Theories and approaches of social psychology

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Abstract

Social psychology is a field that studies how social thinking, behavior, and influence shape daily lives. This paper examines various social psychology theories, including social cognition, individual identity, and social influences. The main goal is to gain insight into the human behavior and interactions by exploring social, psychological, and sociological theories. The study used a systematic review based on previous research over three months and analyzed 80 research papers, ultimately using 28 papers that mostly covered the aim of this study. The findings highlighted the importance of racial diversity in shaping contemporary race relations and emphasized the need for cohesive yet diverse communities. The analyses revealed that individuals' tendencies to self-serve inflate their traits' moral value, influencing others' self-perceptions and judgments. Innovative approaches such as agent-based modeling offered new perspectives on social dynamics, while identity emerged as a fluid construct shaped by socio-historical contexts. The ecological perspective provided valuable insights into the adaptive relationship between individuals and their environments. This review illuminates the crucial role of social psychology in understanding the complex interplay of individual behaviors, societal influences, and evolving identities. Throughout the paper, the discussion concerns the connection between theories and research and the application of findings to real-life situations. Hence, social psychology provides valuable insights into individual behavior and the social environment.

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1. Introduction

Knowing individual behavior and the type of communication in different societies can be exciting and challenging for all those who would like to study and discover better human behavior, which in social psychology is assumed as one of the primary and bare branches of psychology, has been found and studied by numerous psychologists and scholars. Similarities in behavior and attitudes among individuals in different societies were the main reason social psychology focused more on finding a better introduction, making clear receiving outside behavior, and knowing other people better with accurate attitudes without judgment and prejudice. Social psychology is a dynamic of human behavior in different social settings rooted in social cognition. It is an endeavor to comprehend and describe how individuals' beliefs, feelings, and manners are impacted by the actual, suspected, or implied existence of other human beings.

Unlike psychological disciplines, social situations' impact is focused on individual thoughts and behavior. Social psychologists are concerned about everyone's different responses in social situations. For instance, World War II sparked the concept of behavior change and an interest in social influence. Moreover, Kurt Lewin was one of the most significant influences on social psychology because he stimulated consistency and attribution theories. This had a substantial impact on social psychology at the time. Social psychology has evolved, and new concepts like cognition, evolutionary social psychology, and social neuroscience have developed (Hewstone et al., 2021).

In the intricate tapestry of human behavior, social psychology acts as a guiding thread, weaving through the complex connections between individual actions and the ever-present influence of the social environment. Stemming from the visionary work of psychologist Gordon Allport, this scientific discipline employs rigorous methods to unravel the profound ways in which thoughts, feelings, and behaviors are shaped by the actual, imagined, or implied presence of others. Within the expansive realm of social psychology, a diverse array of topics takes center stage. From the dynamics of group behavior to the subtle nuances of nonverbal communication, the field delves into leadership, conformity, aggression, and prejudice, exploring the multifaceted facets of human interaction. It's not merely an examination of social influences; it delves into the core of social perception and interaction, understanding these elements' profound impact on individual choices, attitudes, and perceptions.

However, social psychology stands distinct from its neighboring disciplines. Unlike folk wisdom, which relies on anecdotal observations, social psychology uses empirical study and scientific methods. It differs from personality psychology, which focuses on individual traits by centering its gaze on situations and the impact of the social environment on attitudes and behaviors. While sociology examines broad-based social behavior and influences, social psychology focuses on situational variables that shape how individuals interact with society. The importance of social psychology is underscored by its profound impact on individual well-being and societal health. As it scrutinizes issues ranging from substance use and crime to prejudice and aggression, social psychologists contribute valuable insights that extend beyond academia. Such research has influenced public health programs, guiding strategies to encourage healthy behaviors and deter potentially harmful ones. In essence, social psychology is not just an academic pursuit but a dynamic force that illuminates the pathways through which society shapes individual lives (Cherry, 2022).

Facing different reactions and social behaviors that individuals show each other can sometimes lead to misunderstanding and can cause many conflicts and interior or exterior problems. Hence, this study mainly focused on human behavior by analyzing the previous theories and models that are helpful in behavioral communication and sociality. It emphasized on individual behavior and attitudes toward each other, once they are leaving multicultural environment by driving theories and models of social psychology.

