

SOCIAL ENGINEERING

Unit-1

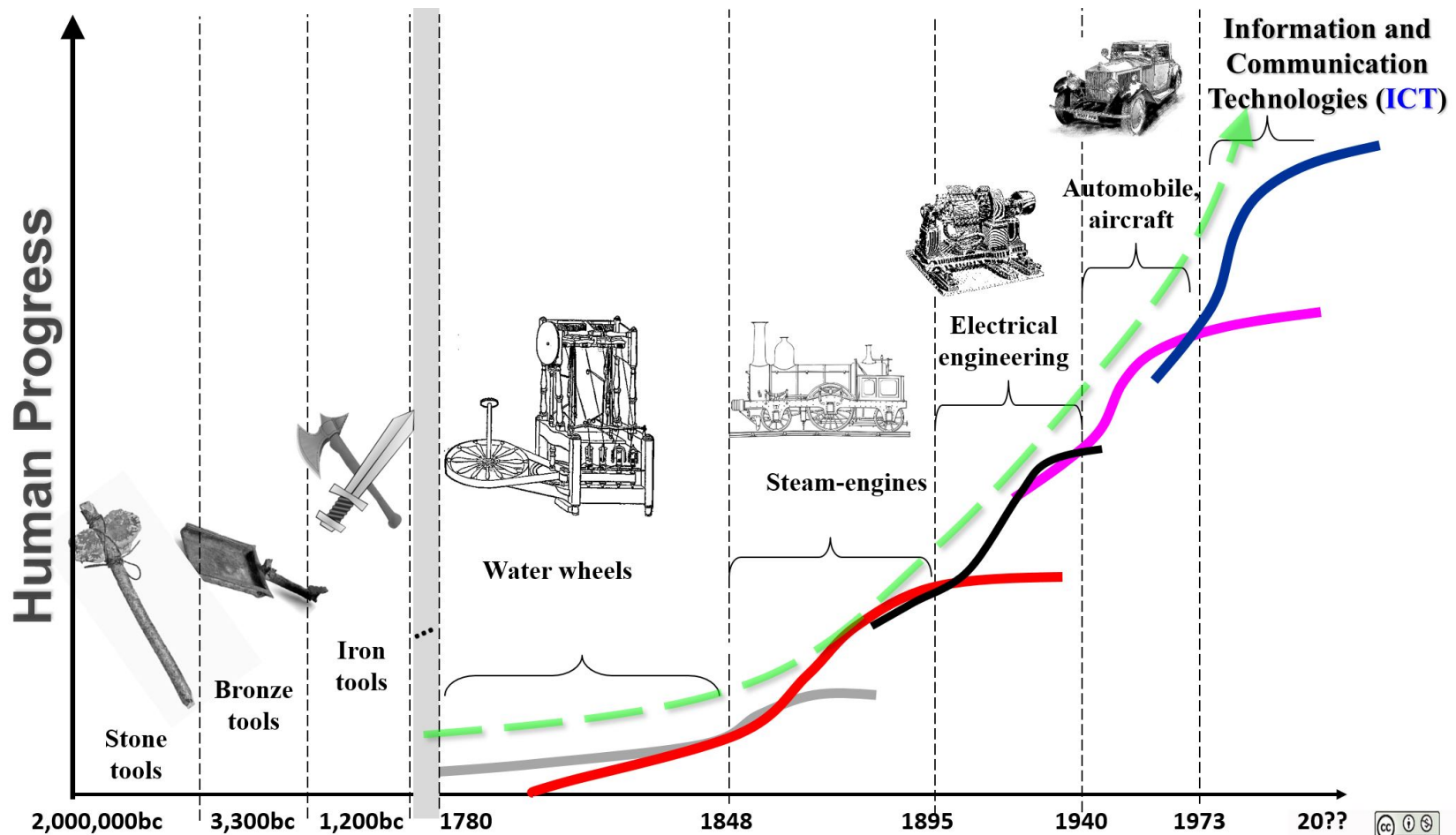




What is society?

- ❖ 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.

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- ❖ Piecemeal Social Engineering
 - ❖ Green Revolution
 - ❖ White Revolution
 - ❖ Pink Revolution
 - ❖ Women empowerment
 - ❖ Abolition child marriage
 - ❖ Widow remarriage



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- ❖ Utopian Social Engineering
 - ❖ Russian Revolution (Throwing the Monarchy)
 - French Revolution (Throwing the Monarchy)
 - Demonetization (Bring back the economy on rails)



Difference between Piecemeal & Utopian

Karl Popper uses two terms:

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

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

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

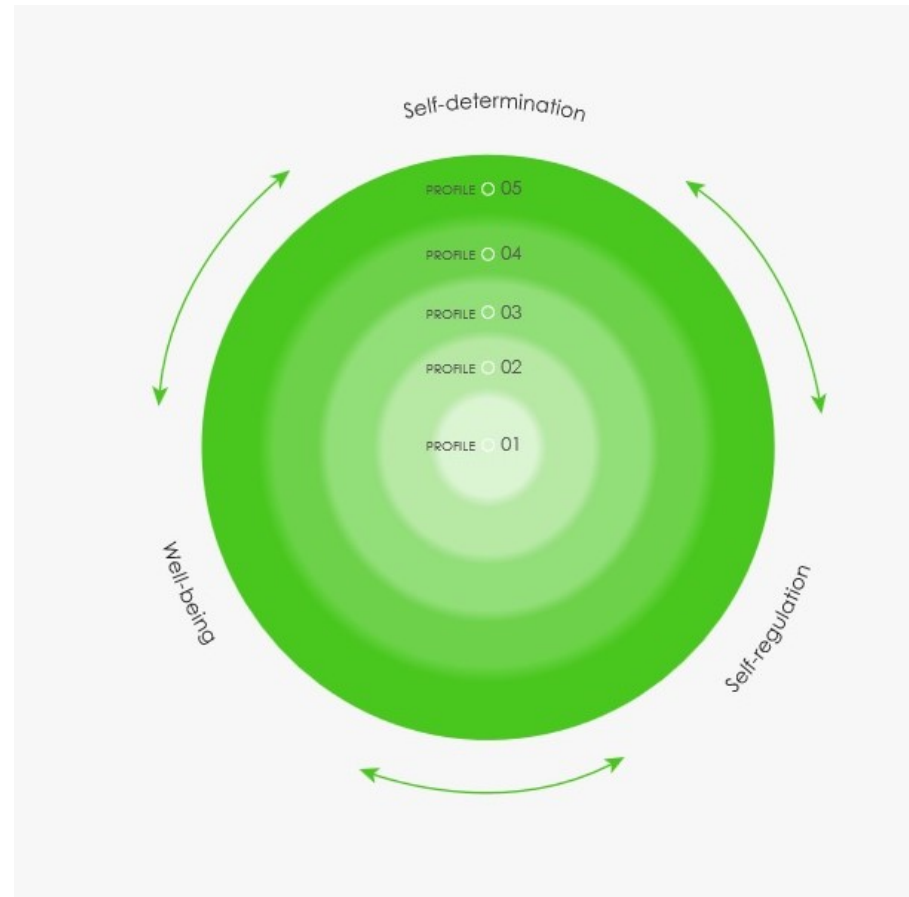
❖ Legal responsibility

Personal responsibilities

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

Three facets of Personal Awareness

- ❖ Self determination
- ❖ Self regulation
- ❖ Well being



Thank you

