

Dr. Mohd Atamer Khan
Class - B.A. H. Ist. Year
Paper - Ind
Topic - Goals of Social Psychology

One of the first goals of psychology is simply to describe behavior. Through describing the behavior of humans and other animals, we are better able to understand it and gain a better perspective on what is considered normal and abnormal.

Researchers might start by observing human behavior and then describing a problem. By understanding what is happening, psychologists can then work on learning more about why the behavior happens and even how to change it.

Imagine that researchers want to learn more about consumer behavior. They might use market research surveys, direct observation

and other data collection methods to gather information on what people are doing when they shop. This gives researchers greater insight into what is really happening in a particular population.

Another primary goal of psychology is to make predictions about how we think and act. Once we understand more about what happens, we can use that information to make predictions about when, why, and how it might happen again in the future.

Most importantly, psychology strives to change, influence, or control behavior to make constructive and lasting changes in people's lives.