

**BHARATHIAR UNIVERSITY: COIMBATIORE-641046**  
**B.Sc. PSYCHOLOGY**  
**(For the students admitted during the academic year 2014-2015)**

**SCHEME OF EXAMINATION: CBCS PATTERN**

Part	Study Components /course title	Ins.hrs/week	Exam				Credit
			Duration	CIAS	University Exam	Total	
	<b>Semester -I</b>						
I	Language I	6	3	25	75	100	4
II	English- I	6	3	25	75	100	4
III	Core I : General Psychology I	5	3	<b>20</b>	<b>55</b>	<b>75</b>	<b>3</b>
III	Core II: Developmental Psychology I	5	3	<b>20</b>	<b>55</b>	<b>75</b>	<b>3</b>
III	Allied Paper I: Educational Psychology	6	3	25	75	100	4
IV	Environmental Studies #	2	3	-	50	50	2
	<b>Semester- II</b>						
I	Language II	6	3	25	75	100	4
II	English- II	6	3	25	75	100	4
III	Core III: General Psychology II	5	3	25	75	100	4
III	Core IV: Core Practical - I	5	3	40	60	100	4
III	Allied Paper II: Educational Psychology - Practical	6	3	40	60	100	4
IV	Value education- Human Rights #	2	3	-	50	50	2
	<b>Semester III</b>						
I	Language III	6	3	25	75	100	4
II	English- III ( Communication skills)	6	3	25	75	100	4
III	Core V: Social Psychology I	4	3	25	75	100	4
III	Core VI: Practical II	5	3	40	60	100	4
III	Allied III: Psychological Statistics	4	3	25	75	100	4
IV	Skill Based Subject 1: Counselling Psychology	3	3	20	55	75	3
IV	Tamil@/Advanced Tamil#(OR) Non Major elective I (Yoga for Human Excellence)#/Women's Rights#/Constitution of India#	2	3	50		50	2
	<b>Semester IV</b>						
I	Language IV	6	3	25	75	100	4
II	English- IV	6	3	25	75	100	4
III	Core VII: Social Psychology II	4	3	25	75	100	4
III	Core VIII: Practical III	5	3	40	60	100	4
III	Allied IV: Research Methodology	4	3	25	75	100	4
IV	Skill Based Subject 2: Testing and Assessment	3	3	20	55	75	3
IV	Tamil@/Advanced Tamil#(OR) Non Major elective –II (General Awareness#)	2	3	50		50	2

<b>Semester V</b>							
II	Core IX: Abnormal Psychology I	6	3	25	75	100	4
III	Core X: Industrial/Organizational Psychology I	6	3	25	75	100	4
III	Core XI: Health Psychology	6	3	25	75	100	4
III	Core XII: Practical IV	5	3	40	60	100	4
III	Elective I	4	3	25	75	100	4
IV	Skill Based Subject 3: Life Skill Development	3	3	20	55	75	3
<b>Semester VI</b>							
III	Core XIII: Abnormal Psychology II	6	3	25	75	100	4
III	Core XIV: Industrial/Organizational Psychology II	6	3	25	75	100	4
III	Core XV: Practical V	5	3	25	75	100	4
III	Elective II	5	3	25	75	100	4
III	Elective III	5	3	25	75	100	4
IV	Skill Based Subject 4: Personality Assessment	3	3	20	55	75	3
V	Extension Activities @	-	3	50	-	50	2
<b>Total</b>						3500	140

Includes 25/40% continuous internal assessment marks for theory and practical papers respectively

@ No University Examination. Only Continuous Internal Assessment

# No Continuous Internal Assessment(CIA). Only University Examination

List of Elective papers ( Colleges can choose any one the paper as electives)		
Elective -I	A	Consumer Behaviour
	B	Sports Psychology
	C	Human Resource Management
Elective -II	A	Behaviour Modification
	B	Guidance and Counselling Services
	C	Psychology of Adjustment
Elective -III	A	Environmental Psychology
	B	Forensic Psychology
	C	Psychology and Gender Issues

## Semester 1

### CORE 1: GENERAL PSYCHOLOGY – 1

#### UNIT – 1

**SCIENCE OF PSYCHOLOGY:** Definition of Psychology – Psychology as a Behavioural Science – Methods of Psychology – Major sub fields of Psychology – Early Schools of Psychology: structuralism, Gestalt Psychology, Functionalism, Behaviourism, Modern Perspectives : Behavioural, Biological, Cognitive, Social, Developmental, Humanistic and Psychoanalytic perspectives.

#### UNIT – II

**SENSORY PROCESS:** Sensory Channels – Characteristics of senses: Absolute Threshold, Differential Threshold, Sensory Adaptation – Sensory Processes: Vision, Hearing, Smell, Taste, Skin senses, Senses of equilibrium, kinesthetic sense.

#### UNIT – III

**ATTENTION AND PERCEPTION :** Attention – Determinants of Attention – Object perception and Perceptual Constancies – Principles of Perceptual Organisation – Movement perception – Depth Perception – The Role of Learning in Perception – Extra Sensory Perception (ESP).

#### UNIT –IV

**LEARNING:** Classical conditioning - Operant conditioning – The Principle of Reinforcement – Multiple Response Learning – Cognitive Learning: Latent Learning, Insight Learning and Imitation.

#### UNIT – V

**MEMORY AND FORGETTING:** Theories about Memory: Theory of General Memory Functions, Information Processing Theories, The Levels of Processing Theory – Organisation and Processes of Long – Term Memory – Retrieval from Long – Term Memory – Forgetting – Meaning – Theories of Forgetting – Amnesia: Psychological and Biological Amnesias – Improving Memory.

#### BOOKS FOR REFERENCE:

- 1.Morgan, C.T.,King R.A.,Weisz, J.R. and John Schopler, introduction to Psychology (7<sup>th</sup> Edition) New Delhi: Tata McGraw Hill, 2008.
2. Hilgard, E.R.,Atkinson, R.C., and Atkinson, R.L.,Introduction to Psychology (6<sup>th</sup> Edition) New Delhi: Oxford and IBH Publishing Co., 2003.
- 3.Robert, A.Baron,Psychology (5<sup>th</sup> Edition) New Delhi: Prentice Hall of India, 2004.
4. Mangal, S.K., General Psychology, New Delhi: Sterling Publishers, 2009.

## **CORE II: DEVELOPMENTAL PSYCHOLOGY 1**

### **UNIT – 1**

**INTRODUCTION TO DEVELOPMENTAL PSYCHOLOGY:** Developmental Psychology – Meaning – Developmental changes – Meaning – Significant facts about development – The life span : Conditions influencing longevity – Subdivisions of life span – Stages in the life span – Developmental tasks during the life span.

### **UNIT –II**

**PRENATAL PERIOD:** Characteristics of the prenatal period – How life begins – Importance of Conception – Periods of prenatal development – Attitudes of significant people – Hazards during the prenatal period.

### **UNIT –III**

**INFANCY:** Infancy – Characteristics of infancy – Major adjustments of infancy – Conditions influencing adjustment to postnatal life – Characteristics of the infant – Hazards of infancy.

### **UNIT –IV**

**BABYHOOD:** Babyhood – Characteristics of babyhood – Physical development – Physiological Functions – Muscle control – Speech development – Beginnings of interest in play - Development of understanding – Personality development – Hazards.

### **UNIT –V**

**EARLY AND LATE CHILDHOOD:** Early and Late childhood – Characteristics – Physical development – skills – Speech Development – Emotional development – Social development – Play – Moral development – Personality development – Hazards.

### **BOOKS FOR REFERENCE:**

Elizabeth B. Hurlock: Developmental Psychology – A Life – Span Approach,  
New Delhi: Tata McGraw Hill, (5<sup>th</sup> Edition),2005.

## ALLIED PAPER 1: EDUCATIONAL PSYCHOLOGY

### UNIT –I

**Exploring Educational Psychology:** Exploring Educational Psychology: Historical Background – Teaching: Art and Science – Effective Teaching; Professional Knowledge and skills – Goal – Setting and Instructional Planning Skills – Classroom Management Skills – Motivational Skills – Communication Skills – Technological Skills. Research in Educational Psychology: The Scientific Research approach – Research Methods – Program Evaluation Research – Research Challenges.

### UNIT -II

**Cognitive Development: Piaget’s Theory and Vygotsky’s Theory:** Cognitive Development: piaget’s Theory: Cognitive Processes-Piagetian Stages – Evaluating piaget’s Theory: Contributions and Criticisms. Vygotsky’s Theory – Assumptions – The Zone of proximal Development – Scaffolding – Language and Thought.

### UNIT – III

**Language Development and Intelligence:** Language Development : Language – Morphology – Syntax – Semantics – Biological and Environmental influences. Memory : Encoding – Storage – Retrieval and Forgetting. Intelligence: Intelligence Tests – Theories of Multiple Intelligence – Information – Processing Approach – Segler” View – Met cognition – The Good Information – Processing Model.

### UNIT – IV

**Learning and motivation:** Learning: Behavioral Approaches to Learning – Classical Conditioning Operant Conditioning. Increasing Desirable Behaviors – Decreasing Undesirable Behavior. Bandura’s Social Cognitive Theory – Observational Learning. Motivation: Perspectives on Motivation – Extrinsic and Intrinsic Motivation – Other Cognitive Process – Anxiety and Achievement Social Motives.

