



SOCIAL ENGINEERING

Introduction to Social Engineering

What is society?

- A group of individuals involved in persistent social interaction
- A society is a group of people living their lives according to shared culture. (Sharing culture proposed are **food, shelter, work, caregiving, knowledge, well-being, resources, mobility, and services**)
- A large social group sharing the same geographical or social territory, typically subject to the same political authority and dominant cultural expectations.



Society and Community

- ❖ The individual is the basic component of both community and society.
- ❖ Society is a collection of different communities.
- ❖ Different communities make the fundamental building block of society.
- ❖ Society makes the building block of a country. Hence, both community and society are necessary elements in sociology and humanities.
- ❖ Hence, persistent social interactions with these varied communities is a fundamental aspect of society.



Society and Community

- ❖ Society is a group of people with a common territory and culture, interacting with one another while community is a group of people living in the same place or having a particular characteristic in common.
- ❖ Hence, the main difference between society and community is that society is built upon interactions with varied people whereas community is the collection of people with similar interests essentially residing in one geographic place.

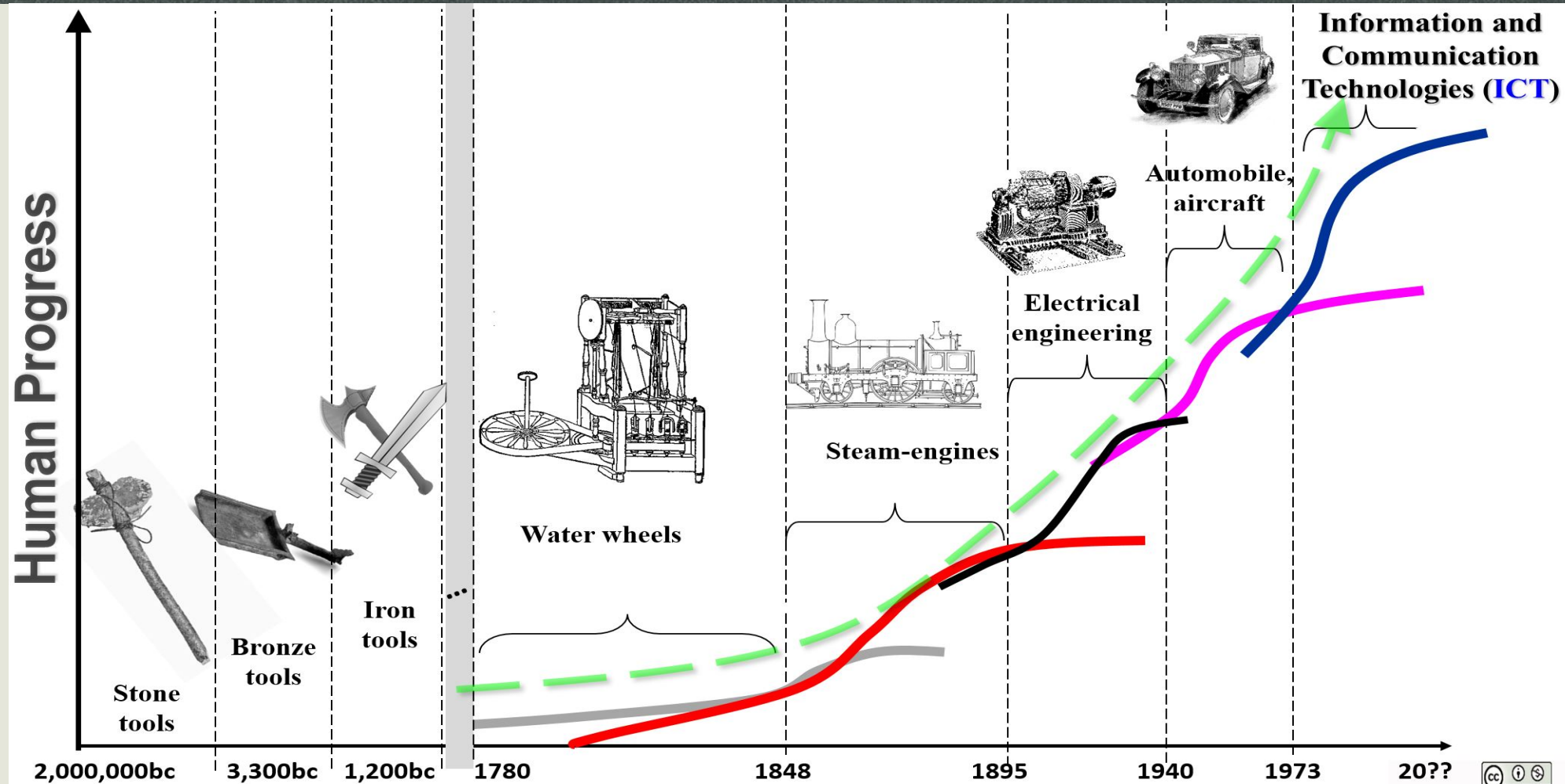


Society Vs Community

