

ABSTRACT

Social psychology is an attempt to understand how the thoughts, feelings and behavior of people are influenced by the actual, imagined and implicit presence of others. It focuses on inter-personal interactions and psychological aspects of social phenomena. This study aims to give an introduction to the social psychology while at the same time to focus also to social identity and the role of identity in social groups and social psychology. Because our identity is formed and shaped in connection with other people.

Key words. Social psychology, social identity, social groups



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INTRODUCTION TO SOCIAL PSYCHOLOGY

Social psychology is an attempt to understand how the thoughts, feelings and behavior of people are influenced by the actual, imagined and implicit presence of others. So, it focuses mainly on inter-personal interactions and influences that people exercise over the individual. Social psychology studies the psychological aspects of social phenomena, the social activity of man and its psychological basis, the characteristics of the human social behavior in certain groups and its attitudes. Social psychology is a science that studies the influences of our situations, with special attention to how we view and affect one another. More precisely, it is the scientific study of how people think about, influence, and relate to one another. Social psychology lies at psychology's boundary with sociology. Compared with sociology (the study of people in groups and societies), social psychology focuses more on individuals and does more experimentation. Compared with personality psychology, social psychology focuses less on individuals' differences and more on how individuals, in general, view and affect one another. (Myers,2013).

Social Psychology attempts to determine the character of social behavior. In a broad way we can say that social behavior involves one of the four following basic reactions. 1. When one individual meets another individual there is social reactions. Each individual affects the other individuals with whom he comes in to contact and is in turn affected by them. 2. Secondly the individual maybe reacting to a group. When an individual meets a group of individuals his behavior is affected. 3. As a counter part of this we have the reaction of a group of individuals to a single individual. For example, there is the reaction of the group to its leader. 4. Finally there is the reaction of one group of individuals to another group of individuals. Social psychology endeavors to study the characteristics of all these various forms of social behavior. (Kuppuswamy 1961).

Taj-fell, the essence of this theory can be summed up in the interpretation that each person's national identity is conditioned by the social identity

that relies on the fact: yes, each person belongs to different social groups. Therefore, national identity is part of the whole social identity, so it seems that this identity is based on belonging to group, in this case even the nation. Just being a member of the group (nation) the man can develop the feelings of nationality. Participants in such a group, man grows self-confidence, feeling of security, social identity and will be able to know better the own values. But belonging to a national identity according to this theory can also bring problems, because the individual being a member of an underdeveloped group, etc., can it returns with negative effects this level of belonging, in the most form expressed as loss of self-confidence, loss of sense of values its own etc. We should take into consideration that the nation's crises are followed even with crisis of identity of belonging.

The affiliation to the powerful group also made the individual more powerful. If a man it belongs to a powerful group, in this case a national group, British and American, then he will have it easy in terms of realizing many demands for life and work, will be more respected and protected wherever it will be, and vice versa, a person belonging to a national group of underdeveloped and poor, will be much more difficult after will rarely be accused and identified as a problem even without it was such a thing.

Our behavior takes shape according to what? Why do some people become great leaders? How do prejudices develop on human and how can we overcome it? These are some of the few important areas of work that social psychology is interested in.

Every day we create impression on the people we meet. Once we get apart from them, we come to conclusions and judge whether we liked or not the unknown people we met and talked. We form or change our attitudes and experiences through interactions with other people.

According to Aristotle humans are naturally sociable, a necessity which allows us to live together (an individual centered approach), while Plato believed that the state controlled the individual and encouraged social

responsibility through social context (a socio-centered approach). Social learning theory says that social behavior is learned and stored through observation processes, imitation, and reinforcement learning and behavior has a special relationship with aggressiveness. Sociological theory sees behavior as a group process. biological theory says that humans have some innate tendency which make them or behave aggressively or to help others. Although the struggle to understand humanity is as old as philosophy and literature, the emergence of social psychology as an academic discipline coincides with the end of the nineteenth century, when psychology emerges as a science.

Before the end of the 19th century, psychology did not exist either in form or content, but the social thought or social philosophy which social psychology was built has much more long-lasting history and content. Today's psychologists distinguish some of the important topics of early social philosophic thought:

- If people are accepted as individuals, is a unique individual, or is essentially like the others?
- Is the individual a function of society, or society is the product of the individual?
- Is there an understanding of the relationship between the individual and the society or is it an expression of concealed ideology?

