

# ROLE OF SOCIAL PSYCHOLOGIST IN ALLEVIATING SOCIAL PROBLEMS IN DEVELOPING COUNTRIES

By  
Dr.Usman Rasheed Chaudhry  
Email:usmanchaudhry65@yahoo.com

## ABSTRACT

The Social Problems are rapidly increasing in all over the entire World. The most prior victims of Social Problems are developing Countries. The social problems exist and subjectively perceived when social conditions combine at local, societal , or global level to cause personal problems which brings stress and helpless in society. In such scenario social psychologist can play vital role in enhancing quality of life of the individuals of the society by bringing awareness and psycho educating the society to cope up with social problems and achieving positive attitude in society. This critical essay paper will explain coping strategies to fight against social problems and uplift the motivation to promote collectivist approach to minimize social problems. The cultural and indigenous approach is always helpful in alleviating social problem of any country. The attitude formation and “We” feeling approach can undermine the aggression and deviant behavior .The youth in developing countries are the most fragile target of facing social problems. The concept of informal learning, engaging in positive community, anger management, stress management and formulating remedial measures for cultural sustainable development and involving administrative authorities and media in preventive and psycho education and alleviating social issues at grass root level can reduce the social problems and avoid brain drain in developing countries and can improve overall quality of life of the people. This paper will discuss all these remedial postulates in detail and will give new hope and directions to the professionals who want to contribute in the field of social psychology to alleviate social problems in developing countries

Key words :- Social Problems , Quality of life , Positive Attitude, Collectivist Approach , stress Management, anger management. Sustainable development, Brain drain

## INTRODUCTION

### Social Problems

The Social Problems are rapidly increasing in over all the World. The most prior victims of Social Problems are developing Countries. The social problems exists and subjectively perceived when social conditions combine at local, societal , or global level to cause personal problems which brings stress and helpless in society.

#### Nature of Social Problems in Developing Countries

The Social Problems prevailing in developing Countries are mainly:

1. Crime
2. Poverty
3. Drug Abuse
4. Imbalance Flow of Money
5. Insecurity

#### Consequences of Social Problems in Developing Countries

The Individuals living in developing Countries face lots of socio-economic and psycho social issues in their lives like:

1. The Economic disparity
2. Injustice
3. Deprivation of Basic needs for the general public
4. Opportunities only for the Privileged class
5. Nepotism
6. Class discrimination
7. Negative Attitude

### Psychological Impact of Social Problem

As mentioned earlier the Socio economic and Psycho social issues leads to psychological unrest among the individuals in developing countries. The young individuals with the feeling of hopelessness can be easy prey to deviant behavior, aggression, anxiety. The worse part of these social problems is that it hampers the cultural bondage and value system. In such Scenario social Psychologist plays pivotal role in bringing positive attitude, hopefulness and inspiring for altruistic behavior.

## **Social Psychologist as Remedial Measure to Alleviate Social Problems in Developing Countries**

The social psychologist can play constructive role in minimizing the social problems . The social Psychologist has to act as:

1. Guide
2. Councilor
3. Guardian
4. Reformer
5. Educator

The Social psychologist can act as catalyst to bring the “**We**” feeling approach in any culture to minimize the social problems. The collectivist approach helps in identifying the social problems and issues at grass root level. The positive attitude formation through lectures, leaflets and group coherence programs will bring the positive attitude to fight against social problems. The triangle of “**PTR**” Parents, Teachers and Religious scholars can give outstanding results in alleviating social problems in developing country. Due to economic deprivation and lack of governmental resources communities at large gets neglected to alleviate social problems.

### **A-STRESS AND ANGER MANAGEMENT**

The free floating anxiety is at its large in developing countries due to increase in social problems. People are facing stresses and heading towards aggression which itself is becoming social problem .The increase in crime and poverty has given rise to chronic stress and helplessness and inclination towards deviant behavior which ultimately leads to petty crimes and organized crimes. Social Psychologist can formulate certain social remedial measures to dilute the stress and anger of the general community. The coping strategies to counter stress & anger and opting for positive attitude towards life and positive assertiveness to highlight the social problems.

### **B-AWARENESS THROUGH PRINTED AND ELECTRONIC MEDIA**

The media can be productively used by the social psychologist to alleviate social problems. The social psychologist can use media as bridge between Government and Public while highlighting the social issues and the sharing coping strategies in media can bring hope to the people. The use of social psychology by social psychologist in media can be very effective in identifying the

social problems and arranging focus groups in electronic media based on solution focused approach. The awareness through media can bring following results:

- 1-Identification of social Problems
- 2- Involving the government representatives in solution focused approach
- 3- High lighting public voice
- 4- Discussing the consequences of social problems
- 5- Propagation of remedial measures to alleviate social problems
- 6- Organizing focus groups on social problems

7-Motivating the community for collectivist approach through media so that issues and social problems can be tackled one by one.

**C-PSYCHO EDUCATION AND REFORMATION OF CULTURAL FACTORS** Culture as we know is set of shared beliefs, values, behavioral norms and practices that are common to a group of people sharing a common identity and languages. The social psychologists can positively manipulate the cultural values and indigenous traits associated with that culture to promote the Chinese concept of “maximum utilization from available resources”. It is evident that culture influences our attitudes, behavior and over all our personality. The social problems are very much linked with our perception and attitudes of tackling them. The importance of cultural strengths is highly significant in alleviation of social problems. There are three factors influencing culture and if these factors are not dealt with it will surely increase the social problems.

