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**KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**FIRST YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE BACHELOR OF COMMUNITY DEVELOPMENT AND SOCIAL**  
**WORK**  
**KCD 2102: SOCIAL PSYCHOLOGY AND COMMUNITY DEVELOPMENT**

Date: 13<sup>TH</sup> DECEMBER 2024

Time: 8:30AM-10:30AM

**INSTRUCTIONS TO CANDIDATES**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

**READ THE FOLLOWING PASSAGE THEN ANSWER THE QUESTIONS THAT FOLLOW.**

**SOCIAL PSYCHOLOGY AND GROUP DYNAMICS**

Social psychology focuses on how individuals' thoughts, feelings, and behaviors are influenced by the presence of others, and it plays a significant role in understanding group dynamics and social interaction within communities. In the context of community development, social psychology provides insights into how community members interact, collaborate, and influence one another to achieve common goals. One key concept in social psychology is group dynamics, which refers to the ways in which people behave in groups and how these behaviors affect group performance and cohesion. In community development, fostering positive group dynamics is crucial for creating successful initiatives. Group cohesion, the sense of solidarity and unity among group members, is necessary for maintaining collective action. When communities work together cohesively, they are more likely to successfully tackle issues like poverty, healthcare, education, and infrastructure development. Social norms, the unwritten rules that govern behavior in groups—are also critical in community development. These norms shape how individuals act within their community and can either promote or hinder progress. For example, in some communities, social norms that favor collective well-being over individual gain can facilitate projects such as community agriculture or shared business ventures. Conversely, norms that prioritize individualism or competition may lead to conflicts that undermine community efforts. Social identity theory is another important concept in social psychology, which explains how individuals derive part of their identity from their membership in social groups. In community development, fostering a strong sense of shared identity can encourage people to work together towards a common vision. If individuals feel connected to their community and view their personal success as tied to the community's well-being, they are more likely to contribute to development projects. Leadership and influence play a crucial role in community development. Social psychology highlights how leaders can inspire and mobilize group members through both formal authority and informal influence. Effective community leaders often serve as role models, utilizing their influence to bring people together and encourage participation in development initiatives. However, social psychology also helps in understanding challenges in community development. For instance, groupthink, a phenomenon where the desire for group harmony leads to poor decision-making can prevent communities from critically evaluating their plans or considering alternative solutions. Social loafing, where individuals exert less effort when working in groups, can also reduce the effectiveness of community projects.

- (a) Discuss the main focus of social psychology. (6 Marks)
- (b) According to the passage explain the meaning of group dynamics. (4 Marks)
- (c) Narrate the advantages of communities working together. (5 Marks)
- (d) Indicate the advantages of social norms that favor collective well-being over individual gain. (5 Marks)
- (e) Outline the major challenges of groupthink. (5 Marks)
- (f) Explain why social loafing is a challenge in community development. (5 Marks)

### **QUESTION TWO (20 MARKS)**

- (a) Discuss the concept of group cohesion. (5 Marks)
- (b) Evaluate how social norms affect community development. (5 Marks)
- (c) Identify the role leadership plays in influencing community development efforts. (5 Marks)
- (d) Differentiate between interpersonal and intrapersonal conflict. (5 Marks)

### **QUESTION THREE (20 MARKS)**

- (a) “Mob mentality” is about more than just crowds which have gotten out of control. Explain how members of the mob react in a common way. (5 Marks)
- (b) Outline the strategies you would use to reduce social loafing. (5 Marks)
- (c) Identify factors effective leaders can use to influence group behavior and drive successful community projects. (5 Marks)
- (d) Differentiate between oppression in the the form of imposition and deprivation. (5 Marks)

### **QUESTION FOUR (20 MARKS)**

- (a) Millions of women worldwide are denied access to education, health services and economic opportunities, experience reduced access to food or live in fear of gender-based violence (GBV). State the remedies you would put in place to reverse the situation. (5 Marks)
- (b) Outline THREE examples of both positive and negative impacts of social norms. (5 Marks)
- (c) Differentiate between economic discrimination and institutionalized discrimination. (5 Marks)
- (d) Socialization includes basic discipline. Highlight some of these disciplines. (5 Marks)

### **QUESTION FIVE (20 MARKS)**

- (a) Discuss how creating a shared community identity can motivate participation in development projects. (5 Marks)
- (b) Explain how people react to change either positively and negatively. (5 Marks)
- (c) Discuss the “win-win” approach to conflict resolution. (5 Marks)
- (d) Discuss the win-win approach to conflict resolution. (5 Marks)