

GUJARAT TECHNOLOGICAL UNIVERSITY
BRANCH NAME: B. Arch
SUBJECT NAME – Architectural Psychology
SUBJECT CODE – 2X85010
5th Year, Semester: VIII

Prerequisite:

There is no prerequisite for taking this course. It is assumed that students, taking this course, are interested to explore this subject.

Rationale:

This focuses on the basic frame of reference and methodology of behavioral psychology, its relationship to architecture and the promise that a synthesis of the two holds in education

Teaching and Assessment Scheme:

Teaching Scheme			Credits C	Examination Marks				Total Marks	University Exam Type
Field work	Lectures	Studio		External exam		Internal exam			
				(ESE)Theory	(ESE) Viva	(PA)Theory	(PA)Viva		
NA	02	02	04	NA	50	NA	50	100	VIVA

Content:

Sr. No.	Content	Total Hours*	% Weightage*
1	Basic concept of social psychology – scope – individual, society and culture - Social Psychology in the new millennium - Research Methods in Social Psychology: Systematic, Correlation and Experimental Methods.	10	15%
2	Social Perception - Nonverbal Communications - Attribution: Understanding the causes of others Behavior - Theories of Attribution- Kelley's model - Impression Formation and Management - Social Cognition: Social Information- Heuristics and Automated Processing - Sources of Error. Groups: Types and formation - Theories of Group Formation - Co-ordination - Group Decision making - Group Think.	12	20%
3	Interpersonal attraction – Factors determining Attraction - Sociometry - Social Motives -types - Social Influences - Conformity- Compliance - Obedience - Prosocial Behavior- Why do we help others- Situational Factors- Individual characteristics - Empathy - Altruism- Attitude: Components, Formation – influence on Behavior - Changing the Attitudes - Persuasion - Cognitive Dissonance.	16	25%
4	Prejudice -Discrimination in Action - Origin - Methods to reduce it - Aggression - Theories of Aggression - Types of Aggression - Determinants of Aggression - Environmental causes - prevention and control of Aggression.	16	30%

5	Environmental Influences: The urban environment and social behavior - Environmental Stress: The hazards of a noisy environment - Temperature and weather as environmental stressors - Temperature and aggression - Air pollution – Effects of negative ions - Personal space – Territorial behavior – Territorial dominance – architectural designs - Crowding - The effects of too many people and too little space	10	15%

References:

- Kuppusamy .B - an introduction to Social psychology – Bombay – Asia Publishing House – 1965.
- Baron and Byrne .S ocial Psychology, Tata McGraw Hill, 1998.
- Lindgren, Introduction to Social Psychology.
- David G Myers, Social Psychology, McGraw Hill Book Company, New Delhi 1988.

List of Projects/Assignments*:

Lectures/Tutorial work shall consist of presentations on various topics of the subject. AV projects may be introduced to students for documenting best practices and advances through case studies. A group discussion or forum may be organized for discussion on various aspects of the subject.

*- this is suggestive for common purpose. Faculty may decide on this, considering student group and institution philosophy.