FOREWORD

InScience Press is honored to publish this book entitled *Construction of Social Psychology* as part of the Advances in Psychology and Psychological Trends series.

In this volume, a dedicated set of authors explore the Social Psychology field, contributing to the frontiers of knowledge. Success depends on the participation of those who wish to find creative solutions and believe their potential to change the world, altogether, to increase public engagement and cooperation from communities. Therefore, serving society with these initiatives and promoting knowledge, as part of our mission, requires the reinforcement of research efforts, education and science and cooperation between the most diverse studies and backgrounds.

These series of books comprise authors and editors work to address generalized research, albeit focused in specific sections, in the Psychology area. Contents show us how to navigate in the most broadening issues in contemporary education and research, in the broad Psychology field.

In particular, this book explores seven major divisions within Social Psychology, divided into seven sections: The Archeology of Social Psychology; Contemporary Social Psychology; Social Psychology of Human and Social Development; Social Problems and Social Psychology; Alienation, Exclusion and Terror: Current Issues and Future Challenges; Psychology as Social Practice; Science, Ideology and Social Psychology. Each section comprises chapters that have been peer-reviewed, and authors of the accepted chapters were asked to make corrections and improve the final submitted chapters. This process has resulted in the final publication of 16 high quality chapters organized into 7 sections. The following sections' and chapters' objectives provide information on the book contents.

Section 1, entitled "The Archeology of Social Psychology", provides selected reviews and studies that unravel historic-epistemological mooring of social psychology as a discipline.

Chapter 1: *Converging Multiple Philosophical Paradigms for the Advance of Social Psychology - Epistemological bases for further developments*; by Eduardo R. Infante. The present work belongs to a massive literature revision of the historical landmarks of Social Psychology from its philosophical roots at the end of the nineteenth century to the present day. A deep reflection of its epistemological background is made, both considering the unit perspectives (individual, group, institutional, and transactional) and historical profiles (psychoanalytical, behaviourist, cognitivist, socio-biologist, and ethogenic) of the discipline onset. Within the revision, bases for a convergent paradigm are proposed

so as to overcome the enduring discipline crisis and to provide lines for further development by surmounting Kuhnian terms and limitations. Special attention is given to ease the discipline shift from the atomist-Watsonian rationalist model to the limited rational model of social sciences, (so called, Simon´s bounded rationality). The convergent paradigm nests its rationale in this transformation process which is determined by the following features: political awareness, eclecticism, vulnerability of study object, methodological pluralism, circular world vision, disengagement from quantitative tendency, and scientific relativism. These features are sufficiently well-described to apprehend the complex nature of our discipline and, at the same time, to connect them with meta-theoretical views of Social Psychology.

Chapter 2: *Social Psychology: Discipline, Interdiscipline or Transdiscipline?*; by James Moir. Social Psychology sits at the confluence of two disciplinary discourses: the psychology of sociological matters and the sociology of psychological processes. Of course these are not simply discourses but represent the entire disciplinary organization of social psychology as a subject and what it counts as legitimate areas of enquiry within its academic boundaries. These boundaries cut across the apparent divide between psychology and sociology, between the individual and the social, between the intra-psychic world and the world of human actions. However, this interdisciplinary appeal can also be considered as tapping into two broader discursive frameworks based upon the maintenance of an inner-outer dualism on the one hand and a rational and emotive dualism on the other. This chapter considers the way in which these discursive dualisms have given social psychology its raison d'être and its distinct dynamic and appeal as an academic subject. However, the recent turn to discourse within the discipline has not only provided it with the radical potential to study the construction and operation of these dualisms, but has also thrown into relief its interdisciplinary tensions again. This discourse on discourse involves a struggle for explanatory power in terms of either examining the ways in which psychological accounting is implicated in a flexible way as part of social practices at a 'local' level, or moving up an explanatory notch to a consideration of the operation of discourses on a more deterministic 'global' level. The chapter concludes by considering this new discursive territory, rooted in social psychology's origins.

Section 2, entitled "Contemporary Social Psychology", delivers chapters that deal with evolution of this discipline in the context of contemporary advancements and innovations.

