

## BASICS OF HUMAN INTERACTION / SOCIAL PSYCHOLOGY

### INTRODUCTION

This subject offers students basic psychosocial knowledge in order to analyse, understand and perform critical analysis of the social realities and problems affecting contemporary society. Students will discover that humans are social beings; that is, all our knowledge about the world (objects, situations, events, other people and ourselves) emanates from our interaction with other people. Similarly, the subject offers theoretical and practical knowledge in the field of social psychology, which future professionals can apply in analysing and resolving social problems. Finally, the subject seeks to ensure that future professionals develop basic competencies in psychosocial research. The objectives are:

**Cognitive.** Know psychosocial theories. Know the models, methods and concepts inherent to the discipline. Know the basic psychosocial processes. Know the basic aspects of attitudes. Know the basic aspects of social communication and interaction. Know the influence of the environment on behaviour.

**Procedural.** Seek practical outcomes on the basis of theoretical knowledge. Know how to apply knowledge acquired to social lives. Know how to translate a psychosocial theory into a research design or psychosocial application. Know how to manage psychosocial evaluation tools and techniques. Know how to interpret the results of a psychosocial evaluation.

**Attitudinal.** Foster interest in social issues and commentaries on scientific knowledge in general and psychology in particular.

### COMPETENCIES

#### Basic competencies:

- Know the basic psychosocial principles and processes.
- Know the characteristics of the various theoretical explanatory models in social psychology.
- Know the historical evolution of social psychology.
- Improve student competencies in analysing, synthesizing and summarizing information from scientific texts relating to social psychology.
- Improve student competencies in identifying psychological behaviour and processes being studied, their variants and linked behaviour and processes.
- Learn to design psychosocial research projects permitting the attainment of significant and scientifically pertinent results.
- Develop planning and monitoring skills relating to one's own learning and to self-evaluation of progress.
- Develop the ability to acquire knowledge from texts and presentations and to organize information.
- Know and value the theoretical and practical diversity of social psychology.

#### Intervention competencies:

- Know and know how to apply the most common scientific methodologies in social psychology.
- Learn to transfer and use social psychology concepts and theories to analyse and understand specific social problems.
- Have the ability to appraise and criticize one's own work.
- Develop the ability to criticize social conditions on the basis of principles of social psychology.
- Become more able to establish and refute working hypotheses.
- Strengthen the ability to interpret and generate results and to relate them to previous results.
- Develop the ability to define a research problem and search for relevant information.

#### Specific and instrumental competencies:

- Know the scientific terminology used in the field of social psychology.
- Know how to draft research reports.

### CONTENT

1. Concept and object of social psychology. Methods in social psychology.
2. Historical development of social psychology.
3. Theoretical perspectives.
4. Social cognition. Perception and social attribution.
5. Self-concept and self-esteem.
6. Concept and formation of attitudes. Attitude and behaviour.

7. Attitude change. Persuasive communication.
8. Social stereotypes and prejudices.
9. Social influence: acquiescence, conformity and obedience.
10. Altruistic behaviour. Voluntarism.
11. Aggression.
12. Interpersonal attraction.
13. Groups.