### UNIT – V

**How-to-Reach, Low Achieving Students and Children with Disabilities:** Hard-to-Reach, Low Achieving Students: Discouraged Students – Uninterested and Alienated Students – Dealing with problem Behaviors: Management Strategies- Dealing with Aggression – Classroom and School – Based Programs. Children with Disabilities : Sensory Disorders – Physical disorders – Mental Retardation – Speech and Language Disorders – Learning Disabilities – Attention Deficit Hyperactivity Disorder – Emotional and Behavioral Disorders.

### REFERENCE BOOKS:

- 1.JOHN WASANTROCK,(2006) Educational Psychology, 2<sup>nd</sup> Edition, New Delhi, Tata McGraw-Hill.
- 2.NORMANA. SPRINTHALL,RICHARD C. SPRINTHALL AND SHARON N.OJA,(1994) Educational Psychology, 6<sup>th</sup> Edition, New York, McGraw-Hill.

## **Semester II**

### **CORE III: GENERAL PSYCHOLOGY - II**

#### **UNIT – 1**

##### **MOTIVATION**

Nature of Motivation – Theories of Motivation: Drive theories, Incentive theories, Opponent – Process theory, Optimal – Level theories, Psychoanalytic theory, Social Learning theory – Biological Motivation: Hunger, Thirst and Sexual Motivation. Social Motives : Achievement Motivation, Power Motivation and Aggression as Motive. Motives to Know and to be effective: Stimulus and Exploration Needs, Effect on Motivation, and Self – Actualization Motive.

#### **UNIT –II**

##### **EMOTION**

Physiological responses in Emotion: Theories of Emotion: James-Lange Theory, Cannon-Bard Theory, Schachter-Singer–Theory, Cognitive Appraisal Theory. A Theory of Relationships among Emotions. Emotional Intelligence, Frustration and Conflict: Sources of frustration and Types of Conflict.

#### **UNIT –III**

##### **INTELLIGENCE AND SPECIAL APTITUDES**

Definition of Intelligence – Theories of Intelligence: Factor Theories, Process Oriented Theories – Assessing Intelligence – Age Changes in Intelligence: Stability of IQ, Growth of Intelligence – Individual Differences in Intelligence: Mental Sub-normality, Mentally Gifted, Genetic and Environmental Influences on Intelligence – Group Differences in Intelligence. Special Aptitudes: Scholastic Aptitudes, Vocational Aptitudes and Interests.

#### **UNIT –IV**

##### **THINKING**

Definition – Elements of Thought – Concept Formation – Problem Solving: - Rules in Problem Solving – Habit and set in Problem solving – Types of Thinking – Creative Thinking – Nature and stages – Characteristics of Creative Thinkers.

#### **UNIT –V**

##### **PERSONALITY**

Definition – Type and Trait Theories of Personality, Dynamic Personality Theories, Learning and Behavioural Theories, Humanistic Theories – Measurements of Personality: Paper and Pencil Tests, Projective Methods.

##### **BOOKS FOR REFERENCE:**

1. Morgan, C.T., King R.A., Weisz, J.R. and John Schopler, Introduction to Psychology (7<sup>th</sup> Edition) New Delhi: Tata McGraw Hill, 2008.
2. Hilgard, E.R., Atkinson, R.C., and Atkinson, R.L. Introduction to Psychology (6<sup>th</sup> Edition) New Delhi: Oxford and IBH Publishing Co., 2003.
3. Robert, A. Baron, Psychology (5<sup>th</sup> Edition) New Delhi: Prentice Hall of India, 2004.
4. Mangal, S.K. General Psychology, New Delhi: Sterling Publishers, 2009.
5. Goleman. D. Emotional Intelligence, New York: Bantam Books, 1996.

## **CORE IV: CORE PRACTICAL 1**

### **SUGGESTION**

Progressive Weights  
Suggestible Questions

### **ASSOCIATION**

Free-Association – Word list Method  
Free-Association – Chain Method

### **SENSORY AND MOTOR TESTS**

Visual Acuity  
Colour Blindness  
Motor tests

### **ATTENTION**

Distraction of Attention  
Division of Attention  
Span of Attention

### **PERCEPTION**

Optical Illusion  
Span of Apprehension

### **BOOKS FOR REFERENCE:**

1. Anastasi & Urbina (2010), Psychological Testing (7<sup>th</sup> Ed.). New Delhi: PHI Learning Pvt.Ltd.
2. Rajamanickam(2005). Experimental Psychology, Vol I & II. New Delhi: Concept Publishing Company.
3. Collins, M. and Drever, J: Experimental Psychology, Ludhiana: Lyall Book Depot, 1968.
4. Kuppaswamy B: Elementary Experiments in Psychology, Madras: Oxford University Press 1954.
5. Woodworth, R.S. and Schlosberg, H.Experimental Psychology, New Delhi: Oxford and IBH Publishing Co.1971.
6. Freeman F.S: Theory and Practice of Psychological Testing, New Delhi: Oxford and IBH Publishing Co.1976.

## **ALLIED PAPER-II : EDUCATIONAL PSYCHOLOGY – PRACTICAL**

### **I. Motivation**

1. Need Achievement Test
2. Intrinsic and Extrinsic Motivation Test

### **II. Counselling**

1. Student Alienation Questionnaire
2. Rumination

### **III. Vocational Planning**

1. Holland Personality Inventory
2. Career Ability Placement Survey

### **IV. Adjustment**

1. Youth Problem Inventory
2. Teachers Attitude Inventory



**SEMESTER III**  
**CORE V: SOCIAL PSYCHOLOGY I**

**Unit – I: An Introduction To Social Psychology**

Definition - The Boundaries of Social Psychology - The roots of Social Psychology - The Future of Social Psychology - Research in Social Psychology: Theories and Hypotheses, Experimental Research, Correlation Research

**Unit – II: Perceiving And Understanding Others**

Non verbal communication-Attribution: Situational and Dispositional Causes - Theories of Attribution: Jones and Davis's Theory - Kelley's Theory –Impression formation and impression management

**Unit – III: Prejudice, Discrimination And Stereotypes**

Prejudice- Discrimination and Stereotypes – The causes effects and cures- Nature and origins stereotyping-Prejudice and Discrimination: Feelings and action toward Social groups-Techniques for countering its effects

**Unit – IV: The Self And Attitude**

Defining the Self: Self presentation-Self knowledge-Thinking about the self-Personal versus social identity- Self-Esteem-Attitudes towards our selves- Social comparison- Evaluation of ourselves- Attitude formation-Development of attitudes-Attitude influence and guide behavior-Fine art of persuasion- Cognitive Dissonance

**Unit – V: Interpersonal Attraction: Close Relationships**

Internal determination and external determinants of attraction – Factors based interacting with others – Interdependent relationships with family and friends – Marriage - Troubled Relationships and the effects of Marital Failure.

**REFERENCES**

1. Feldman, Robert S., Social Psychology, (Second Edition). New Jersey, USA: Prentice Hall, 1998.
2. Baron, R.A. and Byrne, D., Social Psychology, (8th Edition). New Delhi: Prentice Hall of India, 1997.
3. Baron,R.A., Bharadwaj.,G.,Branscombe.N.R. and Byrne,D. Social Psychology, (8th Edition). New Delhi; Pearson Education (2009)

## CORE VI : PRACTICAL II

### **Suggestion**

Size Weight Illusion box (22 weights)  
Progressive Weight Box  
Two Hand Coordination with error counter  
Suggestible Questions

### **Association**

Free Association Test (Word list method)  
Free Association Test (Chain method)  
Colour Preference Apparatus

### **Sensory and Motor Test**

Finger Maze Apparatus  
Finger Dexterity Board with Pins  
Tweezers Dexterity Board with Pins  
Minnesota Rate of Manipulation test (MRMT)

### **Attention**

Division of Attention Board with reset 6 digit impulse counter  
Clerical Aptitude Scale  
Tachistoscope apparatus with Cards  
Cutaneous Sense Spot Test

### **Perception**

Depth Perception Apparatus  
Size Constancy Apparatus  
Kinesthetic Figural After Effect  
Muller Lyre Apparatus with Stand

### **References**

1. Anastasi and Urbina (2010). Psychological Testing (7<sup>th</sup> Ed.) New Delhi. PHI Learning Pvt. Ltd.
2. Rajamanickam (2005). Experimental Psychology, Vol 1 & Vol II, New Delhi : Concept Publishing Company
3. Collins, and Drever, J(1968).Experimental Psychology: Ludhiana: Lyall Book Depot
4. Kuppuswamy .B (1954). Elementary Experiments In Psychology, Madras: Oxford Publishing Press
5. Woodworth, R.S.and Schlosberg .H. (1971) Experimental Psychology. New Delhi: Oxford Publishing Co.
6. Freeman F.S. (1976). Theory and Practice of Psychological Testing: New Delhi: Oxford and IBH Publishing Co.

## **ALLIED III: PSYCHOLOGICAL STATISTICS**

### **Unit: 1 Introduction**

Meaning and Definition Statistics – Characteristics of Statistics – Nature and Scope of Statistics – Uses and Limitations of Statistics – Application of Statistics in Psychology

Meaning and Definition of variable – Dependent variable – Independent variable – Descriptive Statistics – Inferential Statistics

### **Unit:2 Organization of Data**

Introduction – Meaning of Enquiry – Planning and Designing of Enquiry – Primary Data – Secondary Data – Framing a schedule – Classification and Tabulation of Data – Frequency Distribution.

