

Module 1: Introduction to Psychology, Sociology and Anthropology as Behavioural Science

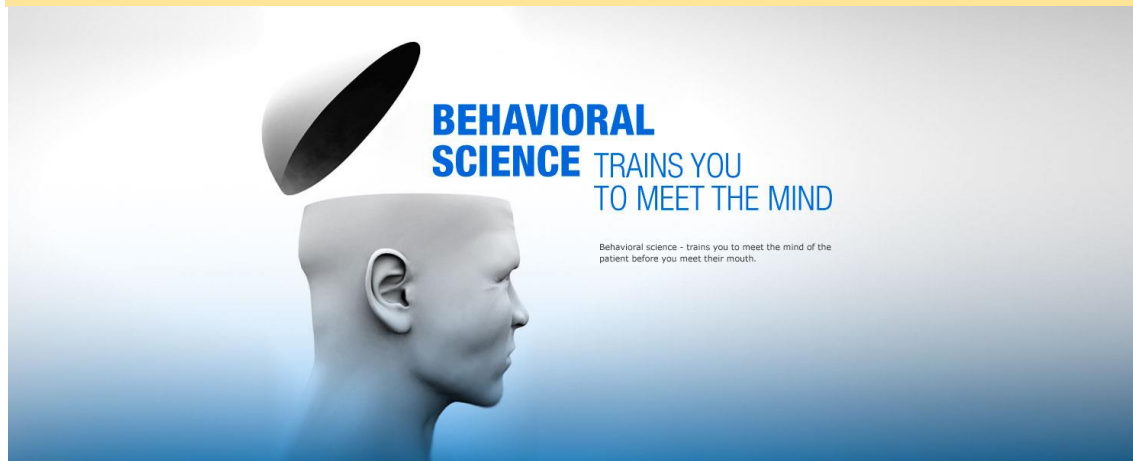
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(B) Description of Module

Items	Description of Module
Subject Name	Women Studies
Paper Name	Gender: Psychology, Sociology and Anthropology
Module Name/ Title	Introduction to Psychology, Sociology and Anthropology as Behavioural Sciences
Module ID	Paper-5, Unit-1, Module-1
Pre-requisites	The learner is expected to have the knowledge of the basic concept of psychology ,sociology and anthropology as a behavioural science.
Objectives	The objective of the unit is to develop a fundamental understanding on three basic disciplines under behavioural sciences .
Keywords	Psychology, sociology ,anthropology ,human behaviour, behavioural sciences

1. Introduction



The first unit will introduce the readers to fundamentals of basic behavioural science like Psychology, sociology and anthropology in general with an intersection of gender. Since gender cuts across behavioural science disciplines, it is important to highlight and first explain to the readers what exactly these behavioural sciences discipline do in general. Gender studies has emerged as an interdisciplinary subject which needs to be understood comprehensively using the methodological approach of behavioural sciences. The subject Behavioural Science, as a discipline, is a systematic analysis and investigation of human behaviour through controlled and naturalistic observation and disciplined scientific experimentation. It is mainly concerned with human actions as human behaviour is largely influenced by people and social and cultural settings. The issues pertaining to gender has a broad dimensions which was mainly initiated by understanding gender inequalities and problems arising out of it in the society however it slowly progressed towards understanding womens issues in various domains namely education ,health, economic empowerment and various gender equality issues for overall development. In order to get a realistic understanding of gender issues it will utilize the methodology, approaches and knowledge of psychology, sociology and anthropology

Before the 1950s, the term 'Behavioural Science' was virtually non-existent and has emerged as a separate discipline worldwide only in the 1950s. The development and testing of general theories that explain behaviour has been a priority for behavioural science research that studies social structure, function, and development, individual variation and the various social and biological contexts of behaviour. Nowadays, behavioural science research makes

use of a variety of different research methods across various disciplines that rely both on observation and description as well as statistical modelling and experimentation.