- ❖ **People** : The members of a society are diverse since it consists of many different communities while the members in a community necessarily share common characteristics among each other.
- ❖ **Diversity** : There is a high diversity among the society members / there is minimum diversity among those in a community.
- ❖ **Size** : Community is smaller than society, and society is larger than a community.
- ❖ **Locality** : Locality becomes an essential factor for community. In a society, locality is not an essential element to shape a society.



Evolution of society



What is Social Engineering?

- ❖ Social engineering is a discipline in Social change (scientific study of human society and social relationships) to influence attitude and social behavior on a large scale, by government, media or private groups in order to produce desired characteristics in a target population.
- ❖ It triggers planned social change and social development
- ❖ *use of centralized planning to manage social change and regulate the future development and behaviour of a society.*
- ❖ Social engineering is the application of human knowledge and techniques to the resolution of social problems. In the same way that an engineer applies his technical knowledge in handling technical and scientific problems.



Types of Social Engineering

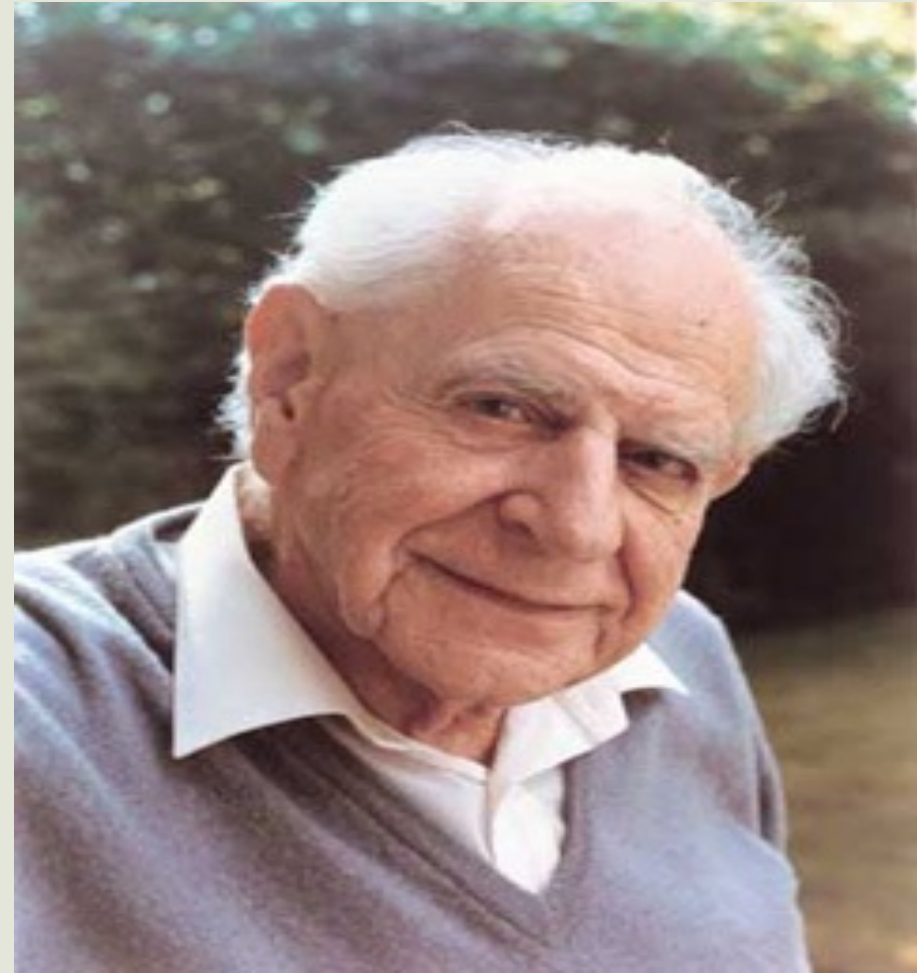
Social Engineering occurs in two forms: large scale and small scale. The debate surrounding these two approaches to the design of social institutions constitutes a fundamental issue.