Diagrammatic and Graphic Representation of Data – Cumulative Percentage – Frequency

### **Unit: 3 Measures of Central Tendency**

Meaning and Purpose of Measures of Central Tendency - Characteristics and Types of Measures – Characteristics and Uses of Mean, Median and Mode – Computation of Mean, Median and Mode

Meaning, Purpose and Uses of Percentiles and Percentile Ranks – Its Application in Psychology

### **Unit: 4 Measures of Variability**

Concept of Variability – Meaning and Importance of Variability – Range – Quartiles

Quantity Deviations – Mean Deviation – Standard Deviation – Computation and Uses – Application in Psychology.

### **Unit: 5 Parametric and Non-parametric Tests**

Meaning, purpose and assumptions of Analysis of variance – One way and Two way ANOVA – Meaning and assumptions of distribution free statistics – Chi square.

Meaning and Characteristics of Correlation – Types of Correlation – Person's Product Moment Correlation – Spearman's Rank Correlation

### **Suggested Readings**

1. Garrett, H.E. (2004). Statistics in Psychology and Education, 6<sup>th</sup> Edition, New Delhi: Paragon International Publishers.
2. Guilford, J.P., and Fruchter. (1987). Fundamental Statistics in Psychology and Education, 6<sup>th</sup> Edition, Singapore: McGraw Hill.
3. Mangal, S.K. (2004). Statistics in Psychology and Education, 2<sup>th</sup> Edition, New Delhi: Prentice Hall.
4. Girija, M., Sasikala, L., and Girija. (2004). Introduction to Statistics, 1<sup>st</sup> Edition, New Delhi: Vrinda Publications.
5. Bhandarkar, K.M. (2006). Statistics in Education, 1<sup>st</sup> Edition, Hyderabad: Neelkamal.
6. Kumar, P. (2006). Psychological Statistics, 1<sup>st</sup> Edition, Jaipur: Aavishkar Publishers.

## **SKILL BASED SUBJECT-1: COUNSELLING PSYCHOLOGY**

### **Unit 1: Counselling The Art and Science of Helping**

Definition- Goals of Counselling- Role of a counselor- Ethical and professional issues

### **Unit 2: Counselling Process**

Theoretical approaches- Psychodynamic approaches (Freud) - Behavioural- cognitive approaches (Albert Ellis)- Humanistic approaches (Rogers)- Eclectic approaches- Characteristics of a effective counselor- Counselling relationship

### **Unit 3: Counselling Skills**

Observing - Attentive listening - Responding, Probing, Paraphrasing- Respect, Empathy, Diagnosing- Goal setting

### **Unit 4: Special areas of counselling**

Individual Vs Group Counselling- Career counseling- Family & Marital counseling- Addicts & anti socials- Crisis intervention & Trauma counseling- Hospice Care

### **Unit V: Counselling Today**

Counseling around the globe- Professional association for counseling- Modern trends- Counselling in India

### **Text Book:**

1. Narayana Rao, S. (2013), Counseling and Guidance -3rd edition, Tata McGraw Hill, New Delhi .

### **References:**

1. Gelso, C.J; Fretz, B.R.(2000), Counselling Psychology 92nd edition), Prism books Pvt Ltd, Bangalore.
2. Jones, R.N.(2005), Practical Counselling and Helping Skills, Sage Publication Ltd, London.
3. Patri, Vasantha R , (2001). Counselling Psychology, New Delhi: Authors Press.
4. Madhukar, K. (2000) : Guidance and Counselling, Author's Press, New Delhi
5. Nelson-Jones R., (2012). Basic Counselling Skills: A Helper's Manual, SAGE South Asia
6. Gibson R., Mitchell, M. (2008). Introduction to Counseling and Guidance,

**SEMESTER IV**  
**CORE VII: SOCIAL PSYCHOLOGY II**

**Unit – I: Prosocial Behavior**

Prosocial Behaviour and Altruism: Dealing with emergencies-Motives for prosocial behavior- Responding to an emergency- External and internal influence on helping behavior- Long term commitment to prosocial acts

**Unit – II: Aggression**

Perspectives on aggression- Causes of human aggression: Social,culture,personal, and Situational –Aggression in ongoing relationship: bullying and aggression at work-The prevention and control of aggression: some useful techniques

**Unit-III: Groups And Individuals**

Benefits of joining :Effects of the presence of others : From task performance to Behavior in Crowds-Social loafing : Letting others do the work –Coordination in groups- Perceived fairness in groups: Its nature and effects- Decision making by groups

**Unit – IV: Conformity, Compliance And Obedience**

Conformity: Factors affecting Conformity - The bases of Conformity - Compliance: The Foot-in-the-Door Technique – The Door-in-the-Face Technique - The That's-Not-All Technique - The Lowballing Technique - On-the-Job Influence. Obedience: Obedience to Authority - Milgram Studies - Defying Social Pressure.

**Unit – V: Applying Social Psychology**

Applying Social Psychology to the interpersonal aspects of the legal System – The Testimony of Eyewitnesses - Problems and solutions – Processing Health Related Information – world of work – Job satisfaction – Helping – and Leadership.

**References**

1. Feldman, Robert S., Social Psychology, (Second Edition). New Jersey, USA: Prentice Hall,1998.
2. Baron, R.A. and Byrne, D., Social Psychology, (8th Edition). New Delhi: Prentice Hall of India, 1997.
3. Myers,,David G.Social Psychology.(8<sup>th</sup> Edition).New Delhi: Tata McGraw – Hill Publishing Company Limited.2006.
4. Baron,R.A., Bhardwaj,,G.,Branscombe.N.R. and Byrne,D. Social Psychology, (8th Edition). New Delhi; Pearson Education (2009)

## **CORE VIII :PRACTICAL III**

### **Feeling and Emotion**

Judging Emotions from Photographs

### **Motivation**

Motivation Analysis Test

Need Pattern Scale

Social Motive Scale

Achievement Motivation Scale

### **Reaction Time**

Simple Reaction Time Apparatus

Choice Reaction Time Apparatus

Association Reaction Time Apparatus

Discrimination Time Reaction Time Apparatus

### **Learning**

Maze Learning Apparatus

Winking Reflex Apparatus Air/Puff Apparatus

Retroactive Inhibition (Effect of Interpolated Activities on Previous Learning)

Card Sorting Tray with Cards for Habit Interference

### **Imagination**

Vividness of Imagery

### **Thinking and Problem Solving**

Concept Formation (**Yerkes's Multiple Choice Apparatus**)

Problem Solving Ability Test (**L.N. Dubey**)

Passi-Usha Test of Creative Problem Solving

Test of Thinking Strategies (**Smriti Swarup and D.H. Mehta Swarup Mehta**)

### **References**

1. Anastasi and Urbina (2010). Psychological Testing (7<sup>th</sup> Ed.) New Delhi. PHI Learning Pvt. Ltd.
2. Rajamanickam (2005). Experimental Psychology, Vol 1 & Vol II, New Delhi : Concept Publishing Company
3. Collins, and Drever, J(1968).Experimental Psychology: Ludhiana: Lyall Book Depot
4. Kuppaswamy .B (1954). Elementary Experiments In Psychology, Madras: Oxford Publishing Press
5. Woodworth, R.S.and Schlosberg .H. (1971) Experimental Psychology. New Delhi: Oxford Publishing Co.
6. Freeman F.S. (1976). Theory and Practice of Psychological Testing: New Delhi: Oxford and IBH Publishing Co.

## **ALLIED IV: RESEARCH METHODOLOGY**

### **Unit 1 Introduction**

Objectives, importance, characteristics and utility of research. Defining research problems, sources of research ideas, developing good research questions  
Ethical consideration in Psychological research.

### **Unit 2: Testing of Hypothesis**

Formulating and testing of Hypothesis Meaning of statistical inference, Population and Sample, Sampling distribution Standard Errors of Mean, Degrees of freedom.  
Computation and interpretation of t-values, Level of significance, Type I and Type II Errors.

### **Unit 3: Research Design**

Meaning, Need, Features and Functions of Good Design, Internal and External Validity : Need for sampling, Types and implications of sampling.  
Variables and its types, controlling variables, Matching and Manipulation

### **Unit 4: Data Collection**

Meaning and Importance of Data, Types of Data: Primary and Secondary Data.  
Methods of Data Collection: Observation Method, Interview Method and Questionnaire Method  
Collection of Secondary Method.

### **Unit 5: Analysis and Report Writing**

Statistical techniques for Data Analysis, Uses of Statistical software packages.  
Techniques of Data presentation and interpretation. Steps involved in report writing, APA writing style.

### **Suggested Readings**

1. Kenneth, B.S., & Bruce, A. B. (2001). Research Design and Methods: A Process Approach, 5<sup>th</sup> Edition, McGraw Hill.
2. Kothari, C. R. (2007). Research Methodology: Methods and Techniques, 2<sup>nd</sup> Edition, New Age International Publishers.

