

## **SEO001 ASSIGNMENT**

### **SEO001: Fundamentals of Human Behaviour Assignment**

**NAME: NJOTE FAVOUR NGOZI**

**REG NO/MATRIC NO: 20240232633JF/EFC/2023/030**

**DEPARTMENT: EDUCATIONAL FOUNDATION AND COUNSELING**

#### **Question 1: Define of Behaviour**

Behaviour refers to the way individuals or groups act in response to internal or external stimuli. It can be influenced by biological, psychological, and social factors.

#### **Question 1a: Types of Collective Behaviour**

1. Crowds: A crowd is a temporary gathering of individuals with a shared focus.  
Example: Spectators at a football match cheering for their team.
2. Mobs: A highly emotional crowd engaging in violent or disruptive behaviour.  
Example: Rioters vandalizing property during a protest.
3. Panics: A sudden, irrational fear that leads to frantic behaviour.  
Example: People rushing out a building during a fire alarm.
4. Mass Hysteria: Widespread irrational reactions to a perceived threat, often based on fear.  
Example: The “dancing plague” in medieval Europe, where groups of people danced uncontrollably.
5. Fads and Fashions: Temporary, highly popular trends in behaviour, style, or activities.  
Example: The viral “Ice Bucket Challenge” for ALS awareness.
6. Social Movements: Organized efforts to bring about social change.  
Example: The Civil Rights Movement advocating for racial equality.

#### **Question 2: Definition of Socialization**

Socialization is the lifelong process through which individuals learn and internalize the norms, values, behaviours, and roles necessary for participation in society.

#### **Question 2a: Key Agents of Socialization and illustrations how each influence Individuals and Society**

1. Family: Teaches basic norms, language, and values.  
Influence: Shapes personality, morality, and early social skills
2. Education: Imparts knowledge, discipline, and societal norms

Influence: Develops cognitive skills, work ethics, and civic responsibility.

3. Peers: Friends and social groups influence personal choices.

Influence: Affect behaviour preferences, and identity formation.

4. Mass Media: Television, social media, books, and the internet transmit cultural information.

Influence: Shapes opinions, trends, and worldviews.

5. Religion: Provides moral guidance and social norms.

Influence: Influences ethical decision-making and societal values.

6. Workplace: Teaches professional behaviour and responsibilities.

Influence: Reinforces discipline, teamwork, and career aspirations.

## **CONCLUSION**

Human behaviour is influenced by various forms of collective behaviour and socialization agents, each shaping how individuals interact within society.