Social psychology was born with published first text book "An Introduction to Social Psychology (1908) by William McDougall, which contained chapters on emotion and sentiment, morality, character and religion, quite different to those incorporated in the field today. He believed that social behavior was innate/instinctive and therefore individual, hence his choice of topics Social psychology has been the boom area of psychology in the twenties century. In the 1920s, only a handful of books in the area existed-notably those of Freud (1924) and McDougall (1908). But by the 1970s, social and personality psychology was the largest specialty of affiliation of

the American Psychology Association-one-quarter of academic psychologists are social psychologists (WEXLER, 1996).

SOCIAL IDENTITY

We are all aware that of being part of a social group in some way reflects a part of personality, since the group we are part of, must in principle have some consistency with the individual's thoughts and principles. Social psychology is defined as "scientific" investigation, where the thoughts, feelings, and behaviors of individuals are influenced by the reality or imagination applied to the presence of others.

What is Identity?

Identities are the traits and characteristics, social relations, roles, and social group memberships that define who one is. Identities can be focused on the past-what used to be true of one, the present-what is true of one now, or the future-the person one expects or wishes to become, the person one feels obligated to try to become, or the person one fears one may become. Identities are orienting, they provide a meaning-making lens and focus one's attention on some but not other features of the immediate context (Leary & Tangney, 2012).

Identity is "people's concepts of who they are, of what sort of people they are, and how they relate to others" (Hogg and Abrams 1988, 2).

Identity "refers to the ways in which individuals and collectivities are distinguished in their social relations with other individuals and collectivities" (Jenkins 1996).

Our identity is formed and shaped in connection with other people. People do not just have individual selves, while people perceive and understand themselves are influenced by their personal and social identities. One significant component of individual identity is social identity. Social identity

is about how we define ourselves in terms of the characteristics we have in relationships with others. For example, our beliefs, our professions, our positions in society (mother, father), political views etc. In fine social identity is a person's sense of who they are based on their group membership. Social identity theory was conducted by the British social psychologist Henri Tajfel and John Turner in the early 1970s and it says that we get our self-esteem from the groups we belong to.

It points out that group membership by itself is sufficient to create prejudice, without any need for competition over resources. The main point of Social Identity theory is that group members of an in-group will look find negative aspects of an out-group, thus enhancing their self-image. Prejudiced views between cultures might result in racism and in its extreme forms, racism might result in genocide, such as occurred between Bosnia and Serbia. At the heart of the theory lies self-categorization. Human instinctively categorize the world into myriad dichotomous groupings consisting of *us* and *them*. According to social identity theory, identification is a motivational need for some positive distinctiveness, which is believed to be satisfied through social comparison to heighten differences between groups. (Geene, 1999). As a result, when a group becomes salient, the features associated with that group guide one's attitudes and behaviors. Consequently, differences across groups are highlighted and disparities within categories are trivialized. (Mckinley, Mastro, Warber, 2014). Social identities are much more than self-perceptions. They also have value and emotional significance.

People change and develop constantly throughout their lives. One of the periods in which these changes are intense is the period of puberty. Adolescence is between 10 and 18 years of age and it is consisting of three sub-groups: early, middle and advanced adolescence. According to Erikson, the main characteristic to be gained in adolescence is the development of identity. Identity, in its most general sense, is defined as the answer given to the question "who am I?"

In childhood, the initial sense of identity arises in the place where the mother and the child find mutual trust and know each other. Autonomy is reflected in the child's identity in the form of 'I am free to do what I want'. Allowing a child's entrepreneurship and achieving the goal will have a significant impact on gaining personality in adolescence.

Individuals define and evaluate themselves, taking into account the social group they are members of. Other groups in a social circle for individuals provide a basis for assessing their group's position. A group member determines the position of the group that is member of by social comparison with other (internal-group / external-group) similar groups. This comparison is related to values that are loaded into certain behaviors and qualities (strength, skin color, ability...). People, to obtain a positive social identity and to rise their social esteem while performing this social comparison are favoring their social groups and shows tendency to underestimate other social groups.

People while perceive and understand themselves are influenced by their personal and social identities. One significant component of individual identity is social identity. According to the social psychology theory and social identity theory these two phenomena of identities cannot be separated from each other. Personal identity affects social identity of the individual and the social identity contributes to the development to the personal identity. The main reason that social identity theory attracted great interest is the "sharpness" of the basic assumptions of the theory.

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