## **SKILL BASED SUBJECT-2: TESTING AND ASSESSMENT**

### **UNIT 1: Introduction to Assessment**

Definition -Nature and Uses of Assessment, Process of Assessment, Ethics Measurement, Norms, Scoring, Administration, Test Development Groups meet, Tests ,testing and norms; Norms – sampling to develop norms, types of norms, fixed reference group scoring systems, norm-referenced versus criterion-referenced evaluation, Inference from Measurement – meta analysis; culture and inference,

Reliability; The concept of Reliability; Reliability estimates: Test-Retest, Parallel and Alternate Forms, Split- Half, Inter-Item Consistency – Kuder-Richardson formulas, Cronbach's Coefficient Alpha; Inter- Scorer Reliability, Using and interpreting a coefficient of Reliability – purpose and nature of the test Validity; The concept of Validity, Content Validity,Criterion-related Validity, Construct Validity, Validity, bias, and fairness

### **UNIT 2: Test Development**

Test conceptualization, Test construction,Test tryout ,Item analysis, Test revision; Types of scores, Types of scales, Frequency Distribution and Graphic representations, Continuous and discrete scores – meaning and difference , Nominal, ordinal, interval and ratio scales of measurement,

Preparing a Frequency Distribution; advantages and disadvantages of preparing a frequency distribution; smoothed frequencies: method of running averages ,Graphic representations; Frequency polygon, histogram, cumulative frequency curve

### **UNIT 3: Intelligence and Personality Assessment**

Intelligence and its Measurement, Definitions and theories; measuring Intelligence; Tests of Intelligence, The Stanford-Binet Intelligence Scales, The Wechsler Tests: WAIS, WISC, WPPSI,Close-up: Factor analysis; IQ, Aptitude, and Achievement Tests; Methods of Intelligence Assessment

Assessment of Personality, Personality Assessment – some basic questions, Developing instruments to assess personality Objective methods of personality assessment, Projective methods of personality assessment - Inkblots as Projective stimuli - the Rorschach; Pictures as Projective stimuli – Thematic Apperception Test; Projective methods in perspective.

### **UNIT: 4: Clinical and Counseling Assessment**

Clinical Interviewing, Aptitude Testing – Concept - Purpose types – general aptitude test battery – differential aptitude test battery – Special aptitude tests, Mechanical – clerical – Medical teaching – Arts Aptitude – Musical Aptitude – Aptitude Tests.

### **UNIT 5: Therapeutic Assessment**

Issues in Psychological Testing & Assessment, Legal, Ethical and Professional Issues in Testing and Assessment, Efforts to Improve Proper Use of Tests and Assessments, Consequences of



Testing and Assessment, Concerns Arising from Technology and Computed-Based Testing, Educational Assessment Today; Legal, Ethical and Professional Concerns.

### **References**

- Cohen, J. R., & Swerdlik, M. E. (2010). Psychological Testing and Assessment: An introduction to Tests and Measurement. (7th ed.). New York. McGraw-Hill International edition.
- Hoffman, E. (2002). Psychological Testing at Work. New Delhi: Tata McGraw-Hill
- Aiken, L. R., & Groth-Marnat, G. (2006). Psychological Testing and Assessment. (12th ed.). Pearson. Indian reprint 2009, by Dorling Kindersley, New Delhi
- Theory and Practice of Psychological Testing, by Freeman
- Archer, R. P., & Smith, S. R. (Ed.)(2008). Personality Assessment. New York, NY: Routledge.
- Graham, J.R.(2006). MMPI 2 : Assessing personality and psychopathology, 4th Edition. New York: Oxford University Press.
- Meyer, G.J. et al. (2001). Psychological testing and psychological assessment: A review of evidence and issues. American Psychologist, 56, 128-165.
- Anastasi, A. & Urbina, S. (1997). Psychological Testing. (7th ed.). Pearson Education, Indian reprint 2002
- McIntire, S.A., & Miller, L.A. (2000). Foundations of Psychological Testing. (1st ed.). McGraw-Hill Higher Education

## **SEMESTER V CORE IX: ABNORMAL PSYCHOLOGY I**

### **Unit 1: Introduction and Paradigms in Abnormality**

Range of Abnormal behavior- triggers, stigma and adaptive and Maladaptive behavior-  
Historical background- Epidemiology of Maladaptive Behaviour

Theoretical perspectives on Maladaptive Behaviour

Biological perspective- Psychodynamic- Behavioural- Cognitive- Humanistic- Existential-  
Community- Cultural Perspective- Interactional approach

### **Unit 2 : Classification and Assessment**

Classification: Advantages and Disadvantages- Vulnerability- Resilience- Coping- Multiaxial  
Approach- DSM IV TR- Major Diagnostic Categories- Evaluation

Assessment: Basis of Classification – Interview- Intelligence tests- Neuropsychological tests-  
Personality- Behavioural and Cognitive Assessment- Relational and Bodily assessment

### **Unit 3: Stress, Coping and Maladaptive Behaviour**

Stress and Coping- Coping Skills- Process- Social Support- Stressful Situations and Life  
transitions

Clinical Reactions to Stress- Adjustment Disorder- Acute Stress disorder- Dissociative Disorder-  
Treating Stress related Problems

#### **Unit 4: Anxiety Disorders**

Generalized Anxiety Disorder- Panic Disorder- Phobias- Obsessive Compulsive Disorder- Post  
traumatic Stress Disorder

Interpreting and Treating Anxiety disorders

#### **Unit 5: Bodily Maladaptations**

Biopsychosocial Model- Stress and Illness- Eating disorders- Sleep disorders-  
psychophysiological disorders- diagnostic dilemmas

Disorders of Bodily preoccupation- Somatoform disorders

#### **Reference Book:**

Sarason., I. G. & Sarason B. R. (2012). Abnormal Psychology- The Problem of Maladaptive  
Behaviour, 11<sup>th</sup> Edition: New Delhi: Prentice Hall of India.

### **CORE X: INDUSTRIAL / ORGANIZATIONAL PSYCHOLOGY I**

#### **Unit-1: Introduction**

Definition – Historical development of I-O Psychology – Scope of I-O Psychology –Challenges  
for I-O Psychology – I-O Psychology as a career  
Working Conditions - Physical working conditions – Work schedules.

#### **Unit – 2: Job Analysis And Job Evaluation**

Job Analysis - Definition, Applications and Scope - Various Methods of Job Analysis - Job  
Evaluation: - Various Methods of Job Evaluation.

#### **Unit 3: Employee Selection Principles And Techniques**

Employee preferences – The recruitment process – Selection Techniques: Biographical  
information – Application Blanks – Biographical Inventories – Interviews – References and  
Letters of recommendation – Assessment Centers.

#### **Unit –4: Training And Development**

Scope of organizational training programs – Goals of organizational training programs – The  
Pretraining Environment - Psychological factors in training – Training Methods – Evaluating  
organizational training programs – Career development and planning.

#### **Unit – 5: Performance Appraisal**

The need for Performance Appraisal – Techniques of Performance Appraisals: Objective  
Performance Appraisal Methods – Judgemental Performance Appraisal Methods – Performance

Appraisal for Managers – Bias in Performance Appraisal – Improving Performance Appraisals – The Post appraisal Interview.

## **REFERENCES**

1. Schultz, D. and Schultz.E.Sydney. Psychology and Work Today, An Introduction to Industrial and Organizational Psychology, New Delhi: Pearson Education, 2004.
2. Miner John, B., Industrial and Organisational Psychology, New York: McGraw - Hill, 1992.

## **Core XI: HEALTH PSYCHOLOGY**

### **UNIT 1: Foundation of Health Psychology**

Introducing Health Psychology- Conducting Health Research- Seeking and Receiving Health Care- Adhering to healthy Behaviour

### **UNIT: 2: Stress, Pain and Coping**

Defining, Measuring and Managing Stress- Understanding Stress, Immunity and Disease:- Understanding and Managing Pain- Considering Alternative Approaches

### **UNIT 3: Behaviour and Chronic Disease**

Behavioural Factors in Cardiovascular disease- Behavioural Factors in Cancer- Living with Chronic illness

### **UNIT4: Behavioural Health**

Smoking Tobacco- Using Alcohol and other drugs- Eating and Weight- Exercising

### **UNIT 5: Looking Toward the Future**

Future Challenges

## **AVAILABLE TEXTBOOKS**

1. Brannon, L., & Feist (2007). Health Psychology. San Francisco: Wadsworth.
2. Friedman, H.S. (2002). *Health Psychology*, 2nd edition. Upper Saddle River, NJ: Prentice Hall.

## **REFERENCES**

1. Allen, F. Health Psychology: Theory and Practice. Allen & Unwin. (1998).
2. Bennett, P., Sprugeon, P., & Weinman, J. (1990). Current Developments in Health Psychology. Gordon & Breach Publishing.
3. Bernard, L.C. & Krupat, E. Health Psychology. Harcourt Brace College. (1997).
4. Carroll, D. Health Psychology: Stress, Behavior, and Disease. Taylor & Francis, Inc. (1992).
5. Crossley, M.L. Rethinking Health Psychology. Open University Press.(2000).
6. Kaplan, R., Patterson, T.L., & Sallis, J.F. Health and Human Behavior. McGraw Hill Companies, Inc. (1993).

## CORE XII : PRACTICAL IV

### Personality

Eysenck Personality Inventory  
Rotter's I-E Locus of Control  
Myers-Briggs Type Indicator (MBTI)  
Big Five Personality Factor

### Memory

Short Term Memory Test (**Asthana**)  
Long Term Memory Test (**Asthana**)  
Span of Immediate Memory (**Rakhi Bhargava**)  
P. G. I. Memory Scale (**D. Pershad and N. N. Wig**)

### Aspiration

Level of Aspiration Measure (**Mahesh Bhargava and M.A. Shah**)  
Target Dart Test (**Rajamanickam**)  
Occupational Aspiration Scale (**J. S. Grewal**)  
Educational Aspiration Inventory (**T. Pradeep Kumar**)

### Adjustment

#### Bells Adjustment Inventory

Marital Adjustment Inventory (**H. M. Singh**)  
Global Adjustment Scale (**Sanjay Vohra**)  
Youth Problem Inventory (**M. Verma**)

### References

1. Anastasi and Urbina (2010). Psychological Testing (7<sup>th</sup> Ed.) New Delhi. PHI Learning Pvt. Ltd.
2. Rajamanickam (2005). Experimental Psychology, Vol 1 & Vol II, New Delhi : Concept Publishing Company
3. Collins, and Drever, J(1968).Experimental Psychology: Ludhiana: Lyall Book Depot
4. Kuppaswamy .B (1954). Elementary Experiments In Psychology, Madras: Oxford Publishing Press
5. Woodworth, R.S.and Schlosberg .H. (1971) Experimental Psychology. New Delhi: - Oxford Publishing Co.
6. Freeman F.S. (1976). Theory and Practice of Psychological Testing: New Delhi: Oxford and IBH Publishing Co.

