DISH
Digital Innovation and Skills Hub

Study Unit 5

Social Attitude and Peace Building

Study Unit Outline

5.1 Peace psychology
- Introducing Peace psychology
- Basic testaments in Peace psychology

5.2 Peace sociology
- Social trust and peace culture building.

5.3 Attitude change and persuasion.

5.4 Strategies to successful behavioral change.

Study Session Duration

3 hours of formal study time are required for this Study Session.

Introduction

The importance of strengthening one's writing and speaking skills to influence decision-making and other people's conduct is emphasized here. This is especially important in dispute resolution because the negotiator/mediator in a conflict must have a deep understanding of the problem as well as a specific demeanor and mannerism to carry out their tasks.

Learning Outcomes of Study Unit 5

You will be able to do the following after completing this unit:

5.1 Define terms of attitude, attitude change, trust, attitude change, and persuasion.

5.2 understand peace psychology and peace sociology.

5.3 discuss the importance of peace Psychology in peacebuilding.

5.4 understand Social trust and peace culture building.

5.5 know strategies to successful behavioral Change in peacebuilding.

5.6 explain strategies of persuasion.

5.1   Psychology in Peacebuilding

Key Word Definitions

Attitude: This is an intended judgement or settled feeling about something. In psychology, attitude is a learned experience that entails the domain of emotions, beliefs and behaviors towards something in certain way.

Attitude According to the encyclopedia, an attitude is a psychological inclination that reflects liking or disliking of something. The act of trying to persuade someone of something, or the means of persuading someone to do something, is known as **persuasion.**

Social change is the process of a total alteration in social structure as well as social institutions. There are various factors that can bring a social change. This depends on the current social context and the well-being of the individual groups. Sociologist define society as complex network of relationship, thereafter, its conceived that social change would mean a change in that relationship. Some define it as a change that occurs in the social organizations. It's an inevitable and remains unpredictable.

Peace Psychology

According to a relevant study conducted by MacNair, 2003, "Peace psychology is defined as "the study of mental processes that lead to violence, prevent violence, and facilitate nonviolence, as well as promoting fairness, respect, and dignity for all, with the goal of making violence less likely to occur and aiding in the psychological healing of its psychological effects". Peace psychology is an area of specialization from the discipline of psychology and it primarily deals with the psychological aspects of peace, war, modified social crisis as well other relevant social traumas. From the academic portfolio, peace psychology prevails to initiate theories and practices that are aimed to prevent violence's and conflicts that occur between individual groups and societal setting.

Difference between peace psychology and peace sociology.

Peace psychology	Peace sociology
Peace psychology studies with how individual behaviors intends to commit and processes a violence. It also facilitates to make violence less likely from occurrence.	Reviews society by engaging with relevant social institutions and other social dimensions that are remained authentic and as of essential social groups.
Subjective to individual	societal in nature.
It Encourages psychological efforts on the basis of sustainable peace among social members.	Promotes non-violent management of conflict in the pursuit of social justice.
Deals with pattern of emotions, feelings and individual actions that are engaged in violent behaviors and episodes.	Deals with interaction of people.

Self-review questions 1:

A. Elaborate your comprehensive understanding for the following terms?
   1. Attitude change
   2. Peace psychology
   3. Social change
B. Differentiate peace sociology from peace psychology?

Introducing Peace psychology

Psychologists have always been struggling and sought to comprehend the roots and nature of conflict and violence at all levels. Peace psychology as distinct field of study has come into its own and it's been conceived among academic society as an independent discipline in the early 80s. Significant number of researches has been conducted with the primary of aim of examining the institutionalized forms of violence and other systemic human right violations. Naturally

conflict occurs between humans in all era but with diversified sources and of different contributing forces.

Peace psychologists have been subjected to develop and assess programs that are intended instantly to deliver teaching concepts and strategies of peace and conflict as well as build among groups lasting peace and reconciliation. These initiates have been implemented around the globe with immense change towards to peaceful human interaction and cohesive community-oriented goals.

Basic testaments in Peace psychology.

Over the years, peace psychologists have initiated number of themes regarding in the course of action. These have ranged from causes of war and other forms of violence as well as the burning aftermaths of psychological consequences. Along with these themes are the individuals' behaviors that are intended to commit violence. These can be termed in two forms of crime; namely violent crimes and non-violent crimes. Referring from this identification of crimes, psychologists propose number of remedies that are aimed to cope with social groups and individuals with violent behaviors. These remedies include peace education and conflict resolutions.

Through years, peace psychologists have developed thoughts that there are other forms of violence that foster war crimes. These include domestic violence, hate crimes, death penalty, and institutional arrangements which further incubate and become hideouts for poverty and environmental degradation. Yet, this has an ancient root in the medieval times both for cause as well as implied remedies. Therefore, peace psychologists have completely immersed to develop catalyst and ever-lasting strategies that yield peace among groups.