❖ **Democratic SE (Piecemeal SE)**

Small Scale Social Engineering

❖ **Utopian SE**

Large Scale Social Engineering



Types of Social Engineering

Piecemeal Social Engineering	Utopian Social Engineering
<input type="checkbox"/> Fights against the greatest and most urgent evils of society	<input type="checkbox"/> Seeks to attain ideal social order by bringing holistic changes in society
<input type="checkbox"/> Can be applied at any moment	<input type="checkbox"/> Requires favorable conditions (that never happens)
<input type="checkbox"/> Reasonable method of improving a society	<input type="checkbox"/> An intolerable method that will increase human suffering
<input type="checkbox"/> Gradual process	<input type="checkbox"/> Sudden process
<input type="checkbox"/> Popper advocates	<input type="checkbox"/> Popper rejects
<input type="checkbox"/> Small scale	<input type="checkbox"/> Large scale
<input type="checkbox"/> Unplanned	<input type="checkbox"/> Planned Revolutionary
<input type="checkbox"/> Bottom-up	<input type="checkbox"/> Top-down

Importance of Social Engineering:

- ❖ It creates better institutions and systems that affect people's lives every day.
- ❖ Social engineering help people understand how to interact with the social world—how to influence policy, develop networks, increase government accountability, and promote democracy.
- ❖ Social Engineering is particularly valuable in helping people.
- ❖ It upholds democratic norms and values. Individuals must have the resources to understand how government works and how laws and regulations are made.





Personal Awareness

- ❖ Being aware of your actions and feelings.
- ❖ Personal awareness is the thinking skill that focuses on a person's ability to judge their own performance and behavior and to respond appropriately to different social situations.
- ❖ Personal awareness also helps an individual to tune into their feelings, as well as to the behaviors and feelings of others.



Personal Awareness

- ❖ Personal awareness and responsibility include the skills and strategies that help us to stay healthy and active, set goals, monitor progress, regulate emotions, respect our own rights and the rights of others, manage stress, and persevere in difficult situations.
- ❖ It is an Ability to take an honest look on your life. (without attachment being **Right or Wrong**).
- ❖ Personal awareness = Self respect + Personal well being



Social and Emotional Learning



Social and Emotional Learning

- ❖ Social emotional learning is the process through which children and adults acquire and effectively apply the knowledge, attitudes, and skills necessary to understand and manage emotions, set and achieve positive goals, feel and show empathy for others, establish and maintain positive relationships, and make responsible decisions.
- ❖ By developing these skills, children and adults are better able to address and strengthen their social and emotional well-being.
- ❖ When we feel supported socially and emotionally we're able to perform to our best ability and thrive in all areas of life.



SEL's five core competencies

Self awareness: identifying emotions, expressing emotions, mindfulness, self-confidence, and recognizing strengths

Self management: managing emotions, resilience, stress management, self-motivation

Social awareness: empathy, discovering differences, diversity appreciation, civic engagement, and respect for others.

Relationship skills: conflict resolution, active listening, cooperation, teamwork, and communication.

Responsible decision making: identifying problems, solving problems, goal setting, leadership skills.



Three Interrelated Competencies of SEL:

❖ Positive personal and cultural identity (PPCI)

It is the awareness, understanding, and appreciation of all the facets that contribute to a healthy sense of oneself.

❖ Personal awareness and responsibility

The skills, strategies, and dispositions that help us to stay healthy and active, set goals, monitor progress, regulate emotions, respect our own rights and the rights of others, manage stress, and persevere in difficult situations.

❖ Social responsibility

The ability to consider the interdependence of people with each other and the natural environment and to contribute positively to one's family, community, society and the environment.



Three Facers of Personal Awareness

❖ Self determination (5)

