

GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for B. Arch
EIGHTH SEMESTER

SUBJECT NAME – ARCHITECTURAL PSYCHOLOGY

SUBJECT CODE – 1085010

CONTENT:

Basic concept of social psychology – scope – individual, society and culture - Social Psychology in the new millennium - Research Methods in Social Psychology: Systematic, Correlation and Experimental Methods.

Social Perception - Nonverbal Communications - Attribution: Understanding the causes of others Behaviour - Theories of Attribution- Kelley's model - Impression Formation and Management - Social Cognition: Social Information- Heuristics and Automated Processing - Sources of Error. Groups: Types and formation - Theories of Group Formation - Co-ordination - Group Decision making - Group Think.

Interpersonal attraction – Factors determining Attraction - Sociometry - Social Motives -types - Social Influences - Conformity- Compliance - Obedience - Prosocial Behavior- Why do we help others- Situational Factors- Individual characteristics - Empathy - Altruism- Attitude: Components, Formation – influence on Behavior - Changing the Attitudes - Persuasion - Cognitive Dissonance.

Prejudice -Discrimination in Action - Origin - Methods to reduce it - Aggression - Theories of Aggression - Types of Aggression - Determinants of Aggression - Environmental causes - prevention and control of Aggression.

Environmental Influences: The urban environment and social behavior - Environmental Stress: The hazards of a noisy environment - Temperature and weather as environmental stressors - Temperature and aggression - Air pollution – Effects of negative ions - Personal space – Territorial behavior – Territorial dominance – architectural designs - Crowding - The effects of too many people and too little space.

SUGGESTED BOOKS

1. Kuppusamy .B - an introduction to Social psychology – Bombay – Asia Publishing House – 1965.
2. Baron and Byrne .S ocial Psychology, Tata McGraw Hill, 1998.
3. Lindgren, Introduction to Social Psychology.
4. David G Myers, Social Psychology, McGraw Hill Book Company, New Delhi 1988.