



RESEARCH PAPER

Sociology and Social Psychology: A Comparative Study

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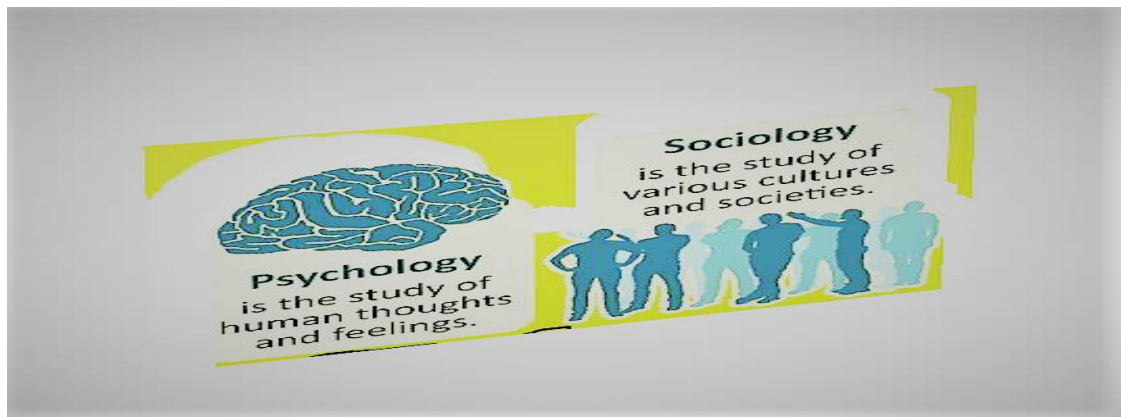
ABSTRACT

This paper compares the relationship between sociology and social psychology. Sociology and social psychology both focus on understanding human behavior within a social context, but they differ in their approaches. Sociology examines broader societal structures and institutions, while social psychology delves into individual behavior and interactions within these structures. This study employs a comparative analysis of the two fields, examining their similarities, differences, and intersections. Comparative analysis is a valuable method for gaining a deeper understanding of key aspects of each field of sociology and social psychology and identifying patterns and trends within the research. The research looks at how sociology and social psychology may help us comprehend social phenomena such as group behavior, norms, power dynamics, and social change. The findings of this study can give important insights into how societies function and change throughout time. It also looks at the historical, cultural, and institutional factors that influence these domains. The study emphasizes the complementary nature of these disciplines in advancing our understanding of human behavior and society, as they are essential in comprehending the complex interactions that shape our world.

Introduction

Communism, Psychology and sociology are two fields that study human behavior and society. Although the two fields share some similarities, they have distinct differences. Sociology and psychology are interconnected fields of social science. Sociology built upon psychology, which in turn depends on physiology (Edelmann, Wolff, Montagne, & Bail, 2020). Recently, many well-known psychologists have been focusing more on the biological aspect. This has led to the belief that psychology is necessary for sociology. The purpose of this article is twofold. Firstly, it aims to draw social psychologists' attention to the history of social science and the evolving relationship between social psychology and sociology

(Sanderson, 2020). Secondly, it seeks to renew an appreciation for sociology within the context of psychological science, as introduced by Tolman in the first half of the 20th century. Social psychology was founded a century ago with the publication of two introductory textbooks. One of these textbooks was written by a sociologist named E. A. Ross in 1908, while the other was authored by a psychologist named McDougall in 1908 and later revised in 1921 (Jones, 1985). In the 1940s and 1950s, social psychologists Kurt Lewin and Leon Festinger developed the experimental technique to analyze behavior, establishing social psychology as a rigorous scientific field. Lewin is occasionally referred to as "the father of social psychology". Most social psychology is concerned with studying social settings in which other people influence our thoughts and feelings, which is referred to as social influence (Weinberg, 2014).