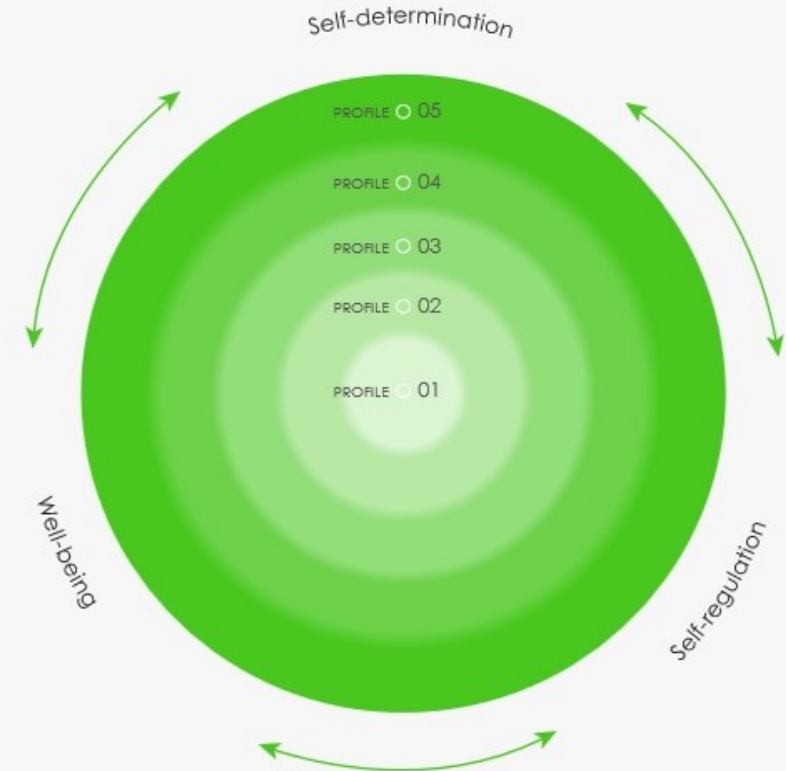
- 1.They can show a sense of accomplishment and joy

❖ Self regulation (5)

1. They can recognize Emotions

❖ Well being (5)

- 1.They can participate in activities
that support their well-being



Types of Responsibility

Majorly responsibilities can be classified into two types:

1. Personal responsibility

It is the level of commitment one is willing to make in setting and achieving clear goals. It is also taking responsibility for one's actions, words, and performance at work.

2. Social Responsibility

Social responsibility can be defined as an ethical framework / be it an organization or individual, has an obligation to act for the benefit of society at large.

(Personal Responsibility, Moral Responsibility (call to action), Legal Responsibility (parents), Social Responsibility)



Personal Responsibility Vs Social Responsibility

Majorly responsibilities can be classified into two types:

Personal responsibility

- ❖ Individual concerning his/her moral code as perceived by the society, Can vary people to people / its individual thought process.

Social responsibility

- ❖ The obligations to fulfill the duties assigned – benefit the society as a whole rather than as individuals.
- ❖ The ethical framework that puts every individual and organization under obligation to act for the benefit of the society / depending on the age and business.



Personal / Individual Responsibilities

- ❖ Responsibility towards Yourself
- ❖ Responsibility towards Your Family
- ❖ Responsibility towards Work
- ❖ Responsibility towards Country
- ❖ Responsibility towards Humanity



A word cloud shaped like a map of India, featuring terms related to social change, development, and philosophy. The words are in various sizes and colors (black, red, grey). The most prominent words include:

- SOCIAL** (Large, black, central)
- CHANGE** (Large, red, bottom center)
- POPULATION** (Large, grey, right side)
- GROWTH** (Large, black, top left)
- COUNTRIES** (Large, black, top right)
- DEVELOPED** (Large, black, bottom right)
- WORLD** (Large, black, middle left)
- PARADIGM** (Large, black, bottom left)
- SCIENTIFIC** (Large, red, bottom left)
- CONCEPT** (Large, black, bottom left)
- PHILOSOPHER** (Large, black, bottom right)
- DEVELOPING** (Large, black, bottom right)
- PEOPLE** (Large, black, bottom right)
- REVOLUTION** (Large, black, top right)
- ECONOMY** (Large, red, top center)
- SOCIETY** (Large, black, top center)
- ORDER** (Large, black, top center)
- SYSTEMATIC** (Large, red, top center)
- RESOURCES** (Large, black, top center)
- HERACLITUS** (Large, black, top center)
- HERACLITAN** (Large, black, top center)
- DIAGNOSTIC** (Large, black, top center)
- POINT** (Large, black, top center)
- MEANS** (Large, black, top center)
- OPPOSING** (Large, black, top center)
- HISTORY** (Large, red, top right)
- FORCES** (Large, black, top right)
- CONFLICT** (Large, black, top right)
- AMONG** (Large, black, top right)
- FACTORS** (Large, black, top right)
- NATURAL** (Large, red, top right)
- SOURCES** (Large, black, top right)
- REVOLUTION** (Large, black, top right)
- ECONOMIC** (Large, red, top right)
- CONSTANTLY** (Large, black, top right)
- RIVER** (Large, black, top right)
- CHANGES** (Large, black, top right)
- IMPERCEPTIBLE** (Large, black, top right)
- CLASSES** (Large, black, top right)
- HEGELIAN** (Large, black, top right)
- USED** (Large, black, top right)
- RICH** (Large, black, top right)
- NEEDS** (Large, black, top right)
- USUALLY** (Large, black, top right)
- GENERAL** (Large, black, top right)
- STAYING** (Large, black, top right)
- LEAST** (Large, red, top right)
- FRESH** (Large, black, top right)
- PROGRESS** (Large, black, top right)
- FREE** (Large, black, top right)
- COMBINATION** (Large, black, top right)
- TIME** (Large, black, top right)
- ANOTHER** (Large, black, top right)
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- SEEMS** (Large, black, top right)
- WHOLE** (Large, black, top right)
- STABLE** (Large, black, top right)
- REFER** (Large, black, top right)
- MARXISM** (Large, black, top right)
- REFERS** (Large, black, top right)
- STRUCTURE** (Large, black, top right)
- MAJOR** (Large, black, top right)
- OBVIOUS** (Large, black, top right)
- PRESENTED** (Large, red, top right)
- THEORIES** (Large, black, top right)
- RESULTS** (Large, black, top right)
- THROUGHOUT** (Large, black, top right)
- HUMANITY'S** (Large, black, top right)
- SYNTHESIS** (Large, black, top right)
- ABUNDANCE** (Large, black, top right)
- EVOLUTIONARY** (Large, black, top right)
- REPLACES** (Large, black, top right)
- AWAY** (Large, black, top right)
- COUNTRIES** (Large, black, top right)
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- WORLD** (Large, black, top right)
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- ALONG** (Large, black, top right)
- SLOWING** (Large, black, top right)
- MUST** (Large, black, top right)
- INDICATIONS** (Large, black, top right)
- EVOLUTION** (Large, black, top right)
- BASED** (Large, black, top right)
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- SCIENCE** (Large, black, top right)
- WOMEN'S** (Large, black, top right)
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- EFFICIENCY** (Large, black, top right)
- DEVELOPING** (Large, black, top right)
- PEOPLE** (Large, black, top right)
- REVOLUTIONS** (Large, black, top right)
- VIABILITY** (Large, black, top right)
- PRESENTS** (Large, black, top right)
- DECLINED** (Large, black, top right)
- TAKING** (Large, black, top right)
- THUS** (Large, black, top right)
- INCLUDE** (Large, black, top right)
- SEE** (Large, black, top right)
- INTERPRETATIONS** (Large, black, top right)
- NOTWITHSTANDING** (Large, black, top right)
- DEEMED** (Large, black, top right)
- RESOURCE-BASED** (Large, black, top right)
- RIGHTS** (Large, black, top right)
- TOTAL** (Large, black, top right)
- DISPITE** (Large, black, top right)
- AMONG** (Large, black, top right)
- FACTORS** (Large, black, top right)
- ORGANIZATION** (Large, black, top right)
- RANDOM** (Large, black, top right)
- MOMENTARY** (Large, black, top right)
- AGENT** (Large, black, top right)
- BETTER** (Large, black, top right)
- LARGER** (Large, black, top right)
- THIRD** (Large, black, top right)
- CONSTANTLY** (Large, black, top right)
- WATER** (Large, black, top right)
- UNIQUE** (Large, black, top right)
- ANNUAL** (Large, black, top right)
- CLIMATE** (Large, black, top right)
- 1950S** (Large, black, top right)
- MODEL** (Large, black, top right)
- PROMINENT** (Large, black, top right)
- SOURCE** (Large, black, top right)
- INDIA** (Large, black, top right)
- ARGUES** (Large, black, top right)
- RECENT** (Large, black, top right)
- MOVES** (Large, black, top right)
- SUCCESSFUL** (Large, black, top right)