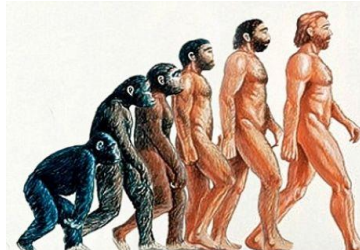
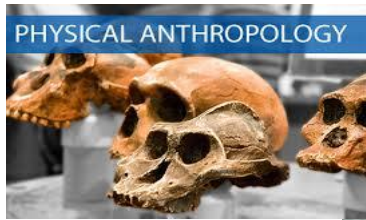
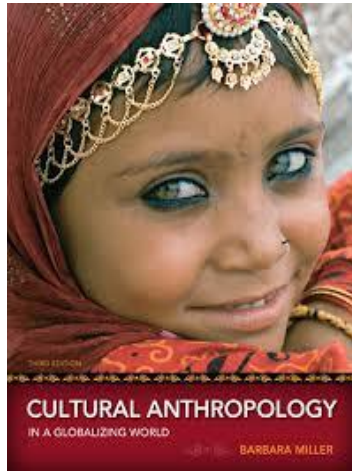
There is an interrelation between behavioural and social science as both of these academic disciplines study systematic processes of human behaviour. However, the term 'behavioural science' is often confused with the term 'social science' by the scholars, policy makers and general readers. In fact, these two disciplines differ on their level of scientific analysis of various dimensions of behaviour. Behavioural science abstracts empirical data to investigate the decision processes and communication strategies within and between organisms in a social system. In contrast, social science provides a perceptive framework to study the processes of a social system through impacts of social organisation on structural adjustment of the individual and of groups.

Behavioural science can be divided into two major academic fields: *Neural* (information science) and *Social* (relational science).¹ Neural Science is essentially the information processing science and deals with information processing of stimuli from the social environment by cognitive entities, and eventually helps in decision making, social judgment and social perception for individual functioning and survival in a social environment. The disciplines like psychology, cognitive science, psychobiology, neural networks, social cognition, social psychology, semantic networks, ethology and social neuroscience are classified as information processing sciences. On the other hand, relational science deals with relationships, interaction, communication networks, associations and relational strategies or dynamics among organisms or cognitive entities in a social system. The disciplines like Sociology, Social Anthropology, Ethnology, etc. are classified as relational sciences.

Hence, behavioural science is the application of the scientific approach to understand human behaviour from all aspects. In keeping with the general scientific trend of specialisation, there are several contributory behavioural sciences, the principle ones being Anthropology, Psychology and Sociology. Anthropology mainly focusses on the study of primitive societies whereas psychology mainly focusses on individual human behaviour and characteristics such as personality and intelligence. Sociology, on the other hand, focuses on the behaviour of aggregates, groups or collections of individuals such as the urban working class, etc. In the following section, we will explain why anthropology, sociology and psychology are considered as behavioural science and will also discuss the aim, scope and background of the disciplines.

2. Anthropology as Behavioural Science

¹http://en.wikipedia.org/wiki/Behavioural_sciences, accessed on 25 April 2015



Anthropology is the study of man from every aspect. However, a major aspect of the discipline is dealt with human behaviour. It explores human from wide ranges ó from the study of culture and social relations, to human biology and evolution, to languages, to music, art and architecture, and to vestiges of human habitation. As a holistic discipline, anthropology delves deep into the matter related to human behaviour and considers the questions like how peoples behaviour changes over time, how people move about the world, how the human species has evolved over the millions of years, and how individuals understand and operate successfully in distinct cultural settings, etc. Anthropology includes four broad fieldsó social-cultural anthropology, linguistics, physical anthropology and archaeology. Each of the four fields teaches distinctive skills, such as applying theories, employing research methodologies, formulating and testing hypotheses, and developing extensive sets of data. Over the years, these four fields have developed many sub-fields that cater to the challenges of modernization, globalization and impact of technology, etc.²