The three factors influencing culture namely:

### **1-Ecological Factors**

### **2-Social factors**

### **3-Biological Factors**

#### **1-Ecological factors**

Geography, climate, and amount of natural resources all affect culture. For example, a land void of natural resources may encourage teamwork and community spirit among its members and interrelationships with other groups that have abundant resources to survive. The ecological factor can lead to many social problems if the economic disparity increases and people not able to get basic needs of life and being deprived of basic necessities of life. The social psychologist can emphasize on these factors and can act as liaison between government

and the community to high light the scarcities and increase the team building through promoting “We” feelings among people.

## **2-Social factors**

There are several social factors that affect culture, including density, affluence, technology, type of government, institutions, media, socio-cultural history , and religion. The distortion in social factors of culture may lead to more social problems. The corruption in government, institutions will bring unrest and chaotic atmosphere in society and country at large and increases the social problems. The social psychologist should highlight and identify the need felt areas and psycho educate the masses by using media or approaching authorities by highlighting the consequences of not taking care of social factors can ignite the social problems.

## **3-Biological factors**

The third factor that affect culture is biological factor. The aggregate temperament, attitude and overall behavior of the individual are strong components of biological factors. The more social problems the more negative attitude will prevail in society. The free floating anxiety will be increased which will lead to lack of trust, frustration and can end up in societal deviant behavior which will definitely increase social problems. The social psychologist can formulate certain professional measures to establish positive attitude formation and arranging stress management and general focus groups which can positive source of ventilation

## **D- INITIATIVES FOR MINIMIZING BRAIN DRAIN IN DEVOLOPING COUNTRIES**

Quality of life is very important component of happiness and prosperity of any society. the quality of life is based on psychological wellbeing ,economic wellbeing, social wellbeing and physical wellbeing. The countries where great emphasis is paid to enhancement of quality of life of the individual have more prosperous and happy life and have less social problems. It is dilemma that lack of political will in alleviating social problems intensify the social problems. The quality life is shattered if social problems affect the personal wellbeing of the society. The most drastic effect of social problems in poor quality of life is ‘Brain Drain’. According to Dodani (2005) Brain drain is the migration of skilled human resources for trade, education, etc. Trained health professionals are needed in every part of the world. However, better standards of living and quality of life, higher salaries, access to advanced technology and more stable political conditions attract talent from less developed areas. The majority of migration is from developing to developed countries.

## **SALIENT REASONS OF BRAIN DRAIN IN DEVELOPING COUNTRIES:**

**1-Insecurity**

**2-Lack of basic needs**

**3-unstable political institutions and lack of political will for betterment and alleviation of social problems**

**4-Unjustice and lawlessness**

**5-Stressful environment**

**6-Poor intellectual stimulation**

**7-Threats of violence**

**8-De-motivating working conditions**

**9-Economic Disparity**

Social Psychology can play vital role to achieve wisdom gain. The brain drain intensifies the social problems in developing countries. The social psychologist can play positive role in increasing coherence among scientists, policy makers, political leaders and decision makers to minimize the social problems and which will decrease the brain drain. The coherence of decision makers and positive utilization of social capital will give encouragement to intellectuals, scientists and professionals to serve their respective developing countries. The social psychologist can act as communication bridge while identifying the social issues through educational programs, focus groups, using printed and electronic media in propagating positive attitude among decision makers and politicians to rectify and alleviate social problems so that brain drain changes to wisdom gain in developing countries and joint effort for alleviation of social problems can be carried out at grass root level.

## **CONCLUSION**

This critical essay paper has concluded the importance of social psychology and social psychologist in alleviating social problems in detail. The social problems exist and subjectively perceived when social conditions combine at local, societal, or global level to cause personal problems which bring helplessness and stress in society. The role of social psychology and social psychologist is very important in alleviation of social problems. The nature of social problems can be crime rate, poverty, drug abuse, economic disparity and sense of insecurity at

large. The social psychologist can minimize the consequences of social problems by catering the socio economic and psycho social issues by formulating certain remedial measures like motivation for collectivistic approach, promoting the concept of "PTR" that is Parents .Teachers and Religious Scholars to train for positive attitude formation which can help in alleviation of social problems .The social psychologist can also give awareness and identify the public by arranging professional sharing in media. The cultural strengths can play vital role in self awareness and diluting the stresses social psychologists can act as catalyst in this regard. The social psychology can also be important in avoiding brain drain to stimulate intellectually to bring coherence among professionals ,decision makers, policy makers, politicians to identify social problems then utilization of different modes to rectify the society by psycho education, preventive education, community involvement programs, positive attitude formation through usage of printed and electronic media to high light and exploring the remedial measures at grass root level so that the governments can get the general opinion of the masses through professional approach and feel the intensity of the social problems and realize their responsibility to alleviate social problems in developing countries by involving all concerned professionals to work collectively

## References

- Feldman,R.S.(1985).Social Psychology Theories,Research,and Applications McGraw Hill Book Co.
- Matsumato,D.,Juang,L.(2008).Culture And Psychology Wadsworth Cengage Learning.
- Dodani,S.,Laporte,R.E.(2005).Brain drain from developing countries:how can brain drain be converted into wisdom gain ?*Journal of the royal society of medicine*.98(11):487-491  
doi:10.1258/jrsm.98.11.487.