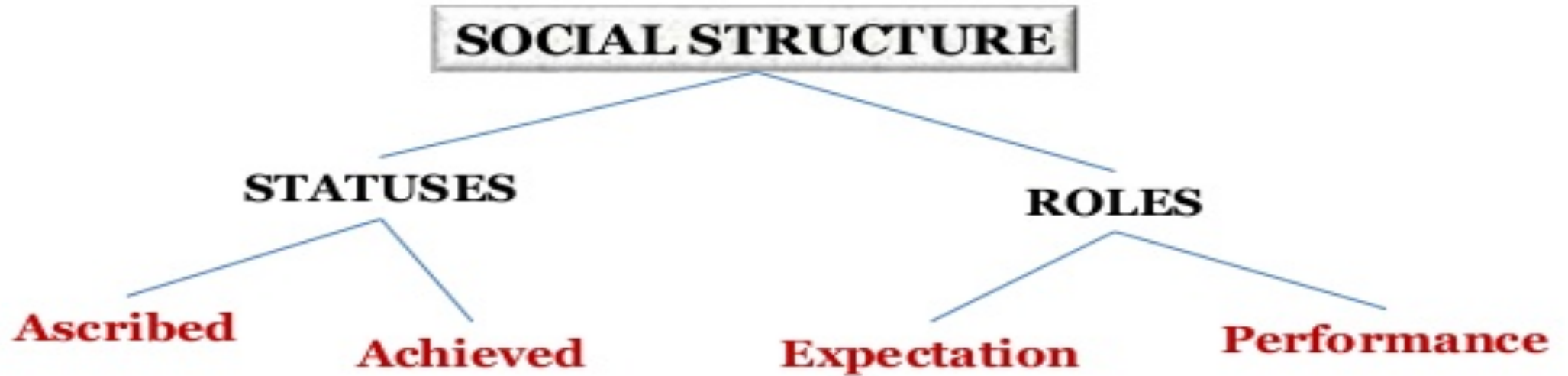
Introduction to Social Change

- ❖ Change is an integral part of our lives and our existence has been through stages of growth and development from childhood, teenage, adulthood and old age.
- ❖ Likewise at various stages of our lives we attain primary, secondary and tertiary education etc. In similar vein, several changes occur in the society we live.
- ❖ No human society is relatively static for too long as social change is a inevitable phenomenon; likewise change may occur in all facets of society or selected parts of the social structure.
- ❖ Social change in society may be as a result of the expediency needed in providing solutions to specific social problems faced in a society.

Understanding Social Change

- ❖ **Social change** refers to modifications or replacements in **social structure**.
- ❖ It is a changes in Social Structure which leads to changes in behaviour patterns and cultural values and norms.
- ❖ Social change implies changes in social norms, values, structures, institutions, processes, functions, patters of human behaviour conditions of life and the whole social set up
- ❖ Social change is a natural part of the process of human growth and evolution. (Human Progress ,Stone tools to Artificial Intelligence)

Social Structure



- **Social structure** refers to the way society is organized.
- **Status** = is a position in a social structure.
- **Role** = how we (generally) expect members of a status to behave.
 - Statuses and Roles exist independently of their ‘incumbents’ or ‘occupants’

Understanding Social Change

- ❖ So Social change refers to change in social structure.
- ❖ It affects your belief ,it determines the degree of inequality in education system.
- ❖ It also talks about the existence of relationship among the people. (Rules and positions are important not individual)
- ❖ Population change, Technological change, Economic change. (Its not Social change but part of social change) Caste system ,class, slavery, all systems they have possibilities of improvement.
- ❖ Cultural symbol, social order, beliefs /values and practices are part of social change.
- ❖ All societies are changing ,change may be slow or fast. (remote area , backward area , tribal area ,cities are changing by size which is fast and visible) Chennai is not how it was before 10 or 20 years earlier.

The 100th Monkey Theory



The 100th Monkey Theory

A story about social change By Ken Keyes Jr.

The Japanese monkey, *Macaca Fuscata*, had been observed in the wild for a period of over 30 years. In 1952, on the island of Koshima, scientists were providing monkeys with sweet potatoes dropped in the sand. The monkey liked the taste of the raw sweet potatoes, but they found the dirt unpleasant.

An 18-month-old female named Imo found she could solve the problem by washing the potatoes in a nearby stream. She taught this trick to her mother. Her playmates also learned this new way and they taught their mothers too. Various monkeys gradually picked up this cultural innovation before the eyes of the scientists. Between 1952 and 1958 all the young monkeys learned to wash the sandy sweet potatoes to make them more palatable. Only the adults who imitated their children learned this social improvement. Other adults kept eating the dirty sweet potatoes.

Then something startling took place. In the autumn of 1958, a certain number of Koshima monkeys were washing sweet potatoes ... the exact number is not known. Let us suppose that when the sun rose one morning there were 99 monkeys on Koshima Island who had learned to wash their sweet potatoes. Let's further suppose that later that morning, the hundredth monkey learned to wash potatoes. THEN IT HAPPENED!