Source by Research

Although sociologists marked the centennial anniversary with a special conference dedicated to Ross's book from 1908, social psychologists did not pay much attention to this historical fact, which reflects three key points. Firstly, McDougall's book is not widely considered to represent contemporary social psychology, mainly due to its focus on the highly dispositional concept of instincts. Secondly, social psychologists today are not well-informed about Ross's textbook or "sociological" social psychology. Finally, social psychologists do not seem highly interested in history (Reis, 2008). Social psychology recognizes that "social situations" typically refer to organizations, institutions, culture, and society. Sociological perspectives can be helpful in social psychology (Cerulo, 2010). Although sociologists and social psychologists share a common interest in topics related to societies and groups, sociological viewpoints diverge significantly from psychological viewpoints. These diverge from contemporary psychology ideas as demonstrated by two social views. In simple terms, these viewpoints are known as macro and micro sociology. The emphasis on big organizations and social structures and how they impact individual and group psychology sets macro-sociological perspectives differently (Zerubavel, 1999). Macro-sociological perspectives concern large institutions and social

structures and how they influence individual and group psychology. Micro-sociological perspectives are concerned with very tiny, typically in-person groups and how individual psychological variables influence and are influenced by social interactions (Cerulo, 2016). Sociology is the scientific study of human societies' origin, structure, dynamics, and classification. Durkheim's early works advocate institutions, enormous social and cultural structures, and other collective phenomena as significant research topics; Durkheim also highlights society's power over individuals (Thoits, 1995). During the 1960s, sociologists saw collective behaviour as an essential social psychology topic. It was essential to work with a theoretical base in symbolic interactionism (Stolte, Alan, & Cook, 2001). Social psychologists, such as Irving Janis (1972), focused on group behaviour and studied why intelligent people often make bad decisions while working together. Other social psychologists, such as Muzafir Sherif and Gordon Allport, focused on intergroup linkages to understand and reduce the prevalence of discrimination, prejudice, and stereotyping (Adorno, 1968).

Literature Review

This study provides an overview of sociology and social psychology, including books, published articles, and historical data. Its purpose is to aid in developing a solid understanding of both issue disciplines. More specifically, this analysis helps in the identification of patterns and differences on the base of primary parameters and theories, and the provision of direction for future proposed interventions.

Social Psychological Perspective

The first social psychology textbooks were published in 1908, and the earliest group behavior experiments in the field were carried out before 1900 (Blumer, 1940). Social psychologists Kurt Lewin and Leon Festinger improved the experimental method of behaviour analysis in the 1940s and 1950s, bringing social psychology into a severe scientific field. Lewin, frequently called "the father of social psychology," is credited with developing many of the field's key concepts, emphasizing people's dynamic interactions. He also conducted groundbreaking research on group dynamics and leadership styles, which greatly influenced the field of social psychology. His work paved the way for further advancements in understanding human behaviour and social interactions. In 1941, Leonard Berkowitz developed the study of human hostility, while John Darley and Bibb Latané, produced a model that helped explain when people behave and when they do not help others in need. Meanwhile, other social psychologists, such as in 1972, Irving Janis concentrated on group behaviour, investigating why clever people often made decisions that resulted in bad outcomes while working together (Lewin, 1939). Muzafir Sherif and Gordon Allport, among others, focused on intergroup relations to understand and possibly reduce the prevalence of prejudice, discrimination, and stereotyping (Kaplan & Bloom, 1960). In the twentieth century, social psychology emphasized cognitive processes in attitudes. During this time, social psychologists developed the first

formal models of persuasion to understand how advertisers and others may best present their messages. These attitude approaches concentrate on people's cognitive processes while analyzing messages and the relationship between attitudes and actions. During in 1957, Leon Festinger's critical cognitive dissonance theory was developed and became the basis for subsequent studies. According to Leon Festinger's cognitive dissonance hypothesis, people suffer psychological discomfort when their beliefs and behaviour are inconsistent, and they are motivated to change this (Rivers, 1916). Between 1970 and 1980, social psychologists, including Alice Eagly, Susan Fiske, E. Tory Higgins, Richard Nisbett, Lee Ross, Shelley Taylor, and many others, used developments in cognitive psychology to inform the field, leading to an increasingly cognitive orientation in social psychology. Furthermore, motivational and cognitive processes may influence human decision-making. The shift in focus has allowed researchers to understand better how individuals think and make choices. This understanding has paved the way for developing interventions and strategies to improve decision-making abilities. Early twentieth-century social psychologists from the sociology and psychology departments shared a similar theoretical understanding of the fundamental social elements of human cognition, emotion, and behaviour. They believed these elements were influenced by societal factors such as culture, social norms, and social interactions (Hogg, Hogg, & Vaughan, 2009). In the 21st century, social psychology has expanded to include other areas that consider social situations and influence our health and happiness. Social neuroscience examines how brain activities influence our social behaviour. Social psychologists are constantly looking for new techniques to assess and understand social behaviour, and the field is evolving. I cannot foresee where social psychology will go, but I am confident it will remain alive. Social psychology will continue to be essential for understanding human relationships and creating our society. It will continue to provide valuable insights into how individuals interact and influence one another.