2. Methodology

This paper used literature review as the methodology. The research gathered references that focused intensely on theories and models of social psychology to provide accurate evidence and data for scholars and future psychologists/ sociologists. The paper was designed based on a three-month systematic review (January 2024 - March 2024). The researchers selected 80 research papers and other articles from Google Scholar, ResearchGate, PsycINFO, and Academia. The keywords for the selection of the article include social psychology, theories of social psychology, and social analysis. Only papers that identify and discuss the different theories of social psychology or its related theories and concepts were selected. After the thorough evaluation, selection and elimination, 28 papers mainly related to the topic were chosen. Table 1 shows the list of articles considered for this study.

Table 1
Articles used in the study

Author	Year	Aim of the study
Festinger	1954	Focused on theories of social psychology- comparison process
Axelrod	1973	Focused on schema theory with considering perception and cognition
Sternberg	1986	Focused on triangular theory in the concept of social psychology
Hogg et al.	1995	Focused on social identity by considering social psychology
Peters & Appel	1996	Focused on social analysis and positioning theory
Burger	1999	Focused on self-verification theory by considering social psychology
Frey & Jegen	2000	Focused on motivation theory by considering social psychology.
Robak	2001	Focused on self-perception theory in the concept of social psychology
Raisz	2005	Focused on socioemotional selectivity theory in the concept of social psychology.
Harré et al.	2009	Positioning theory with considering social psychology
Fryling et al.	2011	Focused on observational learning theory (social learning)
Jost & Van der Toorn	2012	Focused on system justification theory by considering social psychology
Kitchen et al.	2014	Focused on elaboration likelihood model with considering on social psychology
Subramaniam	2014	Focused on social constructionism by considering social psychology.
Carpenter & Greene	2015	Focused on social penetration theory by considering social psychology
Solomon	2017	Focused on terror management theory by considering social psychology
Koole et al.	2018	Focused on self-determination theory by considering social psychology
Jost	2020	Focused on system justification theory by considering social psychology
Hewstone & Stroebe	2021	Focused on social psychology and analyzing human behavior
Schuler et al.	2021	Focused on symbolic interactionism by considering social psychology
Cherry	2022	Focused on social psychology and human behavior analysis
LaMorte	2022	Focused on social cognitive theory by considering social psychology
Mcleod	2023	Focused on social impact theory and attribution by considering social psychology
Mehrad et al.	2023	Focused on relating theories in the concept of social psychology
Davlembayeva & Papagiannidis	2024	Focused on social influence theories by considering social psychology
Mehrad et al.	2024	Focused on various layers in social psychology and related theories
Lawler & Thye	n. d	Focused on social exchange theory by considering social psychology

3. Findings and Discussion

Some various models and theories of social psychology are mainly discussed in different aspects. Therefore, this study specifically focused on these theories and models.

3.1 Social Identity Theory

Social Identity Theory (SIT) is a theory in social psychology that focuses on intergroup relations, group processes, and the social self. Early work by Henri Tajfel, including social factors and perception and cognitive and social beliefs on racism, prejudice, and discrimination, brought this theory to life. It was developed entirely by John Turner and others in the 1970s at the University of Bristol. This theory experienced advances and gained popularity throughout the 1980s, ultimately leading to further development of the theory today. The overarching idea of SIT is that individuals' self-concept is formed by their defining characteristics and the group in which they have membership. The basic idea is that a social category (nationality, political affiliation, sports team) into which one falls, and to which one feels one belongs, defines who one is. Each membership defines what that individual should think, feel, and how they should behave. According to the theory, social identities evaluate the characteristics of one group compared to another, which ultimately motivates the members to adopt behavior that aligns with others in their group. SIT combines the processes of categorization and self-enhancement with subjective belief structures, which are "people's beliefs about the nature of relations between their group and relevant out-groups" (Hogg et al., 1995). How individuals view their group's status and potential social mobility compared to other groups influences their motivation to pursue a more positive social identity. The social concept is attached to personal values, and because of this, groups try to achieve a positive social identity. People also tend to judge others based on the characteristics of people in the group that they belong to.

