

SOCIAL ENGINEERING

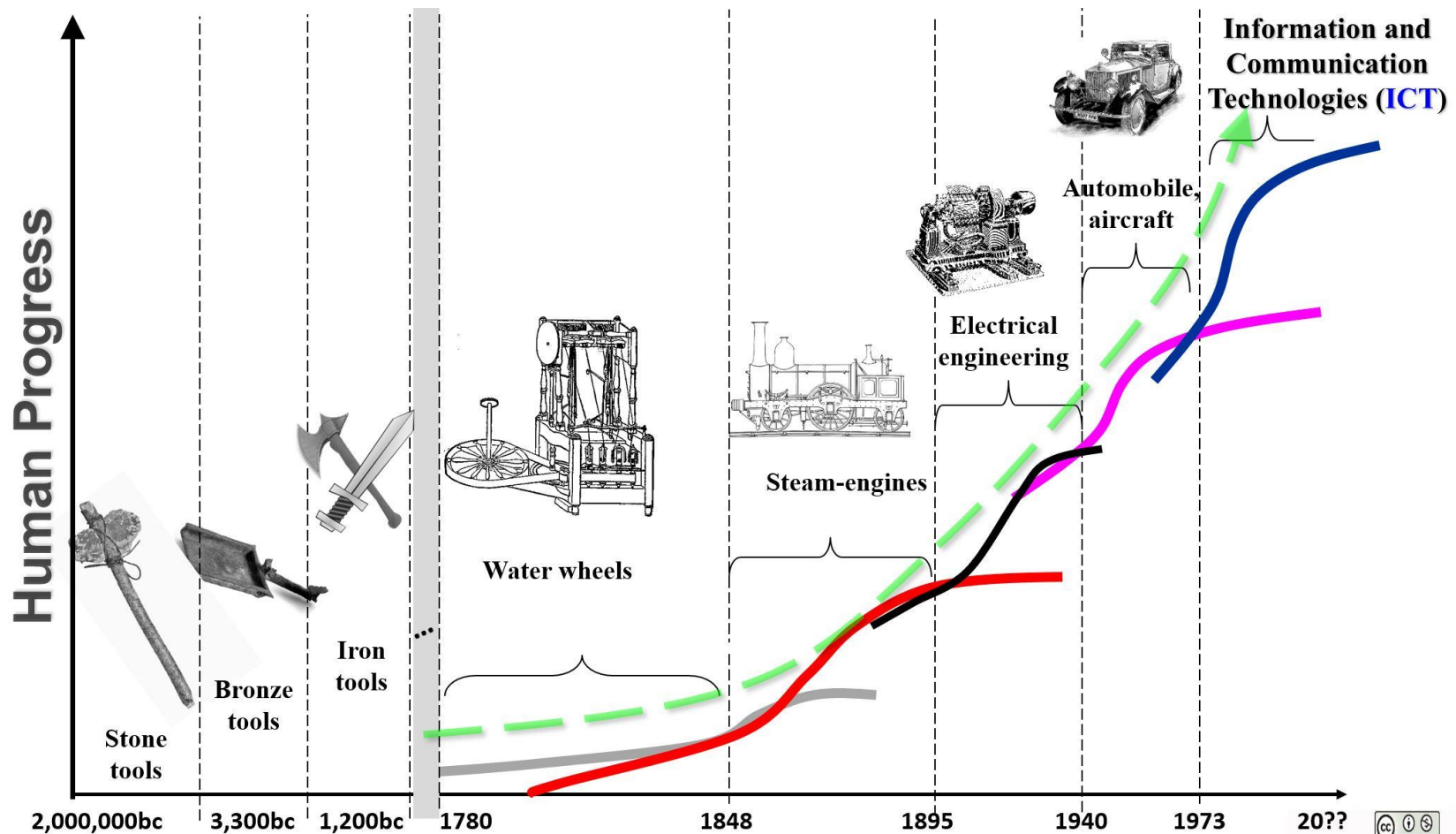
Unit-1

What is society?

- ▶ a group of individuals involved in persistent social interaction
- ▶ a large social group sharing the same geographical or social territory, typically subject to the same political authority and dominant cultural expectations.



Evolution of society



M. Hilbert, Online Course *Digital Technology & Social Change*, University of California: <https://canvas.instructure.com/courses/949415>

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What is Social Engineering?

- ▶ 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.
- ▶ a deterministic phenomenon where the intentions and goals of the architects of the new social construct are realized.
- ▶ 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.*



Types of Social Engineering

- ▶ Karl Popper - main advocate of social engineering
- ▶ Democratic SE (Piecemeal SE)
- ▶ Utopian SE
- ▶ Large-scale SE
- ▶ Small-scale SE
- ▶ Impact of social engineering is always proportional to the method adopted.