## **SKILL BASED SUBJECT-3: LIFE SKILL DEVELOPMENT**

### **Unit 1: Introduction to Life skills**

Definition – communication and action skills: verbal and vocal communication skills- body language

Mind skills, rules skill, self talk skills, explanation skills, expectation skills, time management skills, self awareness

### **Unit 2: Presentation Skills**

Planning, structuring and delivering a presentation-Effective use of language and audio visual aid—Managing Performance Anxiety,

Relaxation techniques, Interviews and Group Discussions

### **Unit 3: Relationship Skills**

Introduction- Skills for Listening and Understanding, Skills for choosing and starting relationship, Skills for anger management, Coping with emotions and stress.

### **Unit 4: Critical Thinking Skills**

Critical Thinking, Creative Thinking-Stages, Looking at things differently, Analyzing information. Strategies to improve creativity, Decision Making, Problem Solving- Steps of problem solving - Factors affecting problem solving. Activities: Make a Plan for Critical Thinking.

### **Unit 5: Leadership Skills**

Introduction - Types of leadership, Tips for becoming a leader, Decision Making, Conflict Management, Crisis Management, Delegation of Work, Communication System in an Organization, Leadership Training

## **REFERENCES**

1. Jones,R.N.(2007) *Life coaching skills-how to develop skilled clients*. New Delhi: Sage Publications.
2. Lewis,H.(2000) *Body Language- A guide to Professionals*. New Delhi: Response Books.
3. Kaul,A.(2005). *The Effective Presentation- Talk your way to success*. New Delhi: Response Books.
4. Lata, P & Kumar, S (2007) *Communicate or collapse*. New Delhi, Prentice Hall India Pvt. Limited
5. Mishra, B.K.(2008). *Psychology- The Study Of Human Behaviour*. New Delhi: Prentice Hall India Ltd.
6. Sherfield, R.M., Montgomery, R.J. &Moody, P.G.(2009). *Developing Soft Skills*. 4th ed NewDelhi: Pearson Education
7. Shephard , K. (2005) *Presenting at Conferences, Seminars and Meetings*. New Delhi: Response Books.
8. Sanghi, S. (2007). *Towards a Personal Excellence-Psychometric Tests & Self Improving Techniques for Managers*. New Delhi: Response Books.
9. Luthans,F(1995).*Organizational Behaviour*.New York:Mc Graw Hill International Edition.

**SEMESTER VI**  
**CORE XIII: ABNORMAL PSYCHOLOGY II**

**Unit 1: Mood Disorders**

Mood disorders- Depression vulnerability factors-Depressive disorders- Causes and treatment of depression

Bipolar disorders- Causes and treatment- Suicide and prevention of suicide

**Unit 2: Personality disorders**

Classifying personality disorders- odd or eccentric behavior- dramatic, emotional or erratic behavior- anxious or fearful behavior- treatment of personality disorder

**Unit 3: Sexual disorders**

Changing views of sexual behaviour- sexual dysfunction types and treatment- gender identity disorder- paraphilias- sexual victimization.

**Unit 4: Schizophrenia and other psychotic disorders**

Psychotic disorders- Schizophrenia- subtypes- positive and negative symptoms- development of schizophrenia- vulnerability- therapeutic approaches- other psychotic disorders

**Unit 5: Cognitive impairment disorders**

Vulnerability to brain disorders- delirium tremens- dementia- cognitive impairment disorders

Disorders of childhood and adolescence- externalizing and internalizing disorders- pervasive developmental disorders

**Reference Book:**

Sarason., I. G. & Sarason B. R. (2012). Abnormal Psychology- The Problem of Maladaptive Behaviour, 11<sup>th</sup> Edition: New Delhi: Prentice Hall of India.

**CORE XIV: INDUSTRIAL/ORGANIZATIONAL PSYCHOLOGY II**

**Unit – I: Motivation, Job Satisfaction And Job Involvement**

Motivation: - Content Theories of Motivation – Process Theories of Motivation – Job Satisfaction:- Impact of Personal Characteristics – Job Satisfaction and On the Job Behaviour – Job Involvement and Organisational Commitment.

**Unit – II: Accident And Safety**

Accident Statistics – Causes of Accidents – Accident Proneness – Accident Prevention.

**Unit – III: Stress In The Workplace**

Occupational Health Psychology – Physiological Effects of Stress – Individual Differences in Stress Responses – Work Family Conflicts – Causes of Stress in the Workplace – Effects of Stress in the Workplace – Treating Stress in the Workplace.

### **Unit – IV: Engineering Psychology**

History and Scope of Engineering Psychology – Time and Motion Study – Person Machine Systems – Workspace Design – Displays – Controls – Design of Computer Work Stations.

### **Unit – V: Industrial Clinical Psychology**

Meaning – The Clinical Model and Performance Control – Individual Causes of Failure – Group Causes of Failure – Organisational/Contextual Causes of Failures – Treatment and Corrective Action.

### **References**

1. Schultz, D. and Schultz.E.Sydney. Psychology and Work Today, An Introduction to Industrial and Organizational Psychology, New Delhi: Pearson Education, 2004.
2. Miner John, B., Industrial and Organisational Psychology, New York: McGraw - Hill, 1992.

## **CORE XV: PRACTICAL V**

### **Social Psychology**

Aggression Scale

Altruism Scale

Attitude Scale (Adult)

Social Skills Problem Behaviour Checklist (**Madhu Mathur and Saroj Aurora**)

### **Research Methodology**

Test of Significance

Correlation Methods

One Way Anova

### **Testing and Assessment**

Alexander Pass-along Test

Raven's Progressive Matrices

Bhatia's Battery

Binet Kamath Test of Intelligence

Reasoning Ability Test ( Shailaja Bhagawat)

### **References**

1. Anastasi and Urbina (2010). Psychological Testing (7<sup>th</sup> Ed.) New Delhi. PHI Learning Pvt. Ltd.
2. Rajamanickam (2005). Experimental Psychology, Vol 1 & Vol II, New Delhi : Concept Publishing Company
3. Collins, and Drever, J(1968).Experimental Psychology: Ludhiana: Lyall Book Depot
4. Kuppuswamy .B (1954). Elementary Experiments In Psychology, Madras: Oxford Publishing Press
5. Woodworth, R.S.and Schlosberg .H. (1971) Experimental Psychology. New Delhi: - Oxford Publishing Co.
6. Freeman F.S. (1976). Theory and Practice of Psychological Testing: New Delhi: Oxford and IBH Publishing Co.

## **SKILL BASED SUBJECT-4: PERSONALITY ASSESSMENT**

### **Unit I: Basic Considerations**

History of Personality Assessment – Emergence of personality Psychology- world War II and the expansion of clinical psychology-Trends over time : Shrinkage and Growth- The Personality Assessment- Purpose of personality Assessment-Preparing of Personality Assessment-Conducting Personality Assessments-Interpreting Personality Assessment Data-Reporting Personality Assessment Findings

Psychometric Foundations of Assessment- Reliability-Validity-Clinical Decision Making-Impediments to Accurate Decisions- Ethical Considerations in Personality Assessment- Bases for assessments- Use of assessments-Release of Test data-Training students in Personality Assessment

### **Unit 2: Self - Report Inventories**

Nature of self-report inventories-Item characteristics-Administration and Scoring-standardization (Normative) Group-Method of scale Development-Validity Assessment

Minnesota Multiphasic Personality Inventory-2- history- administration- Scoring- Assessing Validity-Psychometric Foundations

### **Unit 3: Self - Report Inventories**

Minnesota Multiphasic Personality Inventory-Adolescent- history-administration-Scoring-Assessing Validity-Psychometric Foundations- Million Clinical Multi-axial Inventory III-history-administration-Scoring-Assessing Validity-Psychometric Foundations

### **Unit 4: Personality Assessment Inventory**

History-administration-Scoring-Assessing Validity-Psychometric Foundations- Revised NEO Personality Inventory- history-administration-Scoring-Assessing Validity-Psychometric Foundations

### **Unit 5: Performance Based Measures**

Nature of the Rorschach Inkblot Method- history- administration-coding and Scoring- Interpretation Structural , Behavioural and Thematic Variables-Psychometric foundations-Thematic Apperception Test- history- administration-coding- Interpretation:card pull,story meaning- Psychometric foundations

Figure Drawing Methods- Nature and history of Figure Drawing Methods- administration-Scoring- Interpretation-Applications- Psychometric foundations- Sentence Completion methods-Nature and history of Sentence Completion methods- administration- Scoring- Interpretation-Applications- Psychometric foundations

### **Reference**

Weiner, Irving B. (2008). Handbook of Personality Assessment New Jersey: John Wiley and Sons.