3.2 Social Cognitive Theory

Social Cognitive Theory (SCT) emphasizes the dynamic interplay between the person, environment, and behavior, highlighting social influence and external and internal reinforcement. SCT acknowledges the role of past experiences in shaping behavior and places importance on the enduring nature of behaviors, a crucial aspect overlooked in other health promotion theories. The fundamental constructs of the SCT include reciprocal

determinism, emphasizing the continuous interaction among the person, environment, and behavior. Behavioral capability focuses on an individual's proficiency in performing actions through essential knowledge and skills influenced by the outcomes of their actions. Observational learning asserts that individuals can acquire knowledge by observing others, often exemplified through modeling. Whether internal or external, reinforcements play a pivotal role in shaping behavior, involving positive or negative responses and being self-initiated or stemming from the environment. Expectations involve the anticipated consequences of one's actions, shaped by past experiences and distinct from subjective value judgments, more commonly known as expectancies. Self-efficacy is uniquely integrated into SCT evolution and pertains to an individual's confidence in their ability to execute a behavior influenced by personal capabilities and environmental factors. There are also limitations to this theory. First, it assumes that environmental alterations will result in a corresponding change in the individual. The theory is structured loosely and lacks clarity on each factor's specific influence on behavior (LaMorte, 2022).

3.3 Social Exchange Theory

The social exchange theory is a conceptual framework that explains social interactions and relationships based on exchanges between individuals or groups. It posits that individuals engage in social relationships and interactions with the expectation of receiving rewards and minimizing costs. Emotions are vital in social exchange theory; emotions shape future individual exchanges and relationships. The presence and nature of emotions resulting from exchanges can significantly influence individuals' willingness to engage in future exchanges and the development of relationships. Positive emotions evoke the likelihood of further exchanges and strengthening relationships among individuals. In addition, part of the exchange theory is the idea of self-interest and a focus on increasing gains, so given this assumption, a positive exchange is only sometimes expected. Two guiding principles are as follows: (a) behaviors that generate rewarding consequences for the actor are repeated, and (b) actors stay in relations and groups from which they receive rewards that are comparatively better than rewards available elsewhere (Lawler & Thye, 2006). Rooted in the idea of this social exchange theory, there is instability due to incentives, values, and preferences. Maintaining solid social order becomes difficult because there is a need for stable structures and incentives that drive repetitive patterns of behavior and

interaction. Emotional connection stabilizes people in culture and promotes cohesion in social exchange.

3.4 Social Influence Theories

Social influence theories explore how individuals are affected by the actions, attitudes, and opinions of others within their social environment. One prominent theory in this field is the social identity theory, suggested by Tajfel and Turner in the 1970s. This theory posits that individuals strive to maintain a positive self-concept by identifying with particular social groups and comparing them favorably. Consequently, people may conform to the norms and behaviors of their ingroup to enhance their self-esteem and social identity. Additionally, as studied by Asch in his classic experiments, the conformity phenomenon highlights the power of group pressure in shaping individual behavior. These experiments demonstrated that individuals often conform to group opinions even when they contradict their perceptions, illustrating the influence of social norms and the desire for social acceptance. Furthermore, the diffusion of responsibility theory suggests that individuals may feel less accountable for their actions when they are part of a larger group, leading to bystander apathy in situations requiring intervention. Overall, social influence theories provide valuable insights into the complex dynamics of human behavior within social contexts, shedding light on the mechanisms underlying conformity, obedience, and group dynamics (Davlembayeva & Papagiannidis, 2024).

3.5 Social Comparison Theory

Social comparison theory, introduced by Leon Festinger in 1954, posits that individuals gauge their personal and social worth by comparing themselves to others. This comparison occurs across various domains, such as appearance and abilities, and influences self-evaluations. People commonly engage in upward comparison, where they assess themselves against those perceived as better, aiming for improvement, and downward comparison, where they often compare themselves to those perceived as worse, to boost self-esteem. Festinger believed these comparisons help individuals establish benchmarks for self-evaluation and motivate improvement. The social comparison process involves evaluating attitudes, abilities, and traits relative to others, typically within similar peer groups. Upward comparisons spur aspirations for enhancement, while downward comparisons can provide reassurance or confidence. However, the outcomes of these comparisons can vary. Ineffective comparisons may lead to overestimating abilities, while accurate assessments can

