



**MURANGA UNIVERSITY COLLEGE**

**(A Constituent College of Jomo Kenyatta University of Agriculture and Technology)**

**SCHOOL OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF LIBERAL STUDIES**

**UNIT CODE: HBC2302:      UNIT TITLE: BEHAVIOURAL SCIENCE**

**DATE: 19<sup>TH</sup> AUGUST 2015.      UNIVERSITY EXAMINATION      TIME: 2HRS**

**MAIN EXAM: TOWN CAMPUS**

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***Instructions: Answer Question 1 and Any Other TWO.***

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1. a) Using relevant examples distinguish the following terms used in behavioral science **(10marks)**
  - i) Experimental research and Control group
  - ii) Independent variable and extraneous variables.
- b) Briefly discuss the term intergroup conflict reduction **(9 marks)**
- c) Outline the tenets of the social impact theory **(6 marks)**
- d) Briefly explain the term counterproductive work behavior. **(5marks)**
2. a) The four Ds a description of the four Ds when defining abnormality:
  - b) Explain in your own language why it will be difficult for you to carry out an experimental research in order to explain behavior. **(10marks)**
3. Describe the elements of group structure. **(20marks)**
4. Good health is very instrumental to human behavior. What would you advise your peers to do to help stay healthy **(20marks)**
5. Clearly discuss four factors that may affect human behavior **(20marks)**

## MARKING SCHEME

- 1 i) **Experimental group** the one to be observed **while control** is the one will not be exposed to some factors.
- iii) Independent variable is the variable that is manipulated while extraneous variables are factors that may affect the experiment although they are not part of the research and the researcher has no control.
- b) **Contact hypothesis** (intergroup theory) it is possible to reduce prejudice between groups.

There are four optimum conditions for contact ie equal status between the groups in the situation, common goals, intergroup cooperation and the support of authorities, law, or customs.

- i) **Super ordinate identities** Under the contact hypothesis, several models have been developed. A number of these models utilize a super ordinate identity to reduce prejudice. By emphasizing this super ordinate identity, individuals in both subgroups can share a common social identity. for example, if there is a conflict between white ,black, and Latino students in high school, one might try to emphasize the high school group/identity that students share to reduce conflict between the groups.
- ii) **Interdependence** There are also techniques for reducing prejudice that utilize interdependence between two or more groups. That is members across groups have to rely on one another to accomplish some goal or task.
- c. **Social impact theory**

It states that there are three factors which will increase people's likelihood to respond to social influence

Strength: the importance of the influencing group to the individual

Immediacy: physical (and temporal) proximity of the influencing group to the individual at the time of the influence attempt

Number: the number of people in the group

**d) Counterproductive work behavior (ICWB)** is the employee behavior that goes against the legitimate interests of an organization. This behavior can harm organizations or people in organizations including employees or clients, customers, or patients. It has been proposed that a person –by- environment interaction can be utilized to explain a variety of counterproductive behaviours. For instance an employee who is high on trait anger is likely to respond to stressful incident at work with CWB

Some researchers use the CWB term to subsume constructs that are distinct. Workplace revenge behaviours by employees intended to hurt another person who has done something harmful to them.

## 2. The four Ds a description of the four Ds when defining abnormality:

**Deviance:** this describes the idea that specific thoughts, behaviours and emotions are considered deviant when they are unacceptable or not common in society. Clinicians must however, remember that minority groups are not always deemed deviant just because they may not have anything in common with other groups. Therefore, we define individual's actions as deviant or abnormal when his/her behavior is deemed unacceptable by the culture he/she belongs to.

**Distress** this term accounts for negative feelings by the individual with the disorder. He or she may feel deeply troubled and affected by their illness.

**Dysfunction** this term involves maladaptive behaviour that impairs the individual's ability to perform normal daily functions, such as getting ready for work in the morning, or driving a car. However, dysfunctional behavior is not always caused by disorder; it may be voluntary, such as engaging in a hunger strike.

**Danger:** this term involves dangerous or violent behavior directed at the individual or others in the environment. An example of dangerous behaviour that may suggest a psychological disorder is engaging in suicidal activity.

b) Whilst perfect in principle, there are a number of problems with this type of design. Firstly, they can be almost too perfect, with the conditions being under complete control and not being representative of real world conditions.

- i) For psychologists and behavioral biologists, for example, there can never be any guarantee that a human or living organism will exhibit 'normal' behavior under experimental conditions.
- ii) True experiments can be too accurate and it is very difficult to obtain a complete rejection or acceptance of a hypothesis because the standards of proof required are so difficult to reach.
- iii) True experiments are also difficult and expensive to set up. They can also be very impractical.
- iv) While for some fields, like physics, there are not as many variables so the design is easy, for social sciences and biological sciences, where variations are not so clearly defined it is much more difficult to exclude other factors that may be affecting the manipulated variable.

### 3. Elements of group structure

**Roles** can be defined as a tendency to behave, contribute and interrelate with others in a particular way. Roles may be assigned formally, but more often are defined through the process of role differentiation. Role differentiation is the degree to which different group members have specialized functions. Functional (task) roles are generally defined in relation to the tasks the team is expected to perform. Other types of roles are the socio-emotional role, which helps maintain the social fabric of the group, the individual role and the leader role.

