

THE MAIN REASONS AND FACTORS FOR ORGANIZING SOCIAL PSYCHOLOGICAL SERVICES AMONG THE POPULATION

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Abstract: In our rapidly developing era, both the science and practice of social psychology are developing, and the educational process is improving accordingly. The study of social psychology among the population and the organization of services are important activities aimed at understanding the social and psychological relationships between people. This process is aimed at understanding the role of people in society, their needs, feelings and organizing services that are appropriate for them. Social psychology and the organization of services are important in solving the problems of society and making clear and effective decisions.

Keywords: social psychology, attitude, society, social influence, group dynamics.

Social psychology is a branch of psychology that studies human interactions, social relations in society, and people's mental relationships with themselves, others, and the environment. The main goal of social psychology is to understand the various social processes of people in society and the specific psychological characteristics of these processes.

Social psychology studies the social lives of citizens, their problems, and their interactions. This field identifies various social forces in society (such as culture, group influence, social roles, etc.) and shows how they shape people's decision-making, performance, and emotions.

Main topics of social psychology

T/r	Subject name
1	Social influence and group dynamics
2	Social choices and decisions
3	Social identification and definition
4	Communication and empathy
5	Social and cultural education

1. Social influence and group dynamics. Social psychology studies social relationships and related processes in groups. For example, influencing group members, leadership, and social roles in groups and how these affect people's thoughts and behavior.

2. Social choices and decisions. Social psychology studies how people make decisions in social contexts. The influence of family, group, or society, and people's reactions to the opinions, standards, and rules of others play an important role in this process.

3. Social identification and definition The topic of how a person recognizes and identifies with "self" and "others" is important in social psychology. This includes research aimed at understanding the feeling of one's "I" as part of society, the feeling of being a member of a group.

4. Communication and empathy. Social psychology studies empathy - the ability to feel and influence the emotions of others. Communication and empathy help to strengthen mutual understanding, trust, and social relationships between people.

5. Social and Cultural Learning. Social psychology studies how people are influenced by their social and cultural environments. Cultural differences, social norms, and practices can influence people's thoughts, behaviors, and even their personalities.

Main reasons to study social psychology

1. Understanding Social Relationships The main goal of social psychology is to understand the relationships between people and their place in society. It is important to understand how people interact with others in their environment, the interaction of their emotions, and how the social environment affects a person. Social psychology also helps to develop social skills, cope with stress, and coordinate relationships in society.

2. Social Decision Making and Problem Solving Social psychologists play an important role in solving social problems and making social decisions in society. Understanding the needs of society and making decisions that are appropriate to them helps the population avoid additional difficulties. In this process, social psychology offers clear and comprehensive approaches to solving problems, not only for positive changes.

3. Mental health support The mental health of the population is one of the main topics of social psychology. People live in society with various psycho-emotional states. Social psychologists strive to understand their feelings and help them overcome stress, depression and other emotional problems.

4. Developing people's social skills. Social psychology helps people develop their ability to communicate with others, build trust, empathize, and work in a team. Developing social skills helps people solve social problems more easily.

Areas of application of social psychology

1. Psychotherapy and psychological support: Social psychology is important in addressing stress, depression, difficulties, and social interaction problems. Psychologists often use social psychology to improve people's psycho-emotional states, develop their social skills, and provide psychological support.

2. Disseminating information and solving public problems: Principles of social psychology are applied to strategies developed through public speaking, media campaigns, and public relations. For example, social advertising, activism, and community health, education, and safety campaigns.

3. Organizing Personal and Work Teams: Social psychology is also used to effectively organize work teams, improve working relationships between them, and solve social problems of employees. In organizations, social psychologists focus on working

within teams and organizations, communication, and understanding the psychology of employees.

4. Cultural and social training: The basic concepts of social psychology, understanding social and cultural differences among people, their working styles, and improving communication skills are implemented through organized trainings and seminars.

The importance of social psychology

Social psychology is important for the development of society and the improvement of relationships between people. It helps to understand the psychology of each person, their relationship to the external environment and social roles, as well as their impact on society. With the help of social psychology, effective solutions can be found in issues such as social problems of society, social justice, and relationships between individuals and groups.

The main factor in organizing the service

1. Adaptation to the needs of the community When organizing a service, it is important to identify the real needs and requirements of the community. People perceive their needs in an environment that is compatible with them. These include social needs, health, education, employment, spiritual care, etc. Adaptation of service organizations to them ensures the positive development of society.

2. Solving social problems When organizing services to solve social problems, it is important to take into account the needs of each member of the community. For example, social assistance, education and health services help to overcome the difficulties of the population. Services should be tailored to the individual needs of each person.

3. Spiritual and moral support Spiritual support between people plays an important role in organizing the service. In this direction, social psychologists help to ensure the mental health of people in the community and improve their spiritual state. In this, social psychologists use various psychotherapeutic methods and support methods.

4. Ensuring sustainable development When organizing a service, it is necessary to ensure the sustainable development of the community. This guarantees that the social, economic and cultural needs of society are met, and that people are independent and successful.

Conclusion

The study of social psychology among the population and the organization of services are an important process aimed at improving the social stability of society and relations between people. This process is based on meeting the needs of society, providing them with psychological support, and effectively organizing services. Social psychology and the organization of services help create stable and good living conditions for the population.

Social psychology helps us understand the complex processes of human social life, relationships in society, and their inner worlds. It includes research aimed at improving social functioning by understanding human interactions, relationships between groups, and social structures.

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