## **ELECTIVE PAPER IA :CONSUMER BEHAVIOUR**

### **Unit I: Introduction to Consumer Behavior**

Definition of Consumer Behavior- Concepts in Consumer Behavior: Customer- Customer Satisfaction- Customer Value- Customer Retention. The marketing mix: The Product- The price- the Place- The promotion. Consumer Behavior and Segmentation: Types of Segmentation- Demographic Segmentation- Consumption Specific Segmentation- Usage rate Segmentation Motivation and Consumer Behavior : Introduction- Definition- Motivation as a psychological force: Needs- Goals- Rational Versus- Emotional motives- Dynamics of Motivation: Needs are never fully satisfied- New Needs emerge as old needs are satisfied- Frustration- Defense Mechanisms -Maslow's Need Hierarchy theory-

### **Unit II: Personality and Consumer Behavior**

Introduction- Definition- Theories of Personality: Freudian theory- Neo- Freudian Theory- Trait Theory. Brand Personality: Consumer and Personality Traits- Personality and Color. Cognitive Personality Factors: Need for cognition- Interpersonal Influence

Perception and Consumer Behavior: Introduction- Definition. Dynamics of Perception: Sensation- The Absolute Threshold-The Differential Threshold- The Elements of Perception: Perceptual Organization-Perceptual Selection- Cultural Backdrop and Perceptual Interpretation. Consumer Imagery: Product Positioning- Perceptual Mapping- Perceived Price- Price Quality relationship

### **Unit III: Learning and Consumer Behavior**

Introduction- Definition- Elements of Consumer Learning: Motivation- Cues- Response- Reinforcement. Classical Conditioning- Instrumental Learning- Modeling- Information Processing : Sensory Store- Short term store- Long term store- Reversal and Encoding- Retention- Retrieval- Brand Loyalty-Brand Equity

Attitude Formation and Consumer Behavior: Introduction- Definition.- Attitude Formation: Personality Factors- Attitude formation towards a product- Cognitive Dissonance Theory- Attribution Theory. Attitude Change: : Associating the product with a special group- Resolving two conflicting attitudes

### **Unit IV : Communication and Consumer Behavior**

Introduction- Definition. Sources of Communication: Formal Source- Informal Source- Social Network- Reference Group. Barriers to Communication: Selective Exposure to messages- Psychological Noise. Feedback and Communication: Message Attention- Interpretation and recall- Psychological Measures- Attitudinal Measures.

Consumer Research and Consumer Behavior: Introduction- The Consumer research process: Primary data- Secondary Data-Consumer Panels. Research Methods : Depth Interviews- Focus Group-Projective Techniques- Observational Research- Experimental Method- Survey Research - Questionnaires .Attitude Scales: Likert Scale- Semantic Differential Scale. Customer Satisfaction Survey. Sampling and Data Collection : Probability Sampling- Non Probability Sampling

### **Unit V: Decision Making and Consumer Behavior**

Introduction – Definition- Levels in Consumer Decision Making : Extensive problem solving- Limited Problem Solving- Models of Consumer Decision Making: Economic View- Passive view- Cognitive View- Emotional View. Consumer Decision Making Process: Need Recognition- Repurchase Search- Evaluation of Alternatives

The Family and Consumer Behavior: Introduction – Definition- Types of family: Nuclear Family- Extended Family. Functions of Family: Economic Well Being- Emotional Support- Family Life Cycle: Bachelorhood- Honeymooners- Parenthood- Post Parenthood- Dissolution

### **REFERENCE BOOKS :**

1. Schiffman, L.G., Kanuk, LL. Consumer Behaviour, Prentice-Hall of India, Pvt Ltd, New Delhi, 2007
2. Loudon, D., Consumer Behaviour, Concepts and Applications, Albert Biutta, McGraw Hill, 2004
3. Kurder, K. Consumer Behaviour, PHI/Pearson, 2002

## **ELECTIVE PAPERS I B: SPORTS PSYCHOLOGY**

### **Unit 1: The Field of Sport Psychology**

Introduction to Sport Psychology: Meaning and scope, Importance, Sport Psychology in India, Factors influencing the mental demands of a given sport, Sport and exercise psychology as an academic discipline, History of sport and exercise psychology, Orientation in sport psychology: Psychophysiological, Cognitive- behavioural, Social Psychological, Research methods in sport and exercise psychology, What do sport psychologists do?

### **Unit 2: Exercise and Psychological Well-being**

Reducing anxiety and depression with exercise, Enhancing mood with exercise, Effect of exercise on psychological wellbeing, Developing personality and cognitive functioning with exercise, Enhancing Quality of life with exercise, Examining the runner's high, Exercise and positive prevention

### **Unit 3: Personality and Motivation in Sport psychology**

Personality and sport performance- Theories specific to sport behavior: Trait theories- Eysenk, Cattell and Big five dimensions, Narrow band theories of Personality: Sensation seeking, Telic dominance, Mental toughness and attentional style, Interactional approaches, Applying the interactional model to sports: Mood profiling.

Motivation and Goal setting in Sport: Intrinsic and extrinsic motivation, Theories of motivation, Self-efficacy, Pathological motivation and sport, Goal setting: Effectiveness of goal setting, Principles of goal setting. Anxiety in Sport performance: Anxiety reduction techniques

#### **Unit 4: Psychological skill training**

Psychological skill training- Importance of Psychological skill training, Effectiveness of Phases of Psychological skill training, Goal of Psychological skill training- Self regulation, Increasing self-awareness, Coping with adversity

Imagery in sport: Factors affecting the effect of imagery in sports, How imagery works?

Self-confidence- How does expectations influence performance? Building self-confidence

#### **Unit 5: Social Psychology of Sport**

Group definition, Understanding group structure, Creating effective teams, Maximizing individual performance in groups. Group cohesion: Relationship between group cohesion and performance, Factors affecting group cohesion, Strategies to enhance cohesion. Social Facilitation: Coaction and audience effect, Home advantage, Negative effects of group performance: Social Loafing and group think.

Violence and Aggression in Sport: Hostile aggression, instrumental aggression and assertiveness, Link between aggression and performance, Social learning theory, Frustration aggression hypothesis, Individual differences in aggression: gender, identification with team, Situational factors affecting aggression: Physical environment, Game circumstances, Reducing aggression in sports.

#### **References**

1. Kamlesh ML (1998). Psychology in Physical Education and Sport. New Delhi, Metropolitan Book Co.
2. Jarvis, M. (2006) . Sport Psychology. New York, Routledge.
3. Weinberg RS and Gould D (2006). Foundations of Sport and Exercise Psychology (4<sup>th</sup> En). Human Kinetics. USA.
4. Moran, A. P. (2004). Sport and Exercise Psychology , a critical Introduction . New York, Routledge.
5. Kremer, J., & Scully, D. (2001). Psychology in Sport. Taylor and Francis publishers
6. Tenenbaum, G., & Ecklund, R. C. (2007). Handbook of Sport Psychology (3<sup>rd</sup> Edn.). New Jersey, John Wiley & Sons

## **ELECTIVE PAPER I C: HUMAN RESOURCE MANAGEMENT**

### **Unit 1 Introduction to Human Resource Management**

Definition- Nature of Human Resource Management: Action oriented- People Oriented- Individually oriented- Future oriented- Inter Disciplinary function. Scope of Human Resource Management: Personal- Welfare- Industrial Relations. History of Human Resource Management: The Industrial revolution- Scientific Management- Human Relation Movement- Human Resource Approach

Job Analysis- Introduction- Definition- Uses of Job Analysis: Human Resource Planning- Recruitment- Selection- Placement- Training. Process of Job Analysis: Organizational Analysis- Collection of Job Analysis Data- Preparation of Job Description- Preparation of Job Specification. Methods of Collecting Job Analysis Data. Job Performance- Personal Observation- Interview- Panel of experts- Diary Method- Questionnaire Method- Position Analysis Questionnaire (PAQ)

### **Unit II: Human Resource Planning**

Introduction- Definition- Need: Reservoir of talents- Prepare people for the future- Cut Costs- Succession Planning The Process of Human Resource Planning: Forecasting the Demand for Human Resources- Preparing Man Power Inventory- Determining Man Power Gaps- Formulating HR plans - Job Stress Counseling and Mentoring

Introduction- Definition- Two faces of Stress- Optimum level of stress- Symptoms of Stress: Biological- Psychological- Behavioural. Sources of Stress: Occupational Demands- Role Conflict- Role Ambiguity- Ineffective Communication- Job Change- Interpersonal Relationships. Employee Counseling . Process of counseling- Rapport building- Exploration- Action Planning- Mentoring

### **Unit III: Training as Human Resource Management**

Introduction- Learning principles and training: Modeling- Motivation- Reinforcement- Feedback- Whole learning- Practice. Training Methods: Job Instruction Training (JIT)- Coaching- Mentoring- Job Rotation- Apprenticeship Training- Vestibule training- Role Playing- Lecture method- Conference method- Programmed Instruction

Job Design and Motivation: Introduction- Definition. Techniques used in Job Design: Job Simplification- Job Enlargement- Job Rotation- Job Enrichment- Total Quality Management. (TQM)Motivation- Definition- Theories of motivation: Maslow's Need Hierarchy Theory- Herzberg's theory of motivation- Achievement Motivation Theory- Theory X and Theory Y. Motivating employees: Individual differences- Match people to jobs- Goals- Rewards

### **Unit IV Job Evaluation and Performance Appraisal**

Introduction- Definition. Methods in Job Evaluation : Ranking Method- Factor Comparison method. Performance Appraisal: Definition- Performance Appraisal Process: Performance Standards- Communicate the Standards – Measure Actual performance- Taking corrective

action. Methods of Performance Appraisal: Confidential report- Critical Incident Technique- Checklist- Rating Scales- Forced Choice Method- Management by Objectives (MBO).