**Norms** are the informal rules that groups adopt to regulate members' behaviour. Norms refer to what should be done and represent value judgments about appropriate behaviour in social situations. Although they are infrequently written down or even discussed, norms have powerful influence on group behaviour

**Values** are goals or ideas that serve as guiding principles for the group. Like norms, values may be communicated either explicitly or on an ad hoc basis. Values can serve as a rallying point for the team. However, some values (such as conformity) can also be dysfunctional and lead to poor decisions by the team.

**Communication patterns** describe the flow of information within the group and they are typically described as either centralized or decentralized. With a centralized pattern, communications tend to flow from one source to all group members. Centralized communications allow consistent, standardization information but they may restrict the free flow of information. Decentralized communications make it easy to share information directly between group members. When decentralized, communications tend to flow more freely, but the delivery of information may not be as fast or accurate as with centralized communications. Another potential downside of decentralized communications is the sheer volume of information that can be generated, particularly with electronic media.

**Status differentials** are the relative differences in status among group members. Status can be determined by a variety of factors, including expertise, occupation, age, gender or ethnic origin. Status differentials may affect the relative amount of pay among group members and they may also affect the group's tolerance to violation of group norms (i.e., people with higher status are given more freedom to violate group norms).

#### **4. Healthy behavior**

- Do some regular physical activity .

physical activity that you mildly out of breath and a little sweaty is fine eg jogging. A brisk walk each day is what many people do and that is fine. However it is thought that the more vigorous the activity the better. To gain most benefit, you should do at least 30 minutes of physical activity

- You should eat a healthy diet

Try to lose weight if you are overweight or obese you don't need to get a perfect weight. If you are overweight you can gain great benefits by losing 5-10kgs

- Don't drink too much alcohol

Keep an eye on the amount of alcohol you drink. Men should drink no more than 21 units of alcohol per week, no more than four units in any one day, and have at least two alcohol free days in a week. Women should not drink more than 14 units of alcohol per week, no more than three units in any one day and have at least two alcohol free days a week. Pregnant women should not drink at all. One unit is about half a pint of normal strength beer, or two thirds of a small glass of wine, or one small pub measure of spirits

### 5. 3. Factors affecting human behavior

**Genetics** Long before Charles Darwin published his book *On the Origin of Species* in 1859, animal breeders knew that patterns of behavior are somehow influenced by inheritance from parents. Studies of identical twins as compared to less closely related human beings, and of children brought up in adoptive homes, have helped scientists understand the influence of genetics on human behavior. The study of human behaviour genetics is still developing steadily with new methods such as genome-wide association studies.<sup>[1]</sup>

**Social norms** Social norms, the often-unspoken rules of a group, shape not just our behaviours but also our attitudes. An individual's behavior varies depending on the group(s) they are a part of, a characteristic of society that allows norms to heavily impact society. Without social norms, human society would not function as it currently does; humans would have to be more abstract in their behaviour, as there would not be a pre-tested 'normal' standardised lifestyle, and individuals would have to make many more choices for themselves. The institutionalisation of norms is, however, inherent in human society perhaps as a direct result of the desire to be accepted by others, which leads humans to manipulate their own behaviour in order to 'fit in' with others. Depending on their nature and upon one's perspective, norms can impact different sections of society both positively (e.g. eating, dressing warm in the winter) and negatively (e.g. racism, drug use).

**Core faith and culture** Another important aspect of human behavior is their "core faith". This faith can be manifested in the forms of religion, philosophy, culture, and/or personal belief and often affects the way a person can behave. 80% of the United States public claims some sort of belief in a higher power, which makes religion a large importance in society. It is only natural for something that plays such a large role in society to have an effect on human behavior. Morals are another factor of core faith that affects the way a person behaves. Emotions connected to morals including shame, pride, and discomfort and these can change the way a person acts. Most importantly, shame

**Attitude**An attitude is an expression of favor or disfavor toward a person, place, thing, or event. The interesting thing about an attitude and human beings is that it alters each individual. Everyone has a different attitude towards different things. The factor that determines attitude is likes and dislikes. The more one likes something or someone the more one is willing to open up and accept what they have to offer. When one doesn't like something, one is more likely to get defensive and shut down. An example of how one's attitude affects one's human behavior could be as simple as taking a child to the park or to the doctor. Children know they have fun at the park so their attitude becomes willing and positive, but when a doctor is mentioned, they shut down and become upset with the thought of pain

**Group dynamics** is a system of behaviors and psychological processes occurring within a social group (*intragroup* dynamics), or between social groups (*intergroup* dynamics). The study of group dynamics can be useful in understanding decision-making behavior, tracking the spread of diseases in society, creating effective therapy techniques, and following the emergence and popularity of new ideas and technologies. Group dynamics are at the core of understanding racism, sexism, and other forms of social prejudice and discrimination. These applications of the field are studied in psychology, sociology, psychology, sociology, anthropology, political science, epidemiology, education business, and communication studies