guide behavior and motivation. Awareness of the impact of social comparison on self-belief, confidence, and motivation is crucial, as both positive and negative comparisons can influence behavior and self-perception. Social comparison theory is views of oneself by evaluating one's abilities and attitudes. Within these evaluations, you relate it to others, playing a significant role in self-image and subjective well-being. The three types of social comparison are proposed in such theories: upward social comparison, downward social comparison, and lateral social comparison. Upward social comparison is when someone is being judged to be better than oneself and comparing it. Downward social comparison is being deemed unsuitable as oneself and comparing this. Lastly, social comparison with someone who is more or less than equal. There have been upward comparisons to promote a sense of inferiority; there is an association with adverse changes in self-concept. With suggestions from research, upward comparisons may promote inspiration and be associated with positive changes in self-concept (Festinger, 1954; Cherry, 2022).

3.6 Social Impact Theory

Social impact theory is a concept that explains how other people affect an individual. It refers to a person's impact on another individual, which is determined by the immediacy, strength, and number of people involved. This impact can be calculated using a power function. Social impact theory suggests that daily tasks and interactions with others significantly shape social impact. This impact can be positive or negative and affects lives in every interaction with others. The theory also suggests that social influence is more significant in larger crowds, such as concerts. According to Latané's theory, individuals can be both the sources and targets of social influence. The likelihood of responding to social influence increases with the source's strength, the immediacy of the event, and the number of sources exerting the impact (Mcleod, 2023).

3.7 Social Constructionism

According to social constructionism, humans tend to place more emphasis on certain categories over others, even if these categories do not accurately reflect true divisions. Categories are not fixed or "natural," and their boundaries are constantly shifting. They are contested and redefined across different societies and historical periods. Therefore, the social constructionist perspective focuses on the meaning that is created through defining and categorizing groups of people, experiences, and reality within cultural contexts (Subramaniam, 2014).

3.8 Symbolic Interactionism

Symbolic interactionism is a social theoretical framework developed by George Herbert Mead and Max Weber. This theory assumes that people respond to different elements of their environments based on the subjective meanings they attach to them. These meanings are created and modified through social interaction that involves symbolic communication with other people. According to this perspective, society is the result of shared symbols, such as language. The social world is constructed through the meanings that individuals attach to events and social interactions, and these symbols are transmitted across generations through language. In simple terms, people in society understand their social worlds through communication, the exchange of meaning through language and symbols. Symbolic interactionism focuses on the subjective viewpoints of individuals and how they make sense of the world from their perspective, instead of addressing how institutions objectively define and affect individuals. A central concept of symbolic interactionism is the self, which allows to calculate the effects of actions. However, this theory has been criticized for ignoring the emotional side of the self as a basis for social interaction (Mardon et al., 2021).

3.9 Social Penetration Theory

Social Penetration Theory, developed by psychologists Irwin Altman and Dalmas Taylor, proposes that interpersonal relationships are built through gradual and systematic self-disclosure. As individuals reveal more personal information to each other, their relationship deepens. This theory suggests that self-disclosure happens in layers, comparable to peeling back the layers of an onion, where the outer layers represent superficial information, and the inner layers represent deeper, more intimate details. The theory stresses the importance of reciprocity in self-disclosure, as both individuals must share personal information to establish trust and closeness in the relationship (Carpenter & Greene, 2015).

3.10 Attribution and Drive Theories

Attribution theory provides a framework for understanding how people interpret and explain the causes of behavior, events, and outcomes. When individuals perceive

information, they use it to form an explanation for the cause. Depending on the situation, motives can be influenced by both internal and external factors. Internal factors include personality, ability, and intentions, while external factors involve situational influences and environmental conditions. Attribution theory provides a framework for understanding how people interpret and explain the causes of behavior, events, and outcomes. When individuals perceive information, they use it to form an explanation for the cause. Depending on the situation, motives can be influenced by internal and external factors. Internal factors include personality, ability, and intentions, while external factors involve situational influences and environmental conditions (McLeod, 2023).

3.11 Elaboration Likelihood Model

Richard Petty and John Cacioppo founded the Elaboration Likelihood Model (ELM), which describes the two main strategies for persuasion. The first strategy is established by considering central arguments, and the other on inferences and associations made from surrounding cues in the context of persuasion. One's elaboration likelihood will be high or low about one's ability and motivation. When motivation is higher, information should be processed through the central path. When motivation is low, the data will be processed through the peripheral paths, requiring less concerted effort. The ELM is often utilized by marketing researchers to assess changes in the attitudes of consumers (Kitchen et al., 2014).

