

PSYCHOLOGY (Mains)
PAPER - II

Psychology: Issues and Applications

1. Psychological Measurement of Individual Differences:

The nature of individual differences; Characteristics and construction of standardized psychological tests; Types of psychological tests; Use, misuse and limitation of psychological tests; Ethical issues in the use of psychological tests.

2. Psychological well being and Mental Disorders:

Concept of health-ill health; Positive health, well being; Causal factors in mental disorders (Anxiety disorders, mood disorders, schizophrenia and delusional disorders; personality disorders, substance abuse disorders); Factors influencing positive health, well being, life style and quality of life; Happiness disposition.

3. Therapeutic Approaches:

Psychodynamic therapies; Behaviour therapies; Client centered therapy; Cognitive therapies; Indigenous therapies (Yoga, Meditation); Bio-feedback therapy; Prevention and rehabilitation of the mentally ill; Fostering mental health.

4. Work Psychology and Organizational Behaviour:

Personnel selection and training; Use of psychological tests in the industry; Training and human resource development; Theories of work motivation – Herzberg, Maslow, Adam Equity theory, Porter and Lawler, Vroom; Leadership and participatory management; Advertising and marketing; Stress and its management; Ergonomics; consumer psychology; Managerial effectiveness; Transformational leadership; Sensitivity training; Power and politics in organizations.

5. Application of Psychology to Educational Field:

Psychological principles underlying effective teaching-learning process; Learning styles; Gifted, retarded, learning disabled and their training; Training for improving memory and better academic achievement; Personality development and value education, Educational, vocational guidance and career counseling; Use of psychological tests in educational institutions; Effective strategies in guidance programmes.

6. Community Psychology:

Definition and concept of community psychology; Use of small groups in social action; Arousing community consciousness and action for handling social problems; Group decision making and leadership for social change; Effective strategies for social change.

7. Rehabilitation Psychology:

Primary, secondary and tertiary prevention programmes-role of psychologists; Organizing of services for rehabilitation of physically, mentally and socially challenged persons including old persons, Rehabilitation of persons suffering from substance abuse, juvenile delinquency, criminal behaviour; Rehabilitation of victims of violence, Rehabilitation of HIV/AIDS victims, the role of social agencies.

8. Application of Psychology to disadvantaged groups:

The concepts of disadvantaged, deprivation; Social, physical, cultural and economic consequences of disadvantaged and deprived groups; Educating and motivating the disadvantaged towards development; Relative and prolonged deprivation.

9. Psychological problems of social integration:

The concept of social integration; The problem of caste, class, religion and language conflicts and prejudice; Nature and manifestation of prejudice between the in-group and out-group; Causal factors of social conflicts and prejudices; Psychological strategies for handling the conflicts and prejudices; Measures to achieve social integration.

10. Application of Psychology in Information Technology and Mass Media:

The present scenario of information technology and the mass media boom and the role of psychologists; Selection and training of psychology professionals to work in the field of IT and mass media; Distance learning through IT and mass media; Entrepreneurship through e-commerce; Multilevel marketing; Impact of TV and fostering value through IT and mass media; Psychological consequences of recent developments in Information Technology.

11. Psychology and Economic development:

Achievement motivation and economic development; Characteristics of entrepreneurial behaviour; Motivating and training people for entrepreneurship and economic development; Consumer rights and consumer awareness, Government policies for promotion of entrepreneurship among youth including women entrepreneurs.

12. Application of psychology to environment and related fields:

Environmental psychology-effects of noise, pollution and crowding; Population psychology: psychological consequences of population explosion and high population density; Motivating for small family norm; Impact of rapid scientific and technological growth on degradation of environment.

13. Application of psychology in other fields:

(a) Military Psychology

Devising psychological tests for defence personnel for use in selection, Training, counseling; training psychologists to work with defence personnel in promoting positive health; Human engineering in defence.

(b) Sports Psychology

Psychological interventions in improving performance of athletes and sports. Persons participating in Individual and Team Games.

(c) Media influences on pro and antisocial behaviour

(d) Psychology of terrorism

14. Psychology of Gender:

Issues of discrimination, Management of diversity; Glass ceiling effect, Self fulfilling prophesy, Women and Indian society