Among scholarly disciplines, anthropology stands out as the field that provides the cross-cultural test. A primary reason why anthropology can uncover so much about what it means to be human is that the discipline is based on the cross-cultural perspective. One culture cannot tell us everything about particular society and culture. In fact, culture is invisible until it is placed in comparison to another culture. In order to reveal the cultural aspects of human being, socio-cultural anthropologists engage into two kinds of activity: ethnography (based on field work) and ethnology (based on cross-cultural comparison). Ethnography provides an account of a particular community, society, or culture. During ethnographic field work, the ethnographer collects data that he or she organizes, describes, analyses and interprets to build and present that account, which may be in the form of a book, article, or film. It is a descriptive instrument which allows researcher to explain and understand the ways of life found in specific cultural groups. Ethnographers live in small communities and study local behaviour, beliefs, customs, social life, economic activities, politics, and religion in order to reveal socio-cultural aspects of particular community (Kottak 2012).

²<http://www.aaanet.org/profdev/careers/careers.cfm>, accessed on 21 April 2015

In this regard, Ethnographic fieldwork is considered as an integral part of practicing of social anthropology. The concept of ethnographic fieldwork was emerged with the work of one of the founding fathers of British anthropology, Bronislaw Malinowski (1884-1942). Prior to Malinowski, anthropologists largely relied on the data collected by missionaries, travellers, etc. and that is why they were termed as *arm-chair* anthropologist. It was Malinowski, who for the first time advocated that one needs to go to the field for getting detailed understanding of a culture, that is, living with the people he was studying, engaging in their community, learning their language, eating their food, and taking part in their everyday life. In this way, Malinowski, for the first time invented and introduced participant-observation method of anthropological fieldwork, which remains one of the dominant methodologies today. In his seminal work titled *Argonauts of the Western Pacific- An account of native enterprise and adventure in the Archipelagoes of Melanesian New Guinea* (1922), Malinowski presents in detail his methodological convictions, but his major concern was to a scientific and objective understanding of human behaviour and social organisation in a foreign culture. He wrote; *the field ethnographer has seriously and soberly to cover the full extent of the phenomena in each aspect of tribal culture studied, making no difference between what is commonplace, or drab, or ordinary, and what strikes him as astonishing or out-of-the-way* (Malinowski 1922, p11).



Malinowski with Melanesians in the Pacific Islands

Source: <https://blog.soton.ac.uk/comp6044/tag/anthropology/>

Besides Malinowski, another British anthropologist named Alfred Reginald Radcliffe-Brown (1881-1955) explained society on the basis of the structure of social relationship, later on became the architect of the famous Structural-Functional theory of anthropology. According to Radcliff-Brown, social structure is a part of all social relations of person to person. In the study of social structure, the concrete reality with which we are concerned is the set of actually existing relations at a given moment of time which link together certain human beings (Radcliffe-Brown 1931). Instead of explaining social phenomena in historical or psychological terms, which he believed to be impossible, Radcliffe-Brown in 1914 proposed to explain them as persistent systems of adaptation, coadaptation, and integration. His main working hypothesis was that the life of a society can be conceived of as a dynamic fiduciary system of interdependent elements, functionally consistent with one another. He formulated the Structural-Functionalism theory after his long

term field expeditions from the Andaman Islands in 1906-1908 to north-western West Australia in 1910-1912. In his famous book titled *“The Social Organization of Australian Tribes”* (1931), which covered the whole of aboriginal Australia as then known, he made a catalogue, classification, analytic generalization, and synthesis of an immense range of data on patterns of sex and age, community of language and custom, possession and occupancy of territory, kinship, marriage, segmentation, and cosmology, etc.

Besides Social-Cultural Anthropology, Archaeological Anthropology (more simply, *“archaeology”*) reconstructs, describes, and interprets human behaviour and cultural patterns through material remains. At sites where people live or have lived, archaeologists find artefacts, material items that humans have made, used, or modified, such as tools, weapons, camp sites, buildings, and garbage (Kottak 2012). The wild and domesticated grains have different characteristics, which allow archaeologists to distinguish between gathering and cultivation. Examination of animal bones reveals the ages of slaughtered animals and provides other information useful in determining whether species were wild or domesticated. Archaeologists also reconstruct behaviour patterns and lifestyles of the past by excavating. This involves digging through a succession of levels at a particular site. In a given area, through time, settlements may change in form and purpose, as may the connections between settlements. Excavation can document changes in economic, social, and political activities (Kottak 2012).

