

COURSE CODE: PSYC448

COURSE TITLE: COMMUNITY PSYCHOLOGY

SESSION #13 : Promoting Community and Social Change

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UNIVERSITY OF GHANA

College of Education

School of Continuing and Distance Education

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Course Information

Provide the following information:

Course Code:

PSYC448

Course Title:

Community Psychology

Course Credit

3 Credits

**Session Number &
Session Title:**

Session #12: Promoting Community and Social
Change

Semester/Year:

Second Semester/2018-2019



Course Instructor's Contact

Provide the following information:

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Session Overview

- Welcome to session 13. In session 12, you learned about the concepts of “citizen participation” and “citizen empowerment”. You also learned about characteristics of the two concepts as well as the advantages and disadvantages of citizen participation. In this session, you will learn about the aims and objectives of community and social change. You will also discuss the approaches to community and social change. Further, the session will discuss the various types of social and community change.



Session Outline

The key topics to be covered in the session are as follows:

- Defining community and social change
- Kinds of community and social change
- Reasons for community and social change
- Approaches to community and social change
- Elements and issues in community and social change



Session Learning Goals

- The goals of this session are to:
 - Demonstrate the ability to explain community and social change
 - Demonstrate the ability to distinguish between community and social change.
 - Demonstrate the ability to discuss the approaches to community and social change.
 - Demonstrate the ability to describe the reasons for community and social change.

Session Learning Objectives

- The desired measurable learning objectives students will achieve upon completion of this session are to.
 - Explain the community and social change.
 - Discuss the seven approaches to community and social change.
 - Describe some reasons for community and social change.

Session Learning Outcomes

- By the end of this session, you should be able to:
 - Explain community and social change in his or her own words.
 - Critically evaluate the approaches to community and social change.
 - List and discuss some reasons for community and social change.



Session Activities and Assignments

This week, complete the following tasks:

- Log onto the UG Sakai LMS course site:
<http://sakai.ug.edu.gh/XXXXXXXXXX>
- Watch the Videos for Session 13 – Promoting Community and Social Change.
- Review Lecture Slides: Session 13 – Promoting Community and Social Change.
- Read Chapter 12 of Recommended Text - Kloos et al. (2012). *Community Psychology. Linking Individuals and Communities*, pp. 384–417.
- Visit the Chat Room and discuss the Forum question for Session 13.

Reading List

- **Required Text**
- Akotia, C. S. (2014). Community psychology: Moving psychology into the community. In C. S. Akotia & C. C. Mate-Kole (Eds.), *Contemporary psychology: Readings from Ghana* (pp. 163-177). Tema: Digibooks Ghana Ltd.
- Kloos, B., Hill, J., Thomas, E., Wandersman, A., Elias, M. J., & Dalton, J. H. (2012). *Community psychology: Linking individuals and communities*. New York: Wadsworth.
- Nelson, G., & Prilleltensky, I. (2010). *Community psychology: In pursuit of liberation and well-being*. New York, NY: Palgrave Macmillan.

Topic One

EXPLAINING COMMUNITY AND SOCIAL CHANGE



Explaining Community and Social Change

- Understanding the concept of “**change**”.
- **To change:**
 - To become different or to make someone or something different.
 - To replace something with a new or different thing.
 - To start something new.



Explaining Community and Social Change

- This topic focuses on change at the levels of communities and societies.
- It must, however, be noted that change at community and societal levels is intertwined with changes at individual, microsystem, and organisational levels.
- That is, individual, community, and social change intertwine.



Explaining Community and Social Change

- **Defining community and social change:**
- Community and social change may be described as the alteration of mechanisms within the social structure, characterised by changes in cultural beliefs, rules of behaviour, social organisation, or in value system.
- Community psychologists actively work to bring about community and social change.



Topic Two

KINDS OF COMMUNITY AND SOCIAL CHANGE



Kings of Community and Social Change

- Duffy and Wong (2000) identified two kinds of change:
 1. **Unplanned change**
 2. **Planned change**



Kings of Community and Social Change

- **Unplanned change:**
- These are changes that occur naturally without prior planning (Duffy & Wong, 2000).
- Examples include natural disasters, changes in behavioural patterns in a population over time, etc.
 - They are rare and often serious, and uncontrollable.
 - Community psychologists cannot prevent unplanned changes, but can help a community to cope with the changes as they occur or even before they occur.