Sociological Perspective

This sociological point of view focuses on sociologists' interests in group dynamics and social systems. Sociology is the scientific study of human societies' structure, behaviour, and classification. It seeks to comprehend how these elements influence individual behaviour and social relationships. The sociological perspective emphasizes the significance of understanding society as a whole rather than merely individual behaviour and choices. Sociologists can fully grasp society's intricacies and patterns by doing so (Callero, 2003). According to sociologists' early writings on Durkheim (1897-1951), institutions like family structures, places of worship, and educational programs play a significant role in forming these societal elements. These societal elements, in turn, have a profound influence on the rates of suicide (Cicourel, 1974). Durkheim investigated social problems, and he demonstrated that differences in suicide rates between countries are linked to the same general characteristics: the degree of social integration and morality in the community. These findings demonstrate that the prevalence of suicide is impacted by factors other than

individual traits, such as societal factors(Thorlindsson & Bernburg, 2004). Durkheim's renowned distinction between sociology and psychology was based on the significance of social structures and group behaviour. He believed sociology studies how society influences individuals, while psychology focuses on understanding individual thoughts and behaviour, clearly distinguishing between the two fields. Sociology and psychology were complementary disciplines that provided a comprehensive understanding of human behaviour. They both contribute valuable insights to our understanding of society and the individual(Leuba, 1913). Karl Marx (1884–1964) followed the trend of integrating macro-factors into human lives by connecting the sentiments of separation that people and groups have with the capitalist economic system. Similarly, in his work on the protestant work ethic, Max Weber (1905) linked economic activity and societal development to values and norms. Marx and Weber emphasized the relevance of these relationships between inequality and social stratification. They suggested that recognizing these relationships is critical for understanding societal processes(Khaytmetov, Madalimov, & Akhatov, 2020).

Material and Methods

Descriptive approach of qualitative method used for this study. Research indicates that socio-cultural pathways shape cultural variation, with each literature assuming natural, cultural referents. Therefore, incorporating an analysis of cultural ranges that shape human judgment and behavior would enhance research. Due to space limitations, this discussion has yet to cover all the relevant pathways. The article explores different definitions of psychological and sociological components that play a critical role in understanding it. Prominent conversion theories acknowledge these components. However, it has highlighted the impact of cultural repertoires on the evaluation and decision-making process. To develop complete causal models and interpret the results accurately, it is crucial to establish stronger links between cognitive psychology and sociology. Several successful cases of incorporating sociological perspectives into social psychology are discussed, including the use of Goffman's ideas(Sanderson, 2020). Sociological perspectives involve the study of collective reality, social structures, and social facts from a macro-sociological view and examining human interactions and relationships from a micro-sociological standpoint. The latter statement is more closely related to the psychological perspective. It has been integrated into various social psychology research programs, proving how a sociological perspective can enhance psychological theorizing and research.