Chapter 3: *The Application of Experimental Aesthetics in Social Psychology to Marketing Research in the Motorcycle Industry*; by Azhari Md Hashim. Consumers' emotional response is derived from their perception towards a product. This response undoubtedly plays a significant role in the visual appearance of motorcycle design. This object possess to communicate the aspects of our personality, group membership, and aspirations. Likewise, symbolism is obviously

in related to the motorcycle industry plays as a major role and perceives as a symbol of social status, power, and rebellion. The propose chapter will look further in the area of social psychology as it is discussed the scientific study of how people's thoughts, feelings, and behaviours are influenced by the actual, imagined, or implied presence of others. Limited information about product personality and user's image within the motorcycle design demonstrates a lack of understanding of how people judge the objects and how the objects bestow values upon users. It is mainly focused on the judgment of the product itself rather than how products bestow values upon users. The complexity of the problem arises from the market such varied demographic, the choice of name and colour, and the styling segmentation can be only solved and improved by using an efficient method. The chapter will discuss the studies which were done in order to formulate an experimental aesthetics to a marketing research method in the motorcycle industry. The discussion is then drawn upon psychology effect and possible explanation of the result following to the empirical method of investigation.

Chapter 4: *Methods in the Construction of Social Psychology: From Experimentation to Postmodernism*; by Bernard Cadet, Isabel Cuadrado-Gordillo and Inmaculada Fernández-Antelo. From the end of the 19th century until today, social psychology (SP) has been the field of psychology which has successfully conceived the greatest number of methodological innovations. This chapter deals with the construction of social psychology from epistemological and methodological perspectives. Following a recall of some early milestones, the options that were used to establish SP analyses are presented. The first options were aimed at defining two kinds of links between the object of psychology (conduct) and the methods used to study it (experimentation). But shortly after, it became necessary to invent new "ecological" (naturalistic) methods regarding numerous social situations. Some of them were needed to assess personal values, whereas others were designed to understand the forces and dynamics within the fields surrounding the conduct itself. Recently, the paradigm of complexity together with postmodern options led to the adoption of new tools of theorizing, applicable not only to the limited scope of SP but also to the discipline of psychology as a whole.

Section 3, entitled "Social Psychology of Human and Social Development", offers a range of research about the nexus of 'human' and 'social' which impact development.

Chapter 5: *The Social Identity Approach to Mergers and Acquisitions: An Overview*; by Eleni Makri. Since mergers and acquisitions (M&As) clearly require a recategorization process where previously distinct corporate partners are combined into one merged entity (i.e. the new post-merger organization), they point towards the effects of group membership and intergroup relations that often end up in more conflict, decreased motivation and subsequently lowered organizational performance. Often the change that comes along with the merger

process is designed and experienced in discontinuous ways that threaten employees' stability and undermine the strategic and financial goals of the merger. The Social Identity Approach (SIA) which reflects the effects of group psychology on perceptions, attitudes and behaviour, provides influential insights into understanding employees' reactions to mergers. Not surprisingly then, the following chapter presents an overview of the essentials of the Social Identity Approach (SIA) and its implications in merger contexts to better understand the human side of them. We summarize the theoretical assumptions of the SIA regarding identification processes and management of identity in tandem with significant insights from empirical research applying such a perspective that may facilitate achieving favourable merger integration. At the end, we discuss issues and implications for further research.

Chapter 6: *Pain, Patients' Needs and Health-Related Quality of Life*; by Maribel Pelaez Dóro, Aline Cristina Antonechen and Iris Miyake Okumura. Pain is a widely discussed phenomenon due to its complex comprehension and impact on satisfying life condition. It is related to physiological, psychological, spiritual and social aspects. Considering these dimensions, Cecily Saunders conceptualized "Total Pain". Since the person cannot realize working activities, house's expenditure may enhance as total workforce decrease, especially if the patient is the provider. Isolation leads to suffering originated from feelings (guilt, rejection, fear, impotence, incomprehension), because there is a lack of relations and autonomy. It occurs by individual external and internal factors. As one cannot follow his/her social circle, there is a weakened relationship. Depending on the disease, there is social stigmatization on how pain is expressed and cultural environment presents negative prejudgment. Pain generates the need to reorganize/adapt to a new health condition, which does not always reflects the earlier lifestyle. Some measures can be taken to minimize suffering from those who live with significant impact on global quality of life. Receptiveness by professionals, family members and society can slow down those consequences. More efforts towards policies that promote a humanized treatment seems important to future's pain management

