**Course Title:** **Social Behaviou, Economic Decision making and Social Influence**

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| **Course Category: Minor Schedule of Offering: Even Semester**  **Course Credit Structure: 3 Credits**  **Lecture: 2 Hours per week**  **Contact Hours per week: 3 Hours per week**  **Course Instructor: Shilpa Ashok Pandit** |

1. **Introduction**

The minor course titled, ‘**Social Behaviour, Economic Decision making and Social Influence** ’ is offered as an introduction to social-psychological processes that will be an essential and core aspect of application of psychological science in interdisciplinary fields such as economics, social work and change in organizations. This minor will help the students employability as they will learn to apply this knowledge in their fields. The course starts with a basic understanding of social cognition and its context sensitivity. Its often heard among psychology students, that, ‘Humans are cognitive misers’, this, we will examine in a module on social cognition. Time is a context factor that completely changes cognizing and decision making, I will introduce the thinking processes in humans - Thinking Fast and slow: automatic and deliberate thinking in humans. Next, we will discuss the cognitive fallacies that are a hallmark of human thinking and been understood through several experiments in psychology. Finally, the course will touch on social influence, persuasion, and negotiation process.

**2. Course Objectives:**

1. To understand basic social psychological perspectives in thinking, decision making, judgements and social influence.
2. To develop insights about the application social psychological perspectives, in interdisciplinary fields of behavioural economics, social work and policy analysis.

**3.Pre-requisites:**

Registration as student in CVV in any program

**4: References:**

* Schneider, FW; Gruman, JA;Coutts, LM(2012). *Applied Social Psychology: understanding and addressing social and Practical problems*. Sage South East Asia. New Delhi. Sage
* Brewer B. M.; Hewstone M. (2004) Applied Social Psychology Blackwell Publishing. Oxford. UK
* Carrell, Michael R.; Heaverin, Christina J.D(2008). Negotiating Essentials: Theory, Skills and Practice. Delhi. Pearson

TEDX Talks

* 1. <https://www.ted.com/talks/dan_ariely_asks_are_we_in_control_of_our_own_decisions>
  2. <https://www.ted.com/talks/alex_laskey_how_behavioral_science_can_lower_your_energy_bill>
  3. <https://www.ted.com/talks/sendhil_mullainathan>
  4. <https://www.ted.com/talks/colin_camerer_neuroscience_game_theory_monkeys>
  5. <https://www.ted.com/talks/barry_schwartz_on_the_paradox_of_choice>

**5: Module-wise Topics:**

**Module 1 - Introduction**: **Rationality, Irrationality and Bounded Rationality(12 sessions)**

* Rationality, Psychological utilities and irrationalities
* Bounded rationality, satisficing,
* Social thinking Thinking Fast and Slow: Automatic and Deliberate modes of human thinking

**Readings:**

* Schneider,FW; Gruman, JA;Coutts, LM(2012). Applied Social Psychology: understanding and addressing social and Practical problems. Sage South East Asia. New Delhi. Sage
* Carrell, Michael R.; Heaverin, Christina J.D(2008). Negotiating Essentials: Theory, Skills and Practice. Delhi. Pearson
* Brewer B. M.; Hewstone M. (2004) Applied Social Psychology Blackwell Publishing. Oxford. UK

**Module 2 – Humans are cognitive misers: Economic Decision making (12 sessions)**

* Heuristics, some common heuristics and thumb rules
* Prospect theory, Automatic processing and vigilance, Deliberate processing - pros and cons.
* Group decision making, group think, conformity and whistle-blowers

**Readings:**

* Schneider,FW; Gruman, JA;Coutts, LM(2012). Applied Social Psychology: understanding and addressing social and Practical problems. Sage South East Asia. New Delhi. Sage
* Carrell, Michael R.; Heaverin, Christina J.D(2008). Negotiating Essentials: Theory, Skills and Practice. Delhi. Pearson
* Brewer B. M.; Hewstone M. (2004) Applied Social Psychology Blackwell Publishing. Oxford. UK

**Module 3 – Humans are Cognitive Misers : Social Cognition (11 sessions)**

* Schema, scripts
* Informational framing and memory anchors
* Social Stereotyping, assumptions and self-fulfilling prophecy

**Readings:**

* Schneider,FW; Gruman, JA;Coutts, LM(2012). Applied Social Psychology: understanding and addressing social and Practical problems. Sage South East Asia. New Delhi. Sage
* Carrell, Michael R.; Heaverin, Christina J.D(2008). Negotiating Essentials: Theory, Skills and Practice. Delhi. Pearson
* Brewer B. M.; Hewstone M. (2004) Applied Social Psychology Blackwell Publishing. Oxford. UK

**Module – 4 Motivation, social influence and persuasion, Group influence (10 sessions)**

* Motives - Self, others
* Persuasion and influence strategies
* Group Goals/ Group influence and lobbying
* Group Cooperation and Competition
* Loafing/free rider problem

**Readings**:

* Schneider,FW; Gruman, JA;Coutts, LM(2012). *Applied Social Psychology: understanding and addressing social and Practical problems*. Sage South East Asia. New Delhi. Sage
* Carrell, Michael R.; Heaverin, Christina J.D(2008). Negotiating Essentials: Theory, Skills and Practice. Delhi. Pearson
* Brewer B. M.; Hewstone M. (2004) Applied Social Psychology Blackwell Publishing. Oxford. UK

**6. Pedagogy:**

Teaching methods are expected to encourage proactive involvement of students and high level of participation, thus, shall involve interactive lectures (40%), independent learning (40%), and cooperative learning (20%). The interactive learning component will consist of lecture sessions, classroom exercises, and discussions. The independent learning component, on the other hand, shall include such exercises as independent reading and doing individual assignments. Finally, the cooperative learning component involves doing assignments in groups.

It is envisaged that students will be guided to read, think, solve problems and actively participate in the learning process. This shall be attained through a mix of teaching methods, such as, lectures, projects, assignments, case studies, individual and group presentations, discussion, and fieldwork.

**7.Evaluation Pattern:**

The breakdown of the evaluation shall be as follows:

Individual Assignment (including Presentations) …..…………. 30 %

Group Assignments (including Presentation) ....………………. 40 %

End-term 30 %

Total ……………………………………………………… 100%