Biological anthropology also includes primatology. The primates include our closest relatives—apes and monkeys. Primatologists study their biology, evolution, behaviour, and social life, often in their natural environments. Primatology assists palaeoanthropology, because primate behaviour may shed light on early human behaviour and human nature.

Human behavioural ecology (HBE) is a dynamic field that emerged from the diverse research traditions of cultural ecology as practiced by scholars such as Julian Steward (1922-1972) and Roy Rappaport (1926-1997) and so on. HBE focuses on understanding human behavioural plasticity and uses formal approaches to study the adaptive responses of people to environmental challenges, particularly those related to core questions of subsistence and reproduction. HBE can be defined as the evolutionary ecology of human behaviour (Winterhalder and Smith 2000). Its central focus is how the behaviour of modern humans reflects our species' history of natural selection. The field has grown rapidly over the last twenty years, in anthropology and other social and behavioural sciences. It passes under many names, including Darwinian (or evolutionary) anthropology, human evolutionary ecology, evolutionary biological anthropology, human ethology, socio-biology, socio-ecology and biosocial (or bio-cultural) science (Winterhalder and Smith 2000).

3. Sociology as Behavioural Sciences



Source: <http://sociology101-brandonmiller.blogspot.in/2014/04/deviance-and-crime.html>

In the family of social and behavioural sciences, Sociology is comparatively a new entrant. The study of this subject has considerably gained its space in the academic world as it deals with various social problems, social relationships and social interactions. Prior to the emergence of sociology in 19th century, the study of society was carried on in an unscientific manner and society had never been considered as the central focus of any scientific study. It is through the study of sociology that the scientific study of the society has been possible. Thus, Sociology is a study of human society and more specifically, it is a systematic study of social behaviour and human groups. It seeks to provide an analysis of human society and culture with sociological perspectives and also analysed the factors and forces underlying historical transformation of society. The discipline has extensively developed its own methodology, scope and approach.

The major focus of Sociology is on the study of primary units of social life. In this area, it is concerned with social facts and social relationships, individual personality, groups of all varieties, communities, associations, organization and population. It is also concerned with the development, structure and function of a wide variety of basic social institutions such as the family and kinship, religion and property, economic, political, legal, educational and scientific, recreational and welfare, aesthetic and expressive institutions. It extensively focuses on the influence of social relationships upon people's attitudes and behaviour and on how societies are established and change. As a field of study, sociology deals with all the social issues including families, associations, communities, gangs, business firms, computer networks, political parties, schools, religions, and labour unions and so on. It is also concerned with love, poverty, conformity, technology, discrimination, illness, alienation, overpopulation and community, etc.³

Emile Durkheim (1858-1917), the principle architect of the discipline and the father of sociology, mentioned that sociology is study of social behaviour of human beings and must be understood in the larger social context, rather than individual action. According to him, sociology is mainly dealt with three principal divisions which he terms as *social morphology*, *social physiology* and *general sociology*. Social morphology covers the geographical settings, the density of population and other preliminary data which is likely to influence the social aspects. Social physiology is concerned with such dynamics processes as religion, morals,

