **False consensus effect**
- Confirmation bias
- Self-fulfilling prophecy
- Just world belief

Spring 2008

4. Which of the followings are used as a synonymous to dominant traits?

- Internal traits
- Expressive traits
- Significant traits
- **Central traits**



5. Which of the following occurs when people use others as standards of comparison against

which to evaluate their own opinions, attributes, and abilities?

- Social Influence
- Social judgment
- **Social comparison**
- Social evaluation

Social Psychology (psy403)

Spring 2008

Assignment No. 03

Total Marks: 10

Question No: 01

Prejudice is a negative attitude towards the members of specific social groups.

Attitude is general type of feeling. Prejudice is specific form of feeling.

The following factors shape prejudice.

Cognitive sources

Emotional sources

Social sources

Explain the above mentioned factors. (5)

State how these factors help to shape prejudice with the help of examples. (5)

Instructions

General Instructions

- ☒ Remember don't try to copy from the handouts; otherwise you will get absolutely 0 marks.
- ☒ Restrict to the topic, avoid irrelevant details.
- ☒ Try to use your own wording, consult different books and websites.
- ☒ Avoid copy, pasting from handouts, cheating from each other and copying from internet. It will be considered as cheating, and will result in "0" mark.
- ☒ Use your own words and examples. Copied material will be graded as zero.

Formatting Instructions

Format your assignment keeping in view the following points:

- ☒ Your assignment should be only in BLACK font including all the headings.
- ☒ Font size should be 12, Times New Roman, with 1.5 line spacing.
- ☒ Bold your headings with 14 font size.

Note: Strictly follow the prescribed format.

Objectives of Assignment

This assignment will enhance your critical thinking and understanding about your course.

Objective of this assignment is to check your understanding about your subject, about your insight and capacity to apply learned knowledge to your surroundings.

_____ **Good Luck** _____