By that evening almost everyone in the tribe was washing sweet potatoes before eating them. The added energy of this hundredth monkey somehow created an ideological breakthrough! But there is more! A most surprising thing observed by these scientists was that the habit of washing sweet potatoes then jumped over the sea...Colonies of monkeys on other islands and the mainland troop of monkeys at Takasakiyama began washing their sweet potatoes. Thus, when a certain critical number achieves awareness, this new awareness may be communicated from mind to mind.

Although the exact number may vary, this Hundredth Monkey Phenomenon means that when only a limited number of people know of a new way, it may remain the conscious property of these people.

But there is a point at which if only one more person tunes in to a new awareness, a field is strengthened so that this awareness is picked up by almost everyone!

But perhaps this is not at all surprising when seen in the context of the build-up and release of energies for social change? Once Pioneers begin to release the energies, they are imitated, the 'multiplier effect' comes into action and the energy is released and made explicit.

Characteristics of Social Change



There are EIGHT essential Characteristics of Social Change

1. Universality of Social Change:

Social change is universal. It characterises every society. No society is static. Under the impact of several internal and external factors, each society experiences changes in its structures, functions, institutions and processes.

2. Social Change is not Uniform:

Social Change differs from society to society. Change is the law of nature. Change is the spice of life. Each society has its own history and culture and hence the process and nature of social change always differs from society to society.

3. Social Change involves Community Change:

Social Change does not mean the change in the life of an individual or several individuals or some groups of individuals. It is a change involving the life of the entire community. It characterizes and influences the life of the whole community.

4. Nature and Speed of Social Change in Various Societies is Different:

In all societies the nature and speed of social change varies. Each society has its own history and culture. The speed of change in some societies is slow while in others it is fast and rapid. In a developed and highly literate society the social change speedily comes.

5. Social Change is again Relative to Time:

Rapid industrialization, development of agriculture and initiation of the process of planned socio-economic development increased the speed of social change. Under the impact of information and communications revolution of contemporary times, the speed of change has become very fast. It keeps on changing from time to time.

6. Social Change shows a Chain-Reaction Sequence:

Since social change always comes under the impact of several social, economic, technological and situational factors, it very often shows a Chain-Reaction sequence i.e. change in one part/factor leads to changes in other parts/factors and then a change in the way of life of the community of people takes place. Industrialization and urbanization lead to changes in family life and village life.

7. Several Interdependent and Interacting Factors of Social Change: Social Change always comes under the influence of several social, economic, cultural, and political and science- technological factors. Even the nature, speed and process of social change in other societies always influence the nature and process of social change in a society. The process of social change in western societies always acts has an impact on social change in developing societies of Asia, Africa and Latin American.

8. No one can Predict Social Change:

It is indeed very difficult to predict the nature of social change that might come in a society. No sociologist can really predict it. The process of social change is very complex and dynamic and it makes prediction-making very difficult and problematic. No one can really predict the exact nature and content of social change which can come in a society.

These eight characteristics are the major essential/natural features of social change.

Types of Social Change



Types of Social Change

The social changes can occur on the local, national, or even global stage. According to cultural anthropologist David F. Aberle (1966) described four types of social changes: Alternative, Redemptive, Reformatory, and Revolutionary social changes.

❖ **Alternative social change**

It is typically focused on self-improvement and limited, specific changes to individual beliefs and behavior. These include things like Alcoholics Anonymous, Campaigns against texting and driving, Mothers Against Drunk Driving (MADD), National Organizations for Youth Safety (NOYS) .

❖ **Redemptive social change**

It seek total individual change. The defining characteristic, Aberle says, is the search for a new inner-state. These are most often religious movements promoting a total change in a person. For example, a religious movement that promises salvation through a complete personal transformation. And their goal is to provoke inner change or spiritual growth in individuals.

