

## Core IX

### Applied Psychology – I

**Introduction:** The course is designed to acquaint the students with the use of methods and findings of scientific psychology to solve practical problems of human behaviour and experience with regard to Disadvantage & Deprivation; Gender; and IT & Mass Media related issues.

#### Course Outcomes:

- The present course is designed to help students get information about how psychology goes to work by venturing into new areas of human behaviour and relationships.
- It will help the students understand the role of psychologists in community services including helping the disadvantaged and otherwise-challenged groups.
- It will help the students to be aware of existing gender discrimination and understand the importance of psychology in fields of information technology and mass media.

#### Unit I

- Application of Psychology to disadvantaged groups: The concepts of disadvantaged and deprivation; Relative and absolute deprivation; Prolonged Deprivation; Deprivation: Nature or Nurture
- Social, physical, cultural and economic consequences of disadvantage and deprivation; Educating and motivating the disadvantaged towards development

#### Learning Outcomes

- Perform their role as applied psychologists in community services as well as in fields like helping disadvantaged groups and prevent gender discrimination

#### Unit II:

- Psychology of Gender: Issues of discrimination, Overt and Subtle Discrimination; External-Internal Discrimination; Majority-Minority Discrimination; Management of diversity;
- Glass ceiling effect, Self-fulfilling prophecy, Violence against Women in India, issues of third gender in India.

#### Learning Outcomes

- Perform their role as applied psychologists in community services as well as in fields like helping disadvantaged groups and prevent gender discrimination

#### Unit III:

- Application of Psychology in Information Technology and Mass Media: Developments in media psychology; Psychological consequences, Role of Psychologists in IT and Mass media boom
- Learning through IT and mass media; multilevel marketing; Impact of TV and fostering value through IT and mass media;

## **Learning Outcomes**

- Understand the intricacies of relationships between human behaviour and information technology.

## **Unit IV : Practical**

- (i) To assess the sense of gender equality of college students by using student gender equality Questionnaire
- (ii) To assess internet addiction of college students by using Young's Internet addiction test

## **Text Book:**

- ✓ *Applied Psychology by Smarak Swain, New Vishal Publications, New Delhi.*
- ✓ <https://www.scribd.com/document/274813587/Gender-Questionnaire-Student-000>
- ✓ <https://www.iitk.ac.in/counsel/resources/IATManual.pdf>

## **Reference Books:**

- ✓ *Applied Psychology: Research, Training and Practice second edition , by Rowan Bayne & Gordon Jinks, SAGE*
- ✓ *Applied Psychology, by Graham C. Davey , John Wiley & Sons*