

Applied Social Psychology

Code: 102563
ECTS Credits: 6

Degree	Type	Year	Semester
2502443 Psychology	OT	4	1

Contact

Name: Marisela Montenegro Montenegro Martinez
Email: Marisela.Montenegro@uab.cat

Use of languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Prerequisites

It is a fourth year subject, which presupposes the previous acquisition of knowledge and perspectives provided by the set of previous courses, especially for subjects such as Social Dimension of the person, Social Influence and Groups and Social Psychology of the contemporary world.

Objectives and Contextualisation

Social psychology as a discipline and as a profession is a history of research and intervention on social problems, quality of life and psychosocial well-being applied to the most diverse areas. The development of Applied Social Psychology (PSA), like that of the human and social sciences in general, derives from a complex process of theoretical-practical articulation: On the one hand, the will to understand and explain the most diverse theoretical social problematic and challenging realities that emerge in the context of modernization: labor relations in the successive phases of capitalism, mass phenomena that burst in into the urbanization scenario, social movements associated with permanently renewed forms of participation, integration, marginalization and exclusion in social life, democracy and totalitarianism, inequality and discrimination, freedom and control, emancipation, domination and submission, poverty, unemployment and underemployment, drug addiction and delinquency, development and achievement of epidemics and failures, of old and new needs and social utopias. And on the other, the urgency of giving an effective, valuable and updated practical response to present, predictable and preventable social problems. Until the middle of the 20th century, social problems and psychosocial distress constituted the hard core of theoretical concerns of the discipline and the practical orientations of the profession. In the last half-century, this perspective has been extended to the consideration of the positive dimension of social progress, including that of quality of life as a field that includes not only the problematic side of social deficiencies and deficits but also the positive side of the psychosocial well-being and the social and psychosocial successes that must be promoted, enhanced and optimized.

The general objective of the subject is to provide a general and interdisciplinary orientation to metateoric approaches and to the theoretical, methodological, thematic and practical developments of the PSA. What requires, in turn, a training for the following specific operations: (a) use a basic theoretical and technical vocabulary of the PSA, (b) develop an intellectual openness to urgent and relevant psychosocial questions, a motivation for the investigation and intervention in PSA and a precise knowledge of the ethical and deontological implications of these practices, (c) to construct a framework of theoretical reference on phenomena and processes characteristic of the main fields of application of the PSA (from the health, work and education, to the right, politics, environment or culture), (d) understand the socio-historical nature of

building needs and social problems, (e) identify basic dimensions and indicators of constructs quality of life and psychosocial well-being, (f) know methodological and technical tools of the PSA as well as specific intervention processes (g) elaborate (individually and grupal) informative synthesis on specific topics of the PSA

Content

1. Fundamentals of Applied Social Psychology

- Contexts, developments, and forms of application of the PS
- Planning and evaluation of PS applications
- Ethics and pragmatics of PS applications

2.- Basic concepts in the field of the PSA

- Quality of Life. Concept, genealogy, dimensions, and indicators
- Psycho-social well-being. Factors, models, and evaluation
- Needs and psychosocial problems. Its structure and social construction
- Other specific fields: poverty, social inclusion/exclusion, sex-gender system, discrimination processes

3. Theoretical and methodological toolbox of the PSA

- Principles of research planning and psychosocial intervention in PSA
- Prospects for psychosocial intervention
- Tools for planning processes of psychosocial intervention

4.- Areas of Applied Social Psychology

- Educational
- Organizations and work
- Health
- Environmental
- Politics