Recruitment and Selection : Introduction- Definition-Methods of Recruitment: Promotion and Transfer- Employee Referrals-Campus Recruitment- Newspaper Ads- Television Ads. Selection: Definition- The Process of Selection: Screening Interview- Application Blank. Selection Interview: Types of Interview in selection – The non Directive interview- The directive interview. The Interview Process: Preparation- Reception- Information Exchange- Termination

### **Unit V: Teams, Team Work and Human Resource Management**

Introduction- Definition- Types of Teams : Problem solving teams- Self-managing teams- Cross-functional teams- Virtual teams. Team Building: Members- Size- Skills- Roles- Behavior. Team Members: Rewards- Leaders- Building Trust- Ways to build trust. Team Development: Open Communication- Handling Stress- Team Choices- Team Goals- Shared Leadership- Facilitation Skills.

Career Planning and Human Resource Management: Introduction- Definition – Main concepts in career planning : Career- Career goals- Career cycle- Career paths- career anchors- Career progression- Career planning- Career development- Career Counseling- Career Management- Mid Career Crisis. Career Stages : Exploration- Establishment- Decline. Career Development: Performance- Exposure- Networking- Loyalty Career- Mentors. Effective Career Planning: Support- Goals- Reward Performance- Placement- Career Paths- Publicity.

### **Reference Books:**

1. Rao V.S.P “Human Resources Management: Text and Cases”, Second Edition, Excel Books New Delhi 2007
2. Gary Dessler, “Human Resources management”, Tenth Edition, Pearson-Prentice Hall, New Delhi, 2005
3. David A DeCenzp and Stephen P Robbins, “Personnel and/Human Resource Management”, Third Edition, New Delhi 2004
4. Raymond J. Stone, “Human Resources Management”, John Wiley & Sons, New York 2005

## **ELECTIVE PAPER II A : BEHAVIOUR MODIFICATION**

### **UNIT I: Introduction to Behaviour Modification:**

Human Behavior: Meaning - Behavior Modification: Meaning - Characteristics - Historical Roots - Areas of Application: Developmental Disabilities - Mental illness – Education- - Rehabilitation - Community - Business, Industry, and Human Services - Self Management- Child Management – Sports.

### **UNIT II: Basic Principles of Behaviour Modification:**

Reinforcement: Factors Influencing the Effectiveness of Reinforcement- Schedules of Reinforcement – Extinction: Factors Influencing Extinction – Punishment: Factors Influencing the Effectiveness of Punishment - Stimulus Control: Discrimination and Generalization - Shaping - Modelling.

### **UNIT III: Measurement of Behaviour and Behaviour Change:**

Target Behaviour: Definition - Observing and Recording Behaviour- - The Logistic of Recording - The Observer- Principles and methods of Recording - Recording Instrument – Graphing Behaviour and Measuring Change.

### **UNIT IV: Behaviour Modification Techniques:**

Systematic Desensitization Process- Application- Basic Techniques: JPMR - REBT- Aversive techniques - Flooding- Modeling- Shaping- Prompting - Fading- Chaining- Token Economy- Time Out.

### **UNIT V: Cognitive Behaviour Modification:**

Cognitive Behaviour Modification: Cognitive Therapy- Cognitive Restructuring- Self Management methods. Risk Factor Modification - Lifestyle Management - Interventions for Chronic Illness.

### **REFERENCES:**

1. Miltenberger, R. G ., (2000). Behavior Modification (2<sup>nd</sup> ed). Library of Congress Cataloging-in-Publication Data.
2. Martin,G; Pear, J (2007). Behavior Modification: What it is and how to do it (8<sup>th</sup> ed). Upper Saddle River, NJ: Pearson Prentice Hall,
3. Wolpe.J., (1972). The Practice of Behavior Therapy. NJ: Pearson Prentice Hall.Introduction Behaviour Modification.

## **ELECTIVE PAPER II B: GUIDANCE AND COUNSELLING SERVICES**

### **Unit I: Introduction**

Need for Guidance - Meaning, Nature and Types of Guidance -Bases, Objectives, Functions and Principles of Guidance- Educational Guidance-Philosophy and Programme

### **Unit-II History and Development**

The History of Guidance Services- Methods of Guidance -Difference between Guidance and Counselling- Testing and Non-Testing Devices and Guidance

### **Unit-III Organising Guidance Services in the School**

Essential Features and Principles of a Guidance Programme- Class Talks and Parents' Role in Guidance- Pupil Personal Records- Personal Guidance: Need and Principles

### **Unit-IV Guidance Services**

Adolescence and Guidance - Guidance in the Adjustment of students - Guiding Students Solving Educational Problems- Guiding slow learners and gifted children - Vocational Guidance

### **Unit-V General Issues and current trends**

Organisation and Popularisation of Guidance Services in India- Agencies of Guidance: NCERT and Others- Career Resource Centre: Its Importance

### **Text Book:**

Aggarwal J.C. (2012). Educational vocational guidance & counselling, Doaba House, Delhi-110006

### **References**

1. Kochhar, S.K. (2012): Educational and Vocational Guidance in Secondary Schools, New Delhi: Sterling Publication.
2. Chauhan, S. S. (2008). a book of Principles and Techniques of Guidance. Up: Vikas Publishing House Pvt Ltd.
3. Pandey, K.P.(2000), Educational and Vocational guidance in India. Varanasi :Viswa Vidyalaya Prakashan
4. Nayak, A.K. (2007). Guidance and Counselling, APH Publishing corporation, Delhi
5. Ismail, T. , Krishnan, D. (2013)., Guidance and Counselling, APH Publishing Corp., New Delhi
6. Yogesh Kumar S (2005) Guidance and Career Counselling, APH Publishing Corporation, New Delhi

## **ELECTIVE PAPER II C : PSYCHOLOGY OF ADJUSTMENT**

### **Unit I : Introduction to Psychology of Adjustment**

Introduction- Definition- Dimensions of Adjustment: Adjustment as an Achievement. Adjustment as a process Types Of Adjustment: Normal Adjustment- Abnormal adjustment- Social Adjustment. The Dynamics of Change and Behavior- Personal Growth and Development

Self Concept and Psychology of Adjustment

Introduction- Definition- The Components of the Self -Core Characteristics of Self-Concept The Self-Concept and Personal Growth Development of Self- Concept: Cultural Differences- Gender Differences- Media. The two aspects of Self Concept The Existential Self - The Categorical Self

### **Unit II : Groups and Psychology of Adjustment**

Introduction- Definition- The nature and functions of groups -Kinds of Groups -Creating and Joining Groups Social Facilitation: The Presence of others affects group performance - Crowding- The Effects of Social Arousal. Group Polarization: Group intensifies individual opinion. Group Leadership: Characteristics of a group leader- Functions of a Group leader.

Being Social and Psychology of Adjustment -Introduction- Making Friends: Commitment-Trust- Companionship- Sense of Belongingness- Keeping Friends: Relying on first impressions- Friendships take time to develop-Focus on maintaining the friendships. Loosing Friends: No proper Appreciation- Condemning- Criticizing- Complaining- Fault Finding – Not willing to offer timely help. Loneliness: Life without Friends

### **Unit III: Emotions and Psychology of Adjustment**

Introduction – Definition-Types of Emotions: Primary Emotions - Happiness, Surprise, Disgust, Fear, Anger and Sadness - Secondary Emotions: Positive Emotions: Love, Appreciation, Happiness, Hope, Enthusiasm, Vitality, Confidence, Gratitude, Patience, Trust, Vulnerable, Optimistic, Appreciative, Ashamed, and Astonished. Negative Emotions: Fear, Anger, Guilt, Depression, Pride, Jealousy, Self-pity, Anxiety, Resentment, Envy, Frustration, Shame, Denial, Offended, Regret, Resentful, Sad, Worried, Grief.

Interpersonal Relationships and Psychology of Adjustment- Introduction- Definition. Dimensions of Interpersonal Relationships: Need to belong-Social exchange-Relational self. Stages of Interpersonal Relationship: Acquaintance and acquaintanceship -Buildup Continuation- Deterioration-Termination. Romantic Interpersonal Relationships. Attraction-initiation- development- sustaining- terminating

### **Unit IV: Health, and Psychology of Adjustment**

Introduction- Definition- Exercise- Types of Exercise: Aerobic exercises, Anaerobic exercises, Flexibility exercises - Alcoholism and Smoking- Quality of life- Happiness- Perspectives of Happiness: Buddhism- Judaism- Catholicism. Health and the Mind–Body Relationship

Decision Making and Psychology of Adjustment Introduction- Definition- Stages of decision-making: Orientation- Conflict- Emergence- Reinforcement. Steps in Decision Making :



Establishing community- Perception- Interpretation- Judgment- Motivation- Action. Perspectives of Decision Making: Psychological - Cognitive

### **Unit V: Stress and Psychology of Adjustment**

Introduction- Definition- Stages of General Adaptation syndrome: Alarm Reaction- Resistance- Recovery- Symptoms of Stress: Cognitive symptoms- Emotional symptoms- Physical symptoms- Behavioral symptoms. Methods to Cope stress: Alter the Situation-Adapt the Stressor- Accept things you cannot change- Make time for relaxation

Understanding Mental Disorders and Psychology of Adjustment Psychological Disorders : Attention Deficit Hyperactivity Disorder-Bipolar Disorder-Borderline Personality Disorder-Depression-Insomnia-Obsessive-Compulsive Disorder-Panic Disorder. Anxiety Disorder: Panic disorder- Social anxiety disorder-Specific phobias- Generalized anxiety disorder. Mood Disorders: Depressive disorders- Bipolar Disorder

### **Reference Book**

Steven J. Kirsh, Karen Gr. Duffy (2014) Psychology for Living: Adjustment, Growth and Behavior Today - New Delhi Pearson

## **ELECTIVE PAPER III A: ENVIRONMENTAL PSYCHOLOGY**

### **UNIT 1: Environmental Psychology**

Nature and Characteristics; Classification of Environment. Indian Perspective on Human-environment Relationship, World view in Psychology and Environmental Psychology, Environment Behavior theories: Arousal, Environmental Load, adaptation level. Behavior constraints, Ecological and Environmental Stress Approach; Theories Of Environment - Behavior Relationship: Arousal, Environmental Load, Adaptation Level and Ecological Approach.