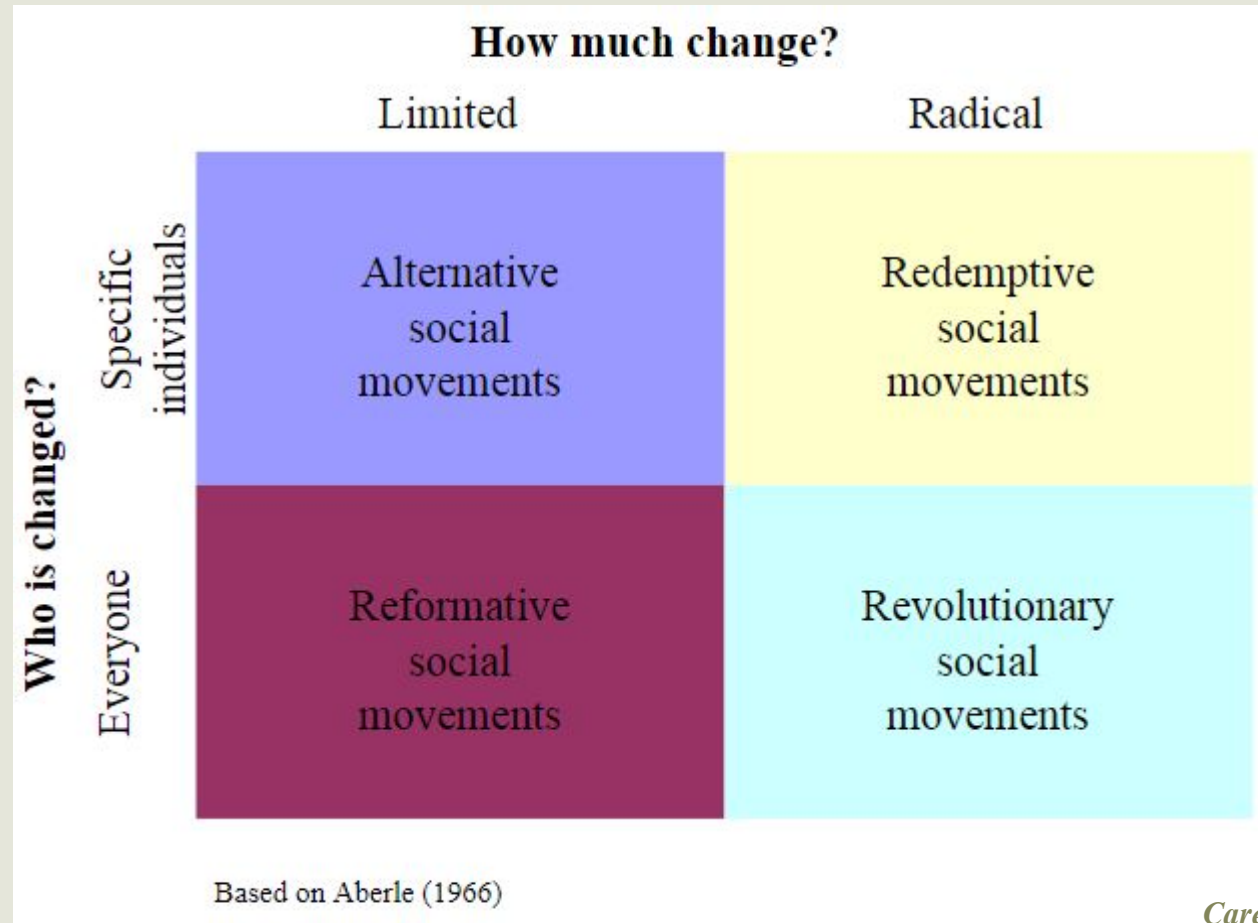
❖ **Reformative social change**

It seek partial social change — they seek partial change in social systems. An example would be the Women's Suffrage Movement, the movement for women to gain the right to vote. They merely wanted to change a part of the system — they wanted to have equal voting rights, the same as men. The environmental movement fits here, because they try to address everyone to help the environment in their lives (like recycling).

❖ **Revolutionary social change**

It seek to completely change every aspect of society—their goal is to change all of society in a dramatic way. Examples include the Civil Rights Movement or the political movements, such as a push for communism. It want to change all of society.

A social change is typically based upon two factors - first, whom the movement is trying to change, and second, how much change a movement is advocating



Causes of Social Change



Causes of Social Change

There are few identifiable characters of social change. Some of them are as follows:

1. A large part of change in society is caused by change in culture. Culture is a system that constantly loses and gains components. Invention, discovery and diffusion are considered to be the main sources of cultural change.
2. New ideas and modification of old ideas in a new context bring wide scale changes in society.
3. Demographic change is caused by an increase in birth and decline in death and migration of populations. Change occurs from the demographic transition in society.
4. Social change is also caused by tension and conflict. Ex: Social division based on class, caste, gender, ethnicity, etc.
5. Social movements are organized efforts of groups of people to bring about deliberate change in the values, norms, institutions, culture relationships and traditions of the society.

These are the causes Social Change.



❖ **Thank You...**