Results and Discussion

As demonstrated by this review, social psychology and sociology are rapidly expanding in many exciting new directions. It is increasing that any literature study will become outdated quickly. Nevertheless, this preliminary review shows that social science has become crucial to research across many different subfields. Psychology and sociology are social science disciplines that study individual or

group behavior. The sociology field is distinguished from the psychology domain by the individual versus group focus. While Mills is famous for advocating the development of sociological imagination, which means the ability to look beyond personal experience and immediate situations to see the influence of social forces operating in a more extensive societal contexts. As a psychologist is someone who studies individual behaviors such as mental health disorders, mood disorders, substance addiction, and relationships with family and partners. In contrast, sociologists focus on more significant societal issues such as globalization, poverty, racial injustice, gender inequality, workplace dynamics, and public health concerns(Thoits, 1995). However, Karl Marx, in 1884/1964, connected the capitalist economic system to the isolation experienced by individuals and groups. Similarly, in 1905, Max Weber's work on the protestant work ethic linked values and norms to economic behavior and societal change. While social psychologists limit themselves to immediate causal factors, such as a person's situation in attribution, sociologists use sociological imagination to consider the possibility of distal macro factors that contribute to personal actions(Oishi, Kesebir, & Snyder, 2009). The sociological technique assumes that nothing exists outside of perception and investigates social truths as external realities for individuals. It focuses on the ways in which individuals perceive and interpret the world around them. It also examines how these perceptions and interpretations are influenced by social structures and cultural norms. The study of psychology delves into the complexities of the mind and helps us understand human behavior on a deeper level. The study of psychology ultimately aims to improve people's lives and well-being. It seeks to identify patterns and trends in behavior, and provide strategies for coping with mental health issues. Social psychology and sociology are closely intertwined, as evidenced by Baumeister's influential theory of self and identity, which is deeply sociological as it traces historical changes in the nature of relationships between individuals and society. Baumeister's theory emphasizes the importance of social context in shaping individual identities and behaviors. It highlights the reciprocal influence between the self and society. Baumeister's theory suggests that individuals are not isolated agents but are deeply interconnected with the social structures and norms that surround them. This interconnectedness plays a crucial role in understanding human behavior and the development of individual identities. By acknowledging the impact of society on individuals, we can better understand the complexities of human behavior and relationships. It also allows for a more holistic approach to addressing social issues and promoting positive change within communities. Furthermore, recognizing the role of society in shaping identities can lead to more empathy and compassion towards others. According to the psychological meta-theoretical approach to situated social cognition, cognition is "socially situated" because it results from a dialog between an individual and their social environment rather than being the result of abstract symbolic calculations. Similar to stereotyping, social cognitions are situation-specific and influenced by the communication environment or goals. They are influenced by their immediate social surroundings and might alter depending on the precise interactions taking place. While social psychology and cognitive neuroscience have provided more precise evidence for the validity of these claims, cognitive

sociology views thinking as social in both process and content. Individual relationships in a community are thought to shape and be shaped by cognitive processes. The cognitive perspective emphasizes the importance of social context in shaping thoughts and behaviors. While this research has primarily examined the psychological implications, it is believed that mutual recognition between the sociological and psychological social psychologies will be advantageous to both fields. In order to create a more comprehensive understanding of human behavior and interactions.

Conclusion

Sociology and psychology co-created social psychology, which remained a close ally in the first half of the 20th century. Experimental psychologist Tolman (1938) emphasized that psychologists must consider larger sociological wholes to study individual behaviors, making sociology fundamental to psychology. This emphasis on social context in psychology continues to influence research and practice today. The sociological perspective has been virtually absent from mainstream American psychology over the past forty years, which has affected social psychology and weakened its relationship to sociology. Psychological research and practice now have a more individualized orientation as a result of this change. This trend has led to a lack of emphasis on the impact of larger social structures and systems on individual behavior. This shift has also resulted in a greater focus on intrapersonal factors and personal responsibility in understanding human behavior. However, it is important to recognize that individual behavior is heavily influenced by social, cultural, economic, and political factors. It is crucial to consider these external influences when analyzing and interpreting individual behavior. Ignoring these factors can lead to a limited and biased perspective. It is important to approach the study of behavior with an open mind and a willingness to consider the broader context in which it occurs. This will ultimately lead to a more comprehensive and accurate understanding of human behavior. And define important concepts in psychology and sociology that will help form a solid foundation for further study. And allow for more informed decision-making in various aspects of life. And contribute to advancements in these fields.

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