

Download Social Psychology Understanding Human Interaction

History. Sociological social psychology was born in 1902 with the landmark study by sociologist Charles Horton Cooley, *Human Nature and the Social Order*, which presented Cooley's concept of the looking glass self. The first textbook in social psychology by a sociologist appeared in 1908—*Social Psychology* by Edward Alsworth Ross. The area's main journal was founded as *Sociometry* by Jacob L ... Social psychology is the scientific study of how people's thoughts, feelings and behaviors are influenced by the actual, imagined or implied presence of others. In this definition, scientific refers to the empirical investigation using the scientific method. The terms thoughts, feelings and behavior refer to psychological variables that can be measured in humans. Social psychology is about understanding individual behavior in a social context. Baron, Byrne & Suls (1989) define social psychology as 'the scientific field that seeks to understand the nature and causes of individual behavior in social situations' (p. 6). According to psychologist Gordon Allport, social psychology is a discipline that uses scientific methods "to understand and explain how the thoughts, feelings, and behavior of individuals are influenced by the actual, imagined, or implied presence of other human beings." Essentially, social psychology is all about understanding how each person's individual behavior is influenced by the social ...