Essentials of peace Psychology in peace building

Peace psychology has been the art and the trap hub of peace building. The following are the basic essentials enumerated by its scholars:

- Peace psychology aspired to initiate theories and practices that are positively framed for the prevention and crime mitigation at all levels.
- It encourages the pursuit of social justice among social groups as well as hammer out conflict management methodologies for immediate reconciliation and social reconstruction.
- Promotes viable methods and strategies that are instantly aimed for peacemaking and peace building.
- Peace psychology emphasizes non-violent means and socially just end for the prevention of violent episodes.

Self-review questions 2:

1. State the basic testaments in peace psychology?
2. Discuss essentials of peace Psychology in peace building.
3. Truce brief history of peace psychology.

5.2   Sociological factors in Peace building

Peace sociology.

Peace sociology accentuates the core sociological theories and methodologies that create cohesive study of peace and conflict with a variant issues ranging from individual scale to social context through best alternative systematic options of collective conflict resolution approaches.

Importance of peace sociology in peace building.

Peace sociology offers the following benefits:

- Peace sociology is a way of maintaining social life from recurring conflicts.

- Peace sociology offers peaceful solutions and strategic technicalities to the disputes and conflicts that arise from individual disagreements and social tensions.

- It safeguards all social tensions and ensures ever-lasting social peace among social groups.

- Peace sociology is path out for unfairness and genuinely prevents violence from occurring.

- This discipline is entirely concerned with researching and developing feasible strategies of promoting peace.

- Peace sociology proposes shifting paradigm from social and individual insecurities to communal ground peace for all conflicting-interests between social members.

- Peace sociology authentically creates strong social bonds through social interactions as well as cohesive understanding of peaceful co-existing among social groups.

Self-review questions 3:

1. Define Peace sociology.

2. Describe the importance of peace sociology in peace building.

3. Truce brief history of sociology.

5.3 Peace and Peace Culture

Social trust and peace culture building

A culture of peace is a cultural competency that enrich social values and behaviors for the willingness to create and fountain sustainable peace with no hindrance of single cultural practice. Referring to The United Nation's definition on "Culture of Peace" as of "collection of beliefs, attitudes, styles of behavior, and ways of living that reject violence and prevent conflicts by addressing fundamental causes to solve problems via communication and negotiation among individuals, organizations, and nations."

What is trust?

"Faith in others" is a belief in the honesty, integrity, and dependability of others.

Trust is:

Allowing others to know your sentiments, emotions, and reactions, as well as having faith in them to respect you and not take advantage of you.

Sharing your inner thoughts and sentiments with others in the hope that they will not be disseminated indiscriminately (*National Open University of Nigeria Course Title : Introduction To Conflict Resolution Course Introduction To Conflict Resolution*, n.d.)

Attitude Change and Persuasion in peace building.

Persuasion can change people's minds. Persuasion is the process by which a source attempts to change a target's attitude. These processes are influenced by several factors, including:

1. **Nature of source:** Expertise, trustworthiness, and attractiveness are the most important sources of qualities.
2. **Message features:** The message's nature plays a role in the persuasive process; for example, providing all sides of a narrative might assist influence attitudes.
3. **Target features:** People who have strong self-esteem are less easily influenced than those who have poor self-esteem. This procedure is also influenced by the target's mental frame and mode.
4. **Cognitive features:** A message can use cognitive evaluation to assist influence an individual's mindset. (*National Open University of Nigeria Course Title : Introduction To Conflict Resolution Course Introduction To Conflict Resolution*, n.d.).

5.4 Strategies to successful behavioral Change in peace building.

According to James O. Prochaska, those who have successfully made beneficial changes in their lives go through five distinct stages:

1. **Pre-contemplation** proposes a basic assumption that doesn't favor a rapid changing behavior. Many Individuals remain uninformed whereas others are under full consciousness and aware of their problems. "

2. **Contemplation** is the stage where the people are in fully aware of their problems and deliberately developed a mindful strategy that can be used for overcoming them but have yet remains uncommitted to take actions.

3. The **Preparation stage** this stage people homogenize ambitions. They intend to set a plan and take actions but unsuccessfully achieved the one before this one.

4. **Action** is the stage where the individuals aim to contemplate, modify and change their current behavior and environment to best conquer their problems. This requires substantial consistency and commitment of further time and enhanced energy.

5. **Maintenance** this is the stage where the people effortlessly commit actions to obviate prevailing problems that have successfully been solved during the action period. They put all required in puts just to overshadow and leave them behind.

Persuasion techniques in peace building.

1. appeal/Invoke Authority: Important people or experts can help your argument appear more compelling; employing credible research can also help your argument appear more convincing.

2. appeal/Invoke to Reason: Facts, figures, facts, and logic can all be quite persuasive.

4. appeal/Invoke to Emotion: Making people happy, upset, or enraged might aid your case.

5. appeal/Invoke to Trust: You are more likely to persuade others if they believe and trust you.

6. Rhetorical Question: Rhetorical inquiries should not be answered. They're a method of saying the "obvious."

7. Rehearsal: People will recall and believe information that is repeated or presented in recurring patterns.

Self-review questions:

1. Briefly define the following terms:
    A. Culture of peace
    B. Trust.

2. Describe the persuasion techniques in peace building.

3. State Strategies to successful behavioral Change in peace building.

4. Differentiate between pre–contemplation and Contemplation.

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