**Research Methods in Environmental Psychology:** Experimental, Simulation, Methods of Data Collection: Self-report, Naturalistic Observation, Field Survey, Interview and Questionnaire, experimental, correlational and descriptive methods of data collection in environmental Research, Evaluating the adequacy of environmental research, ethical considerations in Environmental Research.

### **Unit 2: Ecology and Development:**

Human Nature and Environmental Problems; Prosocial and Pro-environmental Behaviours, Ecosystems and Their Components: Ecology, Demography, Mortality and Fertility. Resource Use: Common Property Resources, Sustainable Developments, Acculturation and Psychological adaptation.

**Environmental Stress:** Nature and Characteristics. Types of Stress: Natural Disasters, Technological Catastrophe, Noise and Air-pollution, Nature and characteristics: Natural disasters, Technological catastrophe. Noise, Heat and Air pollution: Nature, characteristics and their influences on behavior with special reference to Indian conditions.

### **Unit: 3 Environmental Perception, Cognition and Attitudes**

Nature and Characteristics of Environmental Perception: Social and Cultural Influences. Environmental Cognition and Cognitive Mapping. Acquisition of Environmental Attitudes, Perception of movement, adaptation and change; Assessment of Scenic environment: Forming, Measuring and changing attitudes towards environment.

**Effect of Environment on Behavior:** Personal Space and Territoriality: Nature Functions and Determinants of Personal Space, Consequences of Personal Space Invasion Territoriality Functions and Types; Personal Space: Nature, measurement, determinants, consequences of personal space invasion.

### **Unit 4: Crowding**

Nature and Characteristics, Features and Effects of Crowding on Animals and Human Beings, Concept, physiological and behavioral consequences, theories of crowding, overload, arousal, density intensify, behavior constraints, control; social interaction demand, sequential and eclectic, reducing the causes and effects of crowding.

**Environmental Psychology and Saving the Environment:** Environmental Education, Prompts and Reinforcement Techniques in Indian Context.

### **UNIT: 5 Environmental psychology and community**

Quality of life, social process and socialites, preventive intervention; social support and personal control: areas of intervention; Residential neighborhood and urban environments.

**Changing behavior to save the environment:** environmental education, prompt, reinforcement, techniques, specific environmental problems: Littering energy conservation, transportation and vandalism.

### **BOOKS RECOMMENDED:**

- Bell, P. A., Greene, T. C., Fisher, J. D. and Baum, A. (2001). Environmental Psychology (Vth Edition). USA: Wadsworth Group / Thomson learning, 10 Davis Drive Belmont CA.
- Goldsmith, E. (1991). The Way; The Ecological World – View. Bostone; Shambala
- Ittelson W. H., Proshansky, H. M., Rilvin, E. G., Winkel, G. H. and Dempsey, D. (1974). An Introduction to Environmental Psychology. New York: Holt Rinehart and Winston.
- Stokols, D. and Atmann, I. (Eds) (1987). Handbook of Environmental Psychology. New York: Wiley.
- Tewari, P. S. N. (2000). Paryavaraniya Manovigyan. New Delhi: Moti Lal Banarsi Das.
- Sahoo, F.M. Mishra P.K. & Pinta, R.S. (1985) Environment and Behavior: Ecology Perspective. New Delhi: Akshat Publications.
- Bell, P.A. Fisher, J.D. & Loomis, R.J. (1973) Environmental Psychology, Philadelphia W.B. Sannders.

## **ELECTIVE PAPER III B: FORENSIC PSYCHOLOGY**

### **Unit I: Introduction**

The meaning of forensic- The origins of legal psychology

### **Unit II: Eyewitness Memory**

An early model of memory- Acquisition- Retention retrieval- The strength and validity of the Evidence

### **Unit III: The Psychology Of Confession**

Voluntary false confessions- Interrogational tactics, coerced false confessions- Coerced compliance and coerced internalization

### **Unit IV: The Psychology Of Investigation**

The cognitive interview- Detecting lies and deceit- Offender profiling – Profiling- historical and political figures, profiling criminals from the crime scene, profiling- common characteristics of known offenders

### **Unit V: Criminological Psychology**

Violent offenders – Development of violent behavior- Psychological profile of violence, Role of Anger, Moral reasoning, Working with offenders – Using meta-analysis to inform Treatment programmes – offending behaviour programmes

## **REFERENCES**

1. Goldstein, A.M.(2003). Handbook of Psychology ( Vol 11), Forensic Psychology USA : John Wiley & Sons, Inc.
2. Bartol, C.R, & Bartol,A.M (2005) History of Forensic Psychology. In I.B. Weiner & A.K.Hess (Ed), The Handbook of Forensic Psychology (pp 1-27), Hoboken, NJ:Wiley.
3. DeMatteo, D., Marczyk, G., Krauss, D., & Burl, J. (2009). Educational and training models in forensic psychology. Training and Education in Professional Psychology, 3(3), 184-191. doi: 10.1037/a0014582
4. Franklin, K. (2014). Forensic psychology: Is it the career for me? Psychology Today. Retrieved from <http://www.psychologytoday.com/blog/witness/201409/forensic-psychology-is-it-the-career-me>
5. Weiner, I. B., & Goldstein, A. M. (2003). Handbook of Psychology, Forensic Psychology. Hoboken, New Jersey: John Wiley and Sons.

## **ELECTIVE PAPER III C: PSYCHOLOGY AND GENDER ISSUES**

### **UNIT 1 Gender Stereotypes and Other Gender Biases**

Gender Comparisons in Cognitive Abilities and Attitudes About Achievements Gender Comparisons in Social and Personality Characteristics, Invidious comparisons: Imagining a psychology of race and gender beyond differences, Race and gender as psychological variables: Social and ethical issues.

Theoretical Positions about gender development and Functioning; Hormones and Chromosomes Theories of Gender Development, Developing Gender Identity, Sex related comparisons: Theory

and Observations, Social Cognitive Theory of gender development and functioning; Sex role theory.

### **UNIT 2 Gender Concepts**

Concepts: gender, sex, masculinity, femininity, feminism, men and masculinity, Studying gender: Methods and History of Gender Research, Gender Stereotypes: Masculinity and Femininity Gender-Role Attitude, Multiplicity of genders

Introduction to the Psychology of Women, History of the Psychology Women and Feminist Pedagogy, Feminist child-rearing, Women's conception of self and morality, of Are women morally superior to men? Debunking "difference" feminism

### **UNIT 3: Sex, Love & Intimate Relationships:**

Current perspectives on dual-career families, The social psychophysiology of marriage, Perspectives on marital interaction, Male sexual proprietariness and violence against wives Women's health: Mothering and Reproductive Rights; Pregnancy, Childbirth, and Motherhood, Menstruation, menopause, abortion, AIDS; Biological influences Implications for single-sex schooling; Health compromising behavior: alcoholism, smoking; Health enhancing behavior: proper diet, exercise, regular medical checkup for senior citizens, weight control.

### **UNIT 4 Gender Identity and Career**

Intelligence and Cognitive Abilities, Emotions, Relationships and Sexuality; Lesbian and bisexual women, Women's health: Menstruation, menopause, abortion, AIDS; Victimization issues: Rape, battering, harassment

Careers and Work; Examining personal characteristics and influences, gender differences in pay and in occupational pursuits, gender gap in political attitudes, Women, men, work, and family: An expansionist theory, Models of career Choice and development: Holland, Coping with occupational hazards.

### **UNIT 5 Health and Fitness, and Psychopathology**

Sex Treatment for Mental Disorders, Stress, Coping, and Differences in Health: Evidence and Explanations, How Different? Colonialization and Gender; Approaches to rehabilitation; interventions in the rehabilitation processes; models of adaptation to disability; family and caregivers issues; rights of mentally ill; empowerment issues; support to recovery.

Women and the Criminal Justice System; women as criminal offenders, women as victims, Successful practices to prevent violence against women, Criminal justice responses to violence against women, including against women migrant workers, Effective strategies and practices to support victims of violence, including victims of sexual assault.

### **References:**

- Brannon L. (2012). Gender: Psychological Perspectives, 6/E, McNeese State University  
Helgeson, V. S. (2010) Psychology of Gender, 4/E Carnegie Mellon University.  
Magnusson E. and Marecek, J. (2012). Gender and Culture in Psychology: Theories and Practices.  
Norem J. K. and Clinchy B. M. (1998). The Gender and Psychology Reader  
Rudman, L. A. and Glick, P. (2008). The Social Psychology of Gender: How Power and Intimacy Shape Gender Relations.