3.12 Motivation Crowding Theory

The theory explores the crowding-out and crowding-in effects in economics, particularly regarding intrinsic and extrinsic motivation. While economic models often focus on extrinsic motivations, it acknowledges the importance of intrinsic motivation, albeit its complexity in measurement. Motivation Crowding Theory bridges economic and psychological theories by examining the interaction between extrinsic and intrinsic motivation, providing a nuanced perspective on behavior in various financial and social contexts (Frey & Jegan, 2000).

3.13 Observational Learning Theory (social learning)

Observational learning theory is psychological and behavioral science focused on understanding how behavior changes through observation. It thoroughly examines various behavior interpretations, introduces the neurobehavioral perspective to address existing challenges, and discusses its implications for comprehending complex behaviors. It is the process of learning from watching the sociological environment. Understanding the

development of social perception contributes to this theory; as people watch and observe, they create systems of cognitive organization. When they can separate and perceive these environments of social observation, they learn and develop actions and perceptions from these (Fryling et al., 2011).

3.14 Positioning Theory

As articulated by Rom Harré, positioning theory emphasizes unequal access to rights and duties within social interactions, determining who can employ specific discourses. It revolves around using language to locate oneself and others, assigning rights and obligations, thereby carrying moral implications. Initially emerging in gender studies, mainly through the works of scholars like Bronwyn Davies, it draws from post-structuralist and feminist theories (Harré, 2009). The foundational concepts of positioning theory elucidate its relevance in understanding discourse, subjectivity, and desire. Positioning theory emerged from social constructionist perspectives, particularly within gender studies, emphasizing the dynamic nature of social interactions, where individuals negotiate their positions through language and discourse. Additionally, positioning theory offers valuable insights into the complexities of desire within social contexts, extending its application beyond interpersonal interactions to broader societal phenomena (Peters & Appel, 1996).

3.15 Schemata Theory

Schemata theory models assume that a person receives incomplete, inaccurate, and unreliable information. It then describes how that person evaluates and makes sense of that information by selecting a pre-existing schema to interpret the information they are receiving. The theory also highlights how individuals adjust their understanding of situations depending on the chosen schemata's mental structures and how that influences the understanding of the information they may receive. Schemata theory "is also used as a framework for a normative analysis of the selection of schemata" (Axelrod, 1973), meaning the theory is used to determine how individuals choose and apply the mental structures to interpret information in a way that aligns with the world around them.

3.16 Self-Determination Theory

Self-determination theory (SDT) is rooted in humanistic psychology and emphasizes a first-person perspective on motivation and personality. It posits that individuals naturally move toward growth through the satisfaction of basic psychological needs for autonomy, competence, and relatedness. Examining the frameworks of the self-determination theory is

essential for understanding human motivation and personality, which emphasizes people's inherent tendencies toward growth and self-actualization through satisfying basic psychological needs. SDT has emerged as a dominant paradigm for identifying universals in human nature, individual differentiating factors, and human experiences, as well as in significant sectors such as education, work, personal relationships, and psychotherapy. In their work, Koole et al. (2018) review empirical support for the self-determination and personality systems theories and how these concepts relate to new empirical studies on internalization, vitality, and performance flow. They conclude that SDT and PSI theory provide complementary insights into obtaining one's full potential. Edward Deci and Richard Ryan developed SDT in the 1980s. The SDT emphasizes people's subjective experience as the proximal motivational force. For example, monetary rewards can undermine intrinsic motivation if people perceive them as controlling but can enhance intrinsic motivation if seen as a sign of respect. Self-determination can be divided into six micro theories: cognitive evaluation, organismic integration, causality orientations, basic needs, goal contents, and relationship motivation. The SDT states that people reach their maximum potential when essential psychological requirements, like autonomy, competence, and fully developed connections, are met. Note that fully functioning individuals can form and enact intentions, learn from negative experiences, and affect regulation that may occur via social support or self-regulatory skills. Research methods using the STD involve surveys, longitudinal studies, experience sampling, and behavioral experiments. Significant findings demonstrate that psychological need satisfaction predicts intrinsic motives and well-being.