Kings of Community and Social Change

- **Planned change:**
- It is a targeted intervention designed to change a situation or part of or a whole community.
- Examples planned social changes in Ghana:
 - LEAP, YES, NHIS
 - Domestic violence act
 - Interstate law
 - Affirmative action
 - Brilliant but needy scholarships
 - School feeding programme
 - Free school uniforms & sandals
 - Free laptops to students



Kings of Community and Social Change

- **Characteristics of planned change:**
- It is limited in scope.
- It is directed towards enhancing the quality of life of community members.
- It provides a role for those affected by the change to take control of their lives.
- It is often guided by a person or persons who act as a change agents.



Topic Three

REASONS FOR COMMUNITY AND SOCIAL CHANGE



Reasons for Community and Social Change

- Community and social change is necessary because of diverse human populations (human diversity).
- Community and social change is necessary because of community conflicts.
- Community and social change is necessary because of dissatisfaction with traditional services or the status quo.
- Community and social change is necessary because of computerisation and technological advancement.
- Community and social change is necessary because of declining resources.



Topic Four

APPROACHES TO COMMUNITY AND SOCIAL CHANGE



Approaches to Community and Social Change

- There are seven approaches to bring about community and social change. Although these approaches are conceptually separable, they may be combined in practice. These are:
 1. **Consciousness raising**
 2. **Social action**
 3. **Community development**
 4. **Community coalitions**
 5. **Organisational consultation**
 6. **Alternative settings**
 7. **Policy research and advocacy**



Approaches to Community and Social Change

- 1. Consciousness raising:** It involves increasing citizens' critical awareness of social conditions and energising their involvement in challenging and changing those conditions.
 - E.g. feminist movement against sexism.
- 2. Social action:** Grass root groups use people power to offset the power of organised money.
 - It identifies problems disadvantaging groups and creates constructive conflict to remove those obstacles through direct, non-violent action.



Approaches to Community and Social Change

- 3. Community development:** It involves a process of strengthening relationships among community members to define community problems, resources, and strategies for action.
 - It broadens opportunities for citizen participation and community decision-making.



Approaches to Community and Social Change

- 4. Community coalitions:** They bring together a broad representation of citizens within a locality to address a community problem.
 - Coalitions may involve schools, gov't, religious congregations, media, businesses.



Approaches to Community and Social Change

5. **Organisational consultation:** It involves professionals working as consultants with workplaces, for profit or non-profit, to make changes in the organisation's policies, structure, or practices.
6. **Alternative settings:** They grow out of dissatisfaction with mainstream services and are intended to provide alternative to those services.
 - E.g. women's shelters, rape crisis services, mutual help groups, street health clinic.



Approaches to Community and Social Change

- 7. Policy research & advocacy:** It involves conducting research and seeking to influence public (gov't) decisions, policies, or laws.
 - It often involves persuading government officials but may influence leaders in the private sector, journalists, or others.



Topic Five

EXERCISE



Exercise

- **Individual Exercise:**

- i. Choose a specific social problem that your community faces. Examples could be teenage pregnancy, poor access roads, poor environmental sanitation, unsafe school buildings, etc.
- ii. List the psychological effects associated with that problem especially for children, women, older adults, etc.
- iii. List likely causes of this problem, at multiple ecological levels of analysis.
- iv. Briefly write how this problem involves your community or society as a whole.
- v. Suggest how each of the 7 approaches to community and social change could be applied to this problem.
- vi. Which approaches do you think provide a good-fit for this problem?



Topic Six

ELEMENTS AND ISSUES IN COMMUNITY AND SOCIAL CHANGE



Elements & Issues in Community and Social Change

- **Elements of effective community change initiatives:**
- Effective community actions
- Multiple areas of action, linkages among programmes
- Local control
- External collaborations and resources
- A plausible theory of community change (e.g. Paris)
- Effective intensity of intervention
- Strengthening sense of community
- Long-term perspective



Elements & Issues in Community and Social Change

- **Issues in promoting social change:**
- Values
- Language
- Dynamic, changing systems
- Contextual processes (time, culture, power)



Topic Seven

FORUM QUESTION



Forum Question

- How do Ghanaian citizens, acting collectively, acquire and use social power to promote changes in their communities?



Forum Question

- Discuss, with respect to your local community, the prospects of the following on-going community and social change programmes in Ghana.
 - a) School feeding programme for primary school children
 - b) National health insurance scheme



References

- Dalton, J. H., Elias, M. J., & Wandersman, A. (2007). *Community psychology: Linking individuals and communities* (2nd ed.). Belmont, CA: Thomson Wadsworth.

