

# Research Topics

Topic 1-

**Research Question:** Teenagers or Millennials association with the success of prominent figures and celebrities.

OR

Association of external success to self in day to day life( contemporary lifestyle perspective)

**Research Area:** Basking In Reflected Glory (BIRG)

**Background:** Basking in reflected glory, also known as BIRGing, refers to the tendency of individuals to associate themselves with the successful, the famous, or the celebrated. Basking in reflected glory was first scientifically investigated in the mid-1970s by a team of researchers headed by Dr Robert Cialdini. According to their research, after a winning football game, not only were college football fans more likely to wear clothing that endorsed the football team, they were more likely to use the pronoun we to describe the events of the game as compared to fans after a losing football game. Basking in reflected glory serves to enhance people's public image or self-esteem. However, there are situations in which people's BIRG vary, and certain situations may lead individuals to BIRG more. Because BIRGing is intended to enhance an individual's self-esteem, people are more likely to engage in basking in reflected glory when their public self-image is threatened.

**Goal:** BIRG's research and application from the time of its origin in the 1970s have been limited to a few social scenarios and it hasn't been put to test in a more organic individual to an individual social setting. In this digital age, the distance between the life of a celebrity or a prominent figure and their fans or followers is closer than ever before. As a reason, fans or followers are aware of their celebrities every move and they feel joy and sadness in the success or failure in their lives. This leads to BIRGing if their chosen celebrity or figure becomes successful and the research would further investigate this area.

**Tentative Methodology:**

- Experimentation
- Content Analysis
- Quasi-Experiment (Observational Study)

## Topic 2-

**Research Question:** How does family group behaviour get affected by a child's death (Inc. Suicide)

**Research Area:** Child Death

**Background:** The death of a child is a traumatic event that can have long-term effects on the lives of parents. The emotional blow associated with child loss can lead to a wide range of psychological and physiological problems including depression, anxiety, cognitive and physical symptoms linked to stress, marital problems, increased risk for suicide, pain and guilt. All of these issues can persist long after the child's death and may lead to diagnosed psychiatric conditions such as complicated grief disorder. For parents, the dissolution of the attachment relationship with the child elicits severe anxiety and other negative emotions associated with loss. Parents might also experience guilt about having been unable to protect the child. Furthermore, because the death of a child defies the expected order of life events, many parents experience the event as a challenge to basic existential assumptions. Research conducted by a team of researchers at Tel Aviv University, the study looked at a national sample of 1239 older Israelis ranging in age from 75 to 94 who were followed over a 20-year period. Only 4.76% of the original sample was still alive after 20 years and information about the cause of death and medical history was also collected. Of the study participants who had children, 29.2% had lost at least one child, whether due to war or disease. Another research suggested an average of 18.05 years following the death when parents were age 53, bereaved parents reported more depressive symptoms, poorer well-being, and more health problems and were more likely to have experienced a depressive episode and marital disruption than were comparison parents.

**Goal:** In the last decade, research on bereavement in a family setting has been increased considerably. But the researches always focus on the child and the psycho-social effectiveness of a family member or parent's death. There are very few studies focusing on how family relations and dynamics changes after the death of the child. Also, most studies that are done haven't focused on family group behaviour and have been done in individualistic cultures. The subsequent aim of the research would be to look at the changes in the family group dynamics and behaviour after death of a child. As the research would be conducted in India, which is an overwhelmingly collectivistic culture .

### **Tentative Methodology:**

- Interview
- Case Study

### Topic 3-

**Research Question:** Creation of dual attitude systems due to Social Media usage

**Research Area:** Dual Attitude

**Background:** Dual attitudes refer to the idea that an individual can have two different attitudes about something—both an implicit attitude and an explicit attitude. The implicit attitude refers to an intuitive response or gut reaction, whereas the explicit attitude refers to a more deliberate, thought-out response. Both can coexist within a subject's mind and the subject may not even be fully aware that this duality of attitudes exists.

**Goal:** Social media usage per capita is increasing at an alarming rate, which also leads to the consumption of a lot of media like videos, photos, articles. This consumption has caused different types of real-life implications ranging from suicides, mob lynchings, animal abuse and cyber-bullying. The research aims to find out how and to which extent does social media affect our pre-usage attitude and create conflicting dual attitude systems. A simplified example would be: **A person X watches a video on WhatsApp stating Jordan B. Peterson as a homophobic person. Now after watching the video in the mind of X, a minor cognitive dissonance will be formed based on Jordan B. Peterson. On one end X will still have the previous notion of JB Peterson as a world-renowned intellectual and Clinical Psychologist and on the other end will be the notion of JB Peterson being a rightist. If more information will be given to X on the same notion then it can lead on to the formation of Dual attitude systems.**

**Tentative Methodology:**

- Observational Study
- Experimentation
- Field Experiment

### Topic 4-

**Research Question:** Effect of Emotions on the mind in forming external authority (figures of authority).

**Research Area and Background:** Emotion, Obedience, Social Power, Attribution Theory, Cognitive Dissonance, Group Behaviour, Social Influence, Leadership, Pro-Social Behaviour, Expert Power, Emotional Intelligence and Empathetic Concern.

**Goal:** The aim of this research is to find out the effectiveness of emotions in forming authority.

**Tentative Methodology:** Content Analysis, Experimentation, Observational study

## Topic 5-

**Research Question:** Are we Pre-dispositioned to white?

**Research Area:**

- Facial Perception and Processing (Neuropsychology, Cognitive Psychology, Social Perception (Social Psychology))
- Colour Processing

**Background:** Face perception is an individual's understanding and interpretation of the face, particularly the human face, especially in relation to the associated information processing in the brain. The proportions and expressions of the human face are important to identify the origin, emotional tendencies, health qualities, and some social information. From birth, faces are important in the individual's social interaction. Face perceptions are very complex as the recognition of facial expressions involves extensive and diverse areas in the brain. In recent time's study on race and ethnicity have increased drastically, as racism in countries like America increased. This lead to a lot of researchers focusing their studies on race and its daily life implications. In a lot of studies it was found that people who are of lighter complexion have twice the chance of getting selected for a job interview than those who are of darker complexion.

**Goal:** The aim of the research is to find out if we are pre dispositioned to select white over black or any other colour equivalent to the facial complexion.

**Tentative Methodology:**

- Experimentation
- Observational Study
- Quasi-experimental Study

**Other Topics:-**

- Gender and Career Choices: A psychometric perspective
- Numerical Cognition: Effect of numbers on our compliance and conformity
- Voice Pitch and its influence on our Psycho-Social Cognition