3.17 Self-Perception Theory

Self-perception theory, formulated by social psychologist Daryl Bem in 1967, posits that individuals develop their attitudes and beliefs by observing their behavior and drawing inferences from it. Unlike traditional theories of attitude formation, which emphasize the role of internal factors such as values and preferences, self-perception theory suggests that people often infer their attitudes from their actions when they are unclear or ambiguous. For example, if someone regularly volunteers at a local charity, they may infer they are compassionate or altruistic. Similarly, if individuals consistently choose healthy food options, they may conclude that they prioritize health and wellness. Self-perception theory suggests that individuals interpret their behavior much like they would interpret the behavior of others, using it as a basis for understanding and constructing their self-concept. This

theory has significant implications for understanding how people form attitudes, make decisions, and develop their identities, as it underscores the role of self-observation and interpretation in shaping one's beliefs and values. Additionally, self-perception theory has been applied in various domains, including psychology, marketing, and organizational behavior, offering valuable insights into human cognition and behavior (Robak et al., 2001).

3.18 Self-Verification Theory

Self-verification theory suggests that individuals desire others to perceive them in alignment with their self-perceptions, even if these views are negative. For instance, individuals who view themselves as likable prefer others to see them similarly, while those who perceive themselves as unlikable seek confirmation of this perception. This pursuit of self-verification is motivated by the desire for coherence and predictability in the world, as self-confirming evaluations facilitate smoother social interactions by guiding behavior and clarifying expectations. Individuals actively seek self-verification by selecting interactions and environments likely to reinforce their self-conceptions, and within relationships, they elicit confirming reactions from partners. Feedback about the self is processed in a manner that upholds existing self-views, promoting coherence, reducing anxiety, enhancing group dynamics, and challenging social stereotypes. However, for individuals with excessively negative self-perceptions, self-verification can impede positive change and exacerbate their life circumstances (Burger et al., 1999).

3.19 Socioemotional Selectivity Theory

This is essentially a lifespan theory, a theory of lifespan development. When people age, there is a different type of motivation. People reorganize their goals to be meaningful emotionally, compared to those oriented to the future. This theory predicts that people who are older and have constraints in different situations have a greater attachment to the greater importance of emotional increase with a greater significance to others than those who are younger (Raisz, 2005).

3.20 System Justification Theory

System justification theory attempts to explain why members of disadvantaged groups may become accepting of their disadvantaged position. It captures social and psychological needs to support the status quo and see it as good, fair, natural, desirable, and inevitable. Rationalization of the status quo, internalization of inequality, relations among ego, group, and system justification motives, and reduction of ideological dissonance are

some of the underpinnings of system justification among disadvantaged group members. According to system justification theory, people are motivated to defend, bolster, and justify prevailing social, economic, and political arrangements depending on situational and dispositional factors. System justification motivation is theorized to manifest itself in several ways, occur non-conscious and explicitly, and serve underlying epistemic, existential, and relational needs (Jost & Toorn, 2012; Jost, 2020).

3.21 Terror Management Theory

People manage death-related anxiety through the meaning provided by their cultural worldviews and the sense of personal value provided by self-esteem. Furthermore, terror management theory is both a social and evolutionary psychology theory. Terror management theory suggests groups, and even entire societies, may make or delay certain decisions based on such anxieties. People may act to gain comfort from avoiding thoughts of death or reassurance that their ideas will live on after they die. The exorbitant measures humans may take to avoid thinking about their mortality can be potentially beneficial or incredibly hazardous. While terror management theory primarily centers on the human response to death-related anxieties, it also serves as a valuable lens through which we can examine human fears and phobias to develop deeper insights into human behavior on a broader spectrum (Solomon, 2017).

3.22 Triangular Theory of Love

The triangular theory of love explains the topic of love in an interpersonal relationship. Psychologist Robert Sternberg's theory describes types of love based on three scales: intimacy, passion, and commitment. It is essential to recognize that a relationship based on a single element is less likely to survive than one based on two or more. Different stages and types of love can be explained as combinations of these three elements. For example, the relative emphasis of each component changes over time as an adult romantic relationship develops (Sternberg, 1986).