Chapter 7: *Interpersonal Relations and Personality Traits in Adult Psychology Students: Interdependence Phenomena*; by Galina Kozhukhar. The purpose of this study was to investigate the interdependence between interpersonal relations and personality traits in would-be psychologists. The sample consisted of 115 students (aged between 23 and 45 y.o.), taking a retraining course in practical psychology. The students completed the following questionnaires: The 16 Personality Factor Questionnaire (R. Cattell), Cook –Medley Hostility Scale, Rosenberg's Faith in People Scale, Acceptance of Others Scale (W.F. Fey), Agreeableness Scale (scale from the Big Five), Communicative Tolerance and Communicative attitude Scale (V. Boyko). The results of the multiple regression analysis showed that all types of relations (except cynicism) were predictors of 9 personality traits, and acceptance of others was the predictor of such integral trait as self-esteem. In turn,

several personality traits were predictors of the relations to others (except cynicism too). Thus, we gained a more complete understanding of interdependence between such fundamental psychological phenomena as interpersonal relations and personality traits in psychology students, and the peculiarity of associations between them. The results of the study can help to improve professional retraining programs for psychologists.

Chapter 8: *Social Construction of Spirituality among Teachers and Healthcare Workers in Thailand*; by Dusadee Yoelao and Kanu Priya Mohan. Spirituality at work, is being increasingly explored in multi-disciplinary research from the viewpoint of individuals, their social and professional groups, and also their workplaces and/or organizations. Teachers and Health care workers play an important role in any society as they provide service for the problems and the needs of children and patients. Working in these professions requires a spirit of empathy and selflessness while providing service, and often stirs the spiritual component within the service provider. This chapter is based on an extensive research project initiated by a non-governmental organization to investigate a construction of spirituality, its process from the perspective of teachers and health care workers in Thailand. A research sample of 100 teachers and health care workers were purposively selected from four regions of Thailand. For this qualitative research design, the grounded theory method was used for understanding the social construction of spirituality and its other themes. This chapter shares the research based evidence to explain the meaning of spirituality, the social factors influencing the concept of spirituality, and the consequences of spirituality.

Section 4, entitled "Social Problems and Social Psychology" posits social problems that directly and indirectly influence psychology.

Chapter 9: *Theory of Social Partitions and Identity Dynamics*; by Philippe Castel and Marie-Françoise Lacassagne. The aim of this chapter is to present the theory of "social partitions" and its related methodology (RepMut) using the results of certain research. The theory of social partitions is part of a trend in social categorization started by Tajfel. According to the principle of humans permanently seeking positive identity, it links the social identity levels provided by the SCT with ways of thinking highlighted by the social psychology of language. It also considers the importance of the social scene in the identity dynamic. This theory led to the creation of a software program which is a diagnostic tool of intergroup relations. A set of studies carried out in various fields (sport, discrimination, education, health) using this tool have not only enabled identity strategies in terms of social partitions to be drawn out, but also the understanding of some psycho-social mechanisms to be refined.

Chapter 10: *Attachment Styles and Parasocial Relationships: A Collectivist Society Perspective*; by Juliet Dinkha, Charles Mitchell and Mourad Dakhli. In this study we investigate parasocial relationships in media; more specifically we explore why

audience members fashion attachments with television personalities. The study aligns with previous research in the area by Cole and Leets, 1999 that looked at attachments formed with media figures and the correlation to level of attachments in real-life relationships. In their study, Cole and Leets used a three-dimensional attachment scale that included anxious-ambivalent, avoidant, and secure, and found those with higher insecurity or unstable real-life relationships have stronger parasocial relationships. We surveyed university age respondents and we used the same scales as Cole and Leets to examine whether in Kuwait, where dating violates social norms and looser bonds are found outside of the home, that stronger parasocial relationships with media personalities will be found because of the need to fulfill relationship needs outside of family. Our hypotheses in this chapter is that higher levels of anxious-ambivalents and avoidants both will be found due to the strict collectivist nature of the society forcing many to compensate for lack of real world relationships by forming mediated bonds. Moreover, we posited and discovered that that these two groups also showed the highest levels of parasocial relationships in our sample.

