

# Written 1

Psychology



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Social Psychology Unit Introduction According to, Baron. & Bryne, Social Psychology can be defined as the study of people's feelings, behaviors and thoughts as influenced by the imagined, implied or actual presence of others. It is empirical scientific kind of investigation. Individual's behaviors, thoughts and feelings include the psychological variables that can be measured in any human being. Variables such as social interactions, cognitive processes, environmental variables, cultural context and biological factors shape what social Psychology is all about. This statement is true in the case that human beings are prone to social interactions around them. For example, listening to radio, watching television and reading newspaper influence our cultural norms in terms of cognitive processes of knowing which includes, remembering, reasoning and attending. Social psychology is all about studying human beings high mental processes, which includes his memory, language, abstract thinking, problem solving, and perception. Also Social psychology is all about studying the environmental variables which includes the external influences that affect the behavior of a human being. To add to this, there are biological factors that shape what the subject is all about, identifying some of the causes of conduct, in terms of brain, endocrine and nervous system.

However, the significance of the issues discussed in "cutting edge" about the social cognition and behavior is significant in the area of social psychology because it helps individuals understand how people think about, remember information and think about others. Additionally, it helps us understand why and how people behave in certain ways in social institutions. On the other hand, Social Neuroscience, as the "cutting edge" suggests, is the result of certain activities that take part in one's brain. For example,

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having different feelings like, being sad, happy and crying among others.

This kind of activities comes from one's brain, in addition to other biological reactions or events.

From reading advice columns in several magazines and newspaper, some of the issues I found interesting are sex, fashion and health columns. Sex columns are written by sexologists who are willing to give their own opinions in their relationships, bedroom antics and sexuality. In such columns, details of the writers are openly displayed on the page. There are also fashion columns which try to advice people on the way they dress up as well as advice them on what and not to where in different occasions. Lastly, is health column that most people love to read. Such a column talks about how to eat and live healthy, mostly written by individuals practicing medicine.

Therefore, Social Psychology's main aim is to study human behaviors, in terms of social activities, immediate and mental states. It also tries to answer questions about an individual feeling, behaviors and thoughts that are influenced by other persons.

#### Work Cited

Baron. R, Branscombe. N & Bryne. D. Social Psychology, 12th ed., Boston: Pearson Allyn & Bacon, 2008, Pg 34-98.

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