³ <http://www.sociologyguide.com/>

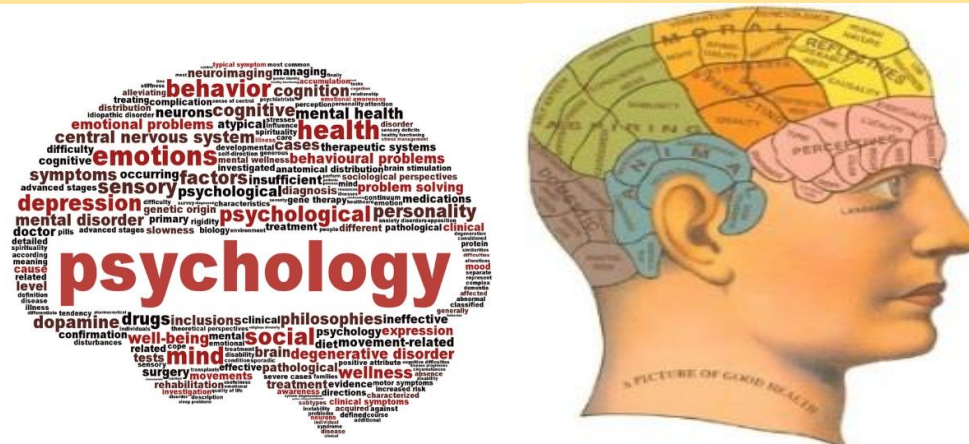
law, economic and political aspects, each of which may be the subject matter of a special discipline. General sociology is an attempt to discover the general social laws which may be derived from the specialized social processes. This is considered by Durkheim as the philosophical part of sociology (Schnore 1958). Supporting Durkheimian view, another sociologist Max Weber (1864-1920) has said that sociology deals with interpretations of social behaviours only. He said that in order to fully comprehend human behaviour, we must learn the subjective meanings that people attach to their actions ó how they themselves view and explain their behaviour. Furthermore, he suggested two schools of thought ó *historical* and *systematic*. His analysis with regard to the relationship between economics and religion enables him to use both historical as well as systematic method. The sociologies of law, economics and religion are the special sociologies which are part of both systematic and historical methods of study. He is also credited for his key conceptual tool: *the Ideal type*. The concept of ideal type can be used to study the family, religion, authority, and economic systems, as well as the analyse bureaucracy.

In order to analyse social behaviour of human being, one needs to understand the concept of social structure and social institutions. In sociology, social structure is distinctive and stable arrangement of institutions whereby human beings in a society interact and live together. Social structure is often treated together with the concept of social change, which deals with the forces that change the social structure and the organization of society. On the *macro-scale*, social structure is the system of socioeconomic stratification (e.g., the class structure), social institutions or other patterned relations between large social groups. On the *meso-scale*, it is the structure of social network ties between individuals or organizations. On the *micro scale*, it can be the way norms shape the behaviour of actors within the social system. The earlier study of social structures has informed the study of institutions, culture and agency, social interaction, and history.⁴ Alexis de Tocqueville (1805-1859) was apparently the first to use the term social structure; later, Karl Marx (1818-1883), Herbert Spencer (1820-1903), Max Weber(1864-1920), Ferdinand Tönnies (1855-1936), and Emile Durkheim (1858-1917) all contributed to structural concepts in sociology. Weber investigated and analysed the institutions of modern society ó market, bureaucracy (private enterprise and public administration), and politics (e.g. democracy). The notion of social structure was extensively developed in the 20th century, with key contributions from structuralist perspectives drawing on the theories of Claude Lévi-Strauss (1908-2009), Feminist or Marxist perspectives, from functionalist perspectives such as those developed by Talcott Parsons (1927-1973) and his followers, or from a variety of analytic perspectives.

On the other hand, a social institution is a complex and integrated set of social norms organized around the preservation of a basic societal value. Sociologists often reserve the term "institution" to describe normative systems that operate in five basic areas of life, which may be designated as the primary institutions ó (1) in determining Kinship; (2) in providing for the legitimate use of power; (3) in regulating the distribution of goods and services; (4) in transmitting knowledge from one generation to the next; and (5) in regulating our relation to the supernatural. In shorthand form, or as concepts, these five basic institutions are called the family, government, economy, education and religion(Haralambos & Heald 1980).