Section 5, entitled "Alienation, Exclusion and Terror: Current Issues and Future Challenges", explored some burning issues of our times. We are on the cusp of an "age of unreason" (The Economist, July 11, 2015). Aspects of violence shape our beliefs and attitudes. Within our limitations, we could address a few selected issues including homelessness.

Chapter 11: *Identifying Violence – Research on Residential Care Girls' Recognition of Violence*; by Helena Parkkila and Mervi Heikkinen. The focus of this study is the violence descriptions and definitions of girls aged 14-18, who currently live in child protective institutions under the legal responsibility of the public authorities. A total of fifty-seven individual interviews for target group girls were conducted in nineteen residential care institutions in Bulgaria, Finland, Italy and Catalonia, Spain, in the spring of 2013. With the aim of drawing up a general picture of violence recognition among girls, we use a feminist theoretical discussion and definitions of violence to address the gendered and sexualized forms of violence described by the interviewed girls. In all of the countries concerned, the interviewed girls described physical, mental/psychological and verbal violence. The results of this study suggest that there are gaps in girls' recognition of sexual violence and violence towards oneself. Girls in residential care institutions are vulnerable to violence due to their age, gender, race and previous and often cumulative victimization with respect to various forms of violence. The study contributes to the development of participatory research methods within a feminist social psychology, by presenting a standpoint on the research making process, in particular by focusing on experiences of marginalized girls in residential care institutions and to their empowerment.

Chapter 12: *Being Homeless: An Empty Self in an Empty World*; by Susan Eustace. Research into homelessness has been predominantly quantitative in design, solution-focused and may have effectively concealed the phenomenon itself. This hermeneutic phenomenological study involved in-depth interviews with six homeless persons currently rough sleeping or staying in temporary hostels in Dublin, Ireland. Participants ranged in age from 19 to 25 years and comprised three men and three women. Five were Irish born and one had moved to Ireland from Asia during the financial boom. Analysis revealed two essential, constitutive characteristics of homelessness, namely boredom as the mood of homelessness and the deeply anxiety-evoking, reduced capacity to care for oneself and to access and utilize care from others. Homeless persons are bored with the relentless waiting that life on the street entails. They live in a state of existential abandonment where the self, cut off from both the past and the future, exists in a meaningless vacuum. Furthermore, homelessness in terms of its origins and continuance can be viewed as a consequence of the breakdown of relationship with self and with others. Homeless persons struggle profoundly to access and maintain meaningful relationships. Through boredom and isolation, homeless persons exist as an empty self, suspended in an empty world. It is recommended that service providers and psychologists adopt more inclusive, creative, caring attitudes and policies underpinned by an understanding of the homeless person's need for meaningful and purposeful engagement in the world.

Section 6, entitled "Psychology as Social Practice" sought to explore certain dimensions of psychology that relate to social practice as a unified discipline replacing the 'departmentality' of bureaucratized disciplines (Mohan, B. 2015: 3-30)[1]

Chapter 13: *The Consciousness of Unemployed Workers in Brazil Analysed by Social Psychology*; by Inara Barbosa Leão, Juberto Antonio Massud de Souza and Ana Paula Bessa da Silva. We deal with a social psychology that understands the psyche as an individual psychological instance, coming from the interactions between the social processes and the biological ones in the *homo sapiens* species, that occur in social classes, mediated by the groups in which we live in, leading us to think and act as their members. These determinations were applied to research on the Psychosocial Implications of Unemployment for the Individual Consciousness: Manifestations in Thought and Emotions developed in Brazil with one thousand (1000) unemployed workers. The theoretical-methodological framework was based on dialectical and historical materialism that permitted rebuilding the real movement of the relation between the employed work and the unemployment. We analyzed the processes of consciousness of the unemployed worker affected by the mediation of their families and emotions, when of one of its members lost employment. We concluded that unemployment builds different consciences from the ones that traditional psychology can explain, because it