Karl Popper uses two terms:

Piecemeal Social Engineering	Utopian Social Engineering
<p>Fights against the greatest and most urgent evils of society</p> <p>Can be applied at any moment</p> <p>Reasonable method of improving a society</p> <p>Gradual process</p> <p>Popper advocates</p> <p>Small scale</p>	<p>Seeks to attain ideal social order by bringing holistic changes in society</p> <p>Requires favourable conditions (that never happens)</p> <p>An intolerable method that will increase human suffering</p> <p>Sudden process</p> <p>Popper rejects</p> <p>Large scale</p>



Social and Emotional Learning

Three interrelated competencies of SEL:

- ▶ **Positive personal and cultural identity (PPCI)**

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.



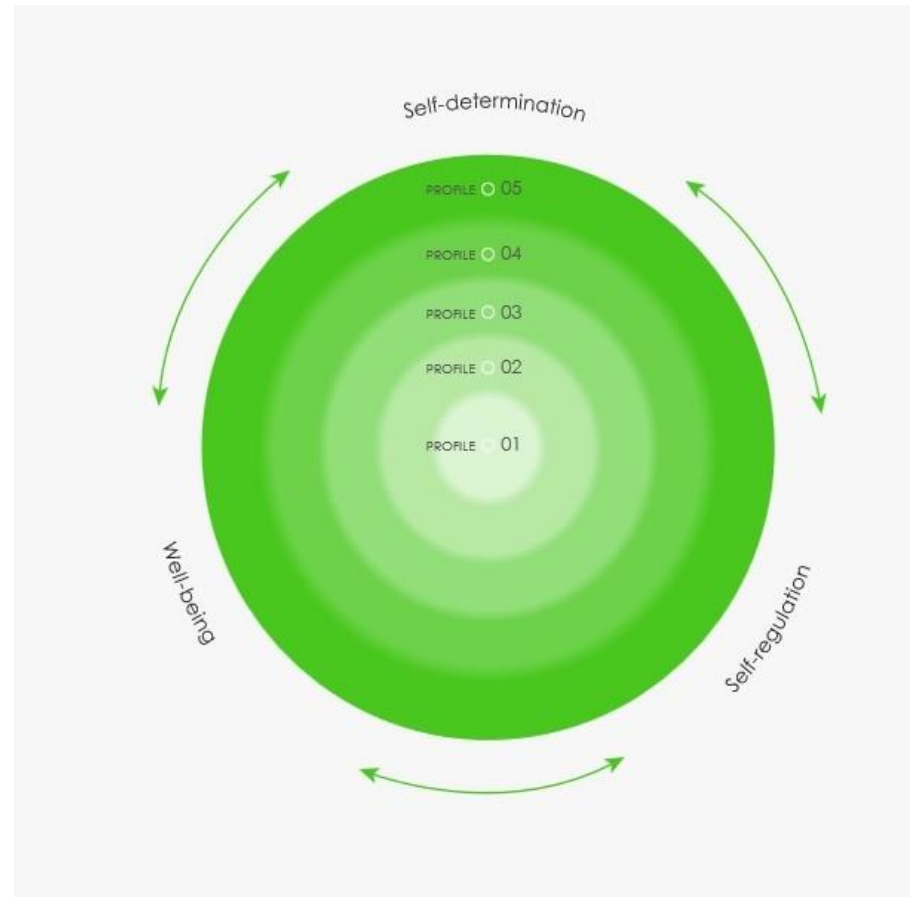
Personal Awareness

- ▶ It results in demonstration of self-respect and expression of personal well-being.
- ▶ It includes personal efficacy and self-advocacy.
- ▶ It develops the ability
 - to understand and take responsibility for our actions, including our learning to make constructive and ethical decisions about our personal and social behaviour
 - to recognize and accept consequences, understanding how our actions affect our own well-being and that of others



Three facers of Personal Awareness

- ▶ Self determination
- ▶ Self regulation
- ▶ Well being



Types of Responsibilities

- ▶ **Personal responsibility**

the idea that human beings choose, instigate, or otherwise cause their own actions

- ▶ **Social responsibility**

an ethical framework and suggests that an entity, be it an organization or individual, has an obligation to act for the benefit of society at large

- ▶ **Moral responsibility**

- ▶ **Legal responsibility**



Personal responsibilities

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



Social change

- ▶ Any significant alteration (changes yielding profound social consequences) overtime in behaviour patterns and cultural values and norms.
- ▶ Society is a web of social relationships
- ▶ Social change implies changes in the nature and functioning of these relationships.
- ▶ These relationships are based on social norms and values
- ▶ 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



Characteristics of Social change

- ▶ Universality of Social Change
- ▶ Social Change is not uniform
- ▶ Social Change involves Community Change
- ▶ Nature and Speed of Social Change in Various Societies is Different
- ▶ Social Change is again relative to Time
- ▶ Social Change shows a Chain-Reaction Sequence
- ▶ Several Interdependent and Interacting Factors of Social Change
- ▶ No one can predict Social Change



Causes of social change

- ▶ Change in culture
- ▶ New ideas and modification of old ideas
- ▶ Demographic change
- ▶ Tension and conflict
- ▶ Social movements

