Department of Psychology

Mental Health Week 2014
28th April to 30th April, 2014

Theme: SOCIAL PSYCHOLOGY

Department of Psychology, GC University, is the oldest seat of learning in Psychology in Pakistan. Founded in 1962 under the chairpersonship of Prof. Dr. Muhammad Ajmal, an eminent scholar and mentor, the department has ever since kept up its traditions of excellence in both teaching and research while continuing explorations in emerging areas in Psychology. Mental Health Week celebrated every year by the department marks an event when our old traditions take new forms through creative efforts in various directions. The event is therefore both academic and co-curricular. It is reflective of departmental research inclinations as well as students’ artistic expressions of their sensitivity towards various social and psychological issues. Also, Mental Health Week provides a forum where psychologists and researchers from within the country and abroad join to deliberate upon important themes in Psychology.

This year’s theme of Mental Health Week is Social Psychology. Social Psychology is the study of social interaction and social influence. As such, it remains one of the most comprehensive and personally relevant areas within the field of psychology. It has been henceforth chosen as the theme for this Mental Health Week as it carries an interdisciplinary approach and covers topics that are fundamentally important to all areas in Psychology as topics as the processes of attitude change, social influences on conformity, the self and the pursuit of self-esteem, person perception and attribution, stereotyping, prejudice, and ethnic processes. The overarching goal of this conference is to provide the participants with a working knowledge of social psychology and to stimulate an interest in ourselves, the world around us, and the connections between the two.