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[1]Mohan, Brij. 2015. Global Frontiers of Social Development Theory and Practice: Economy, Climate and Justice. New York: Palgrave Macmillan.

makes it impossible for men to produce their lives. The justification for this is based on neoliberal ideas that allow blaming the unemployed for their own situation, which is represented in psychosocial derogatory terms. Therefore, the psychological work must have a social character that leads to the de-alienation of consciences so that they understand the socioeconomic and policies relations that destroy some working methods, but that can create others.

Chapter 14: *Predicting and Changing Behaviour: The Social Psychology Perspective*; by Shulamith Kreitler. The issue of the relations of attitudes to behaviour has been of central importance in social psychology. The frequent failure of studies to prove the expected relations of attitudes to behaviours has prompted several major theoretical attempts to explain the failure and to create conditions under which attitudes would prove to be related to behaviours. These attempts finally culminated in several models explicating the relations of cognitive contents to behaviours. The major shortcomings of these models were their emphasis on rational decision making as the basis for the emergence of behaviour and reliance on self-reports of behaviour rather than actual behaviours. These shortcomings are overcome in the described model of cognitive orientation which is a general cognitive-motivational approach to understanding, predicting and changing behaviours. Its major assumption is that behaviour is a function of a motivational disposition, based on beliefs of four types (about oneself, about others and reality, about norms and about goals) referring to themes relevant for the behaviour in question, and of a behavioural program. The procedures of predicting behaviour and changing behaviour are described and illustrated.

Section 7, entitled "Science, Ideology and Social Psychology", seeks to unravel certain behavioural aspects of health, 'mobile health', and faith that explain the psychology beyond ideological gloss, scientism included.

Chapter 15: *The Social-Psychology of Religion - The Importance of Studying Religion Using Scientific Methodologies*; by Joel R. Anderson. Religion plays a vital role in the formation of communities and the interaction of cultures, yet is largely ignored in psychological texts. Contemporary religious trends across the globe are rapidly changing. For example, less people are adhering to traditional forms of religious practice, Atheism and secular beliefs are becoming increasingly common and valid, and acts of terror are commonly perceived as motivated by religion. This chapter discusses the operationalization of religion as a variable in scientific research (i.e., religious affiliation vs. use of religion in daily life) before discussing how this operationalization impacts our existing understanding of the relationship between religion and intra- (e.g., coping, personal decision making) and inter-personal (e.g., attitudes and behaviors towards outgroup members) psychological processes. The chapter closes with a discussion of challenges for the future of this field and recommendations for the measurement of this complex variable.

Chapter 16: *Attitudes Toward mHealth: A Look at General Attitudinal Indices Among Selected Filipino Undergraduates*; by Roann Munoz Ramos, Paula Glenda Ferrer-Cheng and Francine Rose de Castro. Mobile phones are increasingly used for Internet access due to their relatively low cost, easy availability and high usage rates. The ubiquity of mobile technology, especially among young people, is being incorporated in healthcare delivery. Known as mobile health (mHealth), it is the practice of medicine and public health supported by mobile devices. In developing countries, such as the Philippines, mHealth is relatively in its early stage. The popularity of mobile devices and applications (apps) among Filipinos may offer advantages and opportunities for local health professionals. However, to maximize mHealth usage, it is important to ascertain the attitudes regarding mHealth. To this end, survey forms were distributed to 811 undergraduates. In addition, a series of focus group discussions (FGDs) was conducted with 76 participants, elaborating on survey responses and centring on themes such as mHealth familiarity and health app usage. Although the participants are technologically adept and active Internet users, majority who responded to the survey are unaware of mHealth (81%). During the FGDs, ambivalent attitudes toward mHealth and health apps are expressed. Despite acknowledging the benefits of mHealth and mHealth apps, crucial issues such as mobile health applications validity are raised.

Special thanks to all the above authors, editorial advisory members, and reviewers who contributed with their efforts to make this book possible.

December 2015

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