4. Conclusion

Social cognition, a significant aspect of social psychology, deals with how individuals react to social stimuli and how their actions affect others. This involves understanding cognitive processes like perception, attention, memory, and action planning. This research

aims to provide answers for complicated social phenomena and contribute to the creation of cohesive social communities. In this literature review, the study focused on current works highlighting identity, including struggles over identities based on ethnicity, race, sexuality, gender, class, age, and social inequalities, as well as advocating for a politicized social psychology of identities that draws together the framework of everyday activities and the sociocultural contexts in which they are experienced. A big emphasis is placed on the significance of agent-based modeling in understanding social and psychological phenomena, recognizing that total unbiased self-knowledge is not realistically achievable due to the deep-rooted nature of bias within individuals.

In recent years, ethical, religious, and cultural conversations around diversity have become top topics of conversation around the globe. Social psychologists have particularly started to gain interest in the role of the ideologies that shape the correlation between groups. Ideologies that evaluate intergroup thinking, assimilation, color blindness, and multiculturalism are incredibly useful for analyzing the social bases of identity and the intersectionality of those identities. Such identities are discussed through geographic and virtual space and how their struggle is connected to social inequalities, nationalisms, and social movements. The postmodernist concept of identities is that identity is fluid, multidimensional, personalized social constructions that reference socio-historical contexts.

The theories discussed are all related to social psychology. Each theory's goal and technique examines human behavior, social interactions, and decision-making. With different methodologies, some are more effective and accurate than others, and many of these theories are debated among researchers and academics. This must be considered when applying these theories to social situations and further research. However, the theories contain valuable information when understanding human behavior in daily life.

This research paper provides an in-depth analysis of social psychology and explores various related theories. The paper delves into how these theories explain human behavior within social psychology. Understanding these theories is crucial because it affects people in the environment. Being more educated and aware of social psychology allows one to understand decision-making processes in social situations better. Social psychology studies how people think, feel, and act in social situations. Through various theories and approaches, it helps understand why people behave the way they do in groups and societies. Studying

concepts like social influence and intergroup relations provides valuable insights into human behavior and helps address real-life issues. Social psychology helps better understand oneself and others, fostering empathy and stronger community connections. The paper explores various aspects of social psychology, such as social identity theory, social cognitive theory, and social influence. These theories help better understand how individuals perceive themselves and others, form impressions and attitudes, and how the social environment influences them. It also examined topics such as conformity, obedience, prejudice, and group dynamics, which highlight the profound impact of social factors on individual thoughts, feelings, and actions. By synthesizing and analyzing findings from a wide range of studies and experiments, this paper contributes to the broader body of knowledge in social psychology, emphasizing the importance of considering social context in understanding human behavior. Social psychology explores how people interact in groups, perceive others, and form opinions about social issues. Recent research has focused on topics like diversity and how different ideologies affect how people see each other.

Through experiments like the famous Asch experiment, people can change their behavior to fit in with others. As the world becomes more diverse, social psychology helps understand and navigate these complex social dynamics, aiming to promote understanding and harmony among different groups. In essence, social psychology looks at how individuals think, process information, and interpret their surroundings within social contexts daily. Various theories within this field offer different approaches to understanding human behavior, with some being more effective than others in explaining social interactions. Among these theories, social perception theory stands out as it sheds light on how individuals perceive themselves and acquire knowledge. Social psychology enables to comprehend why behavior might vary in groups and how the group's dynamics influence individual. It is always essential to understand how social factors influence people. By analyzing different topics of social psychology, it can connect different issues. A deep understanding of social psychology explores how people interact and function daily. According to Mehrad et al. (2024), people can learn to recognize how their brains process information and how to manipulate it in various social situations. Social psychology's "social" aspect is crucial in understanding how humans relate to each other and their surroundings. The thoughts, feelings, and behaviors are unique and influenced by real or imagined social norms. Social

psychology theories help understand everyone's complex and varied emotional, social, and behavioral responses. Everyone's social psychology is unique since no two people are the same.

According to Mehrad et al. (2023), social psychology is a field of study that focuses on human behavior. It is based on how people communicate and interact socially in different cultures and societies, which is considered critically important. In general, social psychology examines the impact of social influences on individuals in social settings and how they approach obstacles. The field also emphasizes various models and theories that are relevant to the subject. It is fascinating how different social worlds function within themselves and with one another. Also, this field of psychology insists on considering other people's attitudes and social communication, which can be important in each society and community.

Acknowledgment

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