⁴ https://en.wikipedia.org/wiki/Social_structure

4. Psychology as Behavioural Science



Source-1: <http://www.advancehealthcare.com.au>

Source-2: <http://lpc1.clpccd.cc.ca.us/lpc/jones/psy4rev1.htm>

Psychology is the science of the mind and behaviour. The word "psychology" comes from the Greek word $\psi\psi\psi\psi\psi\psi\psi\psi\psi\psi$ meaning $\psi\psi\psi\psi\psi$, $\psi\psi\psi\psi\psi$, $\psi\psi\psi\psi\psi$, and the Greek word $\psi\psi\psi\psi\psi$ meaning the study of something. It is an academic discipline and an applied science which seeks to understand individuals and groups by establishing general principles and researching specific cases. The professional practitioner or researcher in this field is called psychologist and sometimes they also be can also be termed as a social, behavioural, or cognitive scientist. Main goal of a Psychologist is to understand the role of mental functions in individual and social behaviours, while also exploring the physiological and biological processes that underlie cognitive functions and behaviours.

Psychologists use human behaviour as their main data source and examine how the human mind functions. It is virtually impossible for an individual to read his/her own mind and thus, mind is not readable directly. Indeed, our actions, feelings and thoughts are influenced by the functioning of our minds and that is why psychologists use human behaviour as primary data for testing various psychological theories on how the mind functions. Thus, psychologists study human behaviour at a larger extent. Some psychologists would interpret $\psi\psi\psi\psi\psi$ to mean both overt responses and conscious experience, that is, actions and thoughts or feelings; while others would be more restrictive, omitting thoughts and feelings because they cannot be observed directly. Similarly, some psychologists include the behaviour of other species, while some are concerned only with human behaviour. As a whole, psychology, as an integral part of the behavioural science, seeks to understand the physiological, emotional, and mental processes that drive and influence human behaviour.

In a philosophical context, psychology existed around thousands of years ago in ancient Greece, Egypt, India, Persia and China. Medieval Muslim psychologists and doctors had a more clinical and experimental approach to psychology. But it was Pierre Cabanis (1757-1808) from France, who for the first time created biological psychology in 1802. A physiologist by profession, Cabanis in his essay titled *"Relations between the physical and moral aspects of man"* (*"Rapports du physique et du moral de l'homme"*) interpreted the mind

for the first time. He argued that sensibility and soul were parts of the nervous system (Martin 1983). Later on, in 1879 Wilhelm Wundt (1832-1920), Germany, founded psychology as a truly independent experimental field of study and set up the first laboratory that carried out psychological research exclusively at Leipzig University, Germany. Wundt is known today as the father of psychology. Hermann Abbingaus (1850-1909), University of Berlin, was the first psychologist to study memory extensively. Ivan Pavlov (1849-1936) researched on the learning process called "classical conditioning". Another renowned psychologist Sigmund Freud (1856-1939), Austria, developed psychoanalysis - a method of psychotherapy. The main principle of Freud's theory was that the unconscious is responsible for most thought and behaviour in everybody and the disorders of the mentally ill.

There are many branches of psychology. Like, **Clinical psychology** integrates science, theory, and practice in order to understand, predict and relieve maladjustment, disability, and discomfort. On the other hand, **Cognitive psychology** investigates internal mental processes, such as problem solving, memory, learning, and language (how people think, perceive, communicate, remember and learn). **Developmental psychology** is the scientific study of systematic psychological changes that a person experiences over the course of his/her life span. **Evolutionary psychology** looks at how human behaviour has been affected by psychological adjustments during evolution. **Forensic psychology** involves applying psychology to criminal investigation and the law. **Health psychology** is also called behavioural medicine or medical psychology. This branch observes how behaviour, biology and social context influence illness and health. **Occupational psychology** investigates how people perform at work in order to develop an understanding of how organizations function. **Social psychology** is a study of how the behaviour and thoughts of people are influenced by the actual or implied presence of others.

