**Video Title:** Individual-Society Dualism in Social Psychology

**Video URL:** <https://www.youtube.com/watch?v=fr2PGbHHCWg>

**Run Time:** 3:11

**Source:** The Open University/YouTube

**Closed Caption Available:** Yes

As presented in Chapter 1, the fundamental model followed by social psychologists involves the interaction between individual characteristics (e.g., personality, attitudes) and the social environment (e.g., the presence of others, the physical environment). This video explores the nature of this interaction by examining the role of the individual in his/her wider social environment. Ideas are presented on the way the two factors interact to produce social behavior. As you watch the video, answer the following questions:

1. What makes up the notion of individual-society dualism?

2. How does social psychology address the roles of the individual and the social environment?

3. How can social expectations affect individual behavior?

4. Think of an example of how your individual behavior is influenced by the social situation and explain it. How would your behavior change if the social situation changed?