A major part of psychology is dealt with Behavioural psychology which studies human behaviour exclusively. American psychologist, John B. Watson (1878-1958) said that psychology should focus on the study of behaviour because he believed that behaviour was not the result of internal mental processes, but rather the result of how we respond to stimuli from the environment (Watson 1913). Behaviourism, propounded by Watson, is a behavioural approach to psychology and has focused on how people learn new behaviour from the environment. Renowned psychologist named Burrhus Fredric Skinner (1904-1996) followed Watson's footsteps and his approach of study is called radical behaviourism as it does not consider private events like thinking, perceptions and unobservable emotions. The behavioural psychologists investigate whether, (1) behaviour is both conditioned and determined by its own outcomes or consequences (rewards and punishments); (2) human behaviour can be understood by investigating animal behaviour; (3) only the observable and measurable aspects of a behaviour are worth investigating; (4) repetition alone brings mastery which is the same as understanding; (5) knowledge is something given by an instructor and taken (acquired) by a learner; (6) an instructor should focus on changing the learner's behaviour and not his or her thinking patterns; and (7) mind (and thus consciousness) does not exist as far as scientific investigation is concerned (Watson 1930).

Evolutionary psychologist, as a part of behavioural psychology focuses on genetic relatedness and its relationship to behaviour. Though it is not directly dealt with individual genes, but with the development of genetics, the evolutionary psychologists have started

examining the role of specific genes as they influence personality and psychological processes. For instance, psychologists are now trying to investigate gene-environment interaction. They are trying spot specific genes interacting with environment which influence personality, emotion, and health risk, with a specific focus on genes involved with serotonin. Scientists know that this neurotransmitter plays an important role in mood regulation and in such psychological problems as depression. Genes do not operate in isolation, but their effects vary in different environments.

5. Conclusion

Behavioural sciences is the collective term given to a number of disciplines which focus on the study of the human behaviour. Being interdisciplinary and holistic in nature, the main goal of behavioural science is to acquire scientific knowledge of human behaviour from whatever sources can make appropriate contributions. Looking at the interrelationship and holistic nature of the disciplines, Anthropology, Sociology and Psychology are largely included and taught in the course curriculum of behavioural sciences worldwide.

Psychology, sociology and anthropology are complementary disciplines and are interrelated with each both from methodological and theoretical aspects. Psychology borrows finding of sociology in studying the role of culture in group dynamic and behaviour. These two disciplines have a great deal in common and are inter-related both theoretically and methodologically as both them are considered as 'positive science'. For example, both sociologists and psychologists are interested in studying the drugs trafficking. The focus of sociology becomes the social and economic causes of drugs trafficking, the relation of drugs trafficking with law and order, etc. However, the focus of psychologists may be on understanding the individual nature of the drug trafficker and drug addicts, causes of terror behaviour. But both the information are important as one cannot be explained without the help of other.

Psychology and anthropology are also interlinked with each other. The closest relationship between psychology and anthropology is seen between the main branches, social psychology and cultural anthropology. Social psychology studies the individual behaviour under social environments and explains how various cultural factors influence the human behaviour. On the other hand, the cross-cultural psychologists draw from the knowledge base of the anthropologists to understand the unique features and influences of a culture. There is also a spate sub-branch in anthropology called psychological anthropology. Hence, in this way Psychologist draws relevant data from anthropology and Anthropologists take information about abnormality and nature of human beings through the studies of psychology.

Similarly, both anthropology and sociology attempt to answer questions pertaining to man and his behaviour in society. While anthropology studies man from every aspect, it is sociology focusses on society. It is socio-cultural anthropology that is closest to sociology and even there are differences in approach and methodology justify segregating these two social sciences. For example, anthropologists rely more on ethnographic data whereas sociologists rely more on survey data. Hence, despite differences in theory and methodological orientation between Anthropology, sociology and psychology, they are largely comes under the purview of Behavioural science. Because, these subjects are largely

based on scientific approach, encouraging the acquisition of behavioural knowledge under conditions which, so far as possible, ensure objectivity, verifiability and generality and also calls for conformity to high standards of scientific inquiry.

