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From The Principal's Desk

I am delighted to offer my blessings to the VIIth edition of SRIJAN, the annual magazine of the Department of Psychology at Aryabhatta College, University of Delhi. The editorial team and contributors have worked hard to produce a publication that is both informative and inspiring.

Through its insightful articles and thoughtful reflections, SRIJAN offers valuable insights into the ways in which psychology can help us navigate and thrive in the complexities of the modern world.

I extend my congratulations to the editorial team and all the contributors for their hard work and dedication in bringing this edition of SRIJAN to fruition. I am confident that it will stimulate and inform readers and contribute to further discussions about the importance of psychology in today's world.

With warm regards,
Prof. Dr. Manoj Sinha
Principal

From The Teacher In-Charge

It is my pleasure to bless the 7th edition of SRIJAN, the annual magazine of the Department of Psychology at Aryabhatta College, University of Delhi. As we explore the theme of "Psychology in the contemporary era", I am reminded of the teachings of Swami Vivekananda, who stressed the importance of understanding the human mind and harnessing its potential.

May this publication inspire readers to delve deeper into the mysteries of the human psyche and find ways to apply this knowledge for the betterment of themselves and society as a whole.

With blessings,
Dr. R. K. Dwivedi
Teacher In-Charge
Department of Psychology

From The Editorial Team

We are thrilled to present the VIIth edition of SRIJAN, the annual magazine of the Department of Psychology at Aryabhatta College, University of Delhi. This year's edition explores the theme of "Psychology in the contemporary era", a topic that is more relevant now than ever before.

As we navigate the complexities of the modern world, psychology provides us with valuable insights into the human mind and behavior. From the impact of social media on our mental health to the psychological effects of the pandemic, this edition of SRIJAN delves into the pressing issues of our time.

Our contributors have shared their perspectives and experiences, shedding light on the ways in which psychology can help us navigate and thrive in the contemporary era. Through their words, we are reminded of the power of resilience, empathy, and self-reflection in overcoming the challenges we face.

We are immensely proud of the hard work and dedication of our team of students and faculty advisor, who have come together to create a magazine that we believe will inspire and inform our readers.

We hope that this edition of SRIJAN will serve as a catalyst for meaningful conversations about the role of psychology in the contemporary era, and encourage all of us to be more mindful and compassionate in our interactions with ourselves and others.

Thank you for your continued support, and we look forward to your feedback and engagement.

Team Members
Faculty Advisor : Dr. Halley S Thokchom
Team Members : Tanvee Shukla, Udisha Maurya, Sejal Mahawar, Ayushi Verma, Charu Sahu, Aayushee Chaturvedi, Teesha Saluja, Muskan Rana, Sukhnoor Kaur, Aarchie Kapoor, Anisha Wahi, Jiya Aggarwal, Priyanshu, Rashi Singh.

From The Srijan In-Charge

Dear readers,

It gives me immense pleasure to present the VIIth edition of SRIJAN, the annual magazine of the Department of Psychology at Aryabhatta College, University of Delhi. As the editor-in-chief, I am proud to say that this year's edition is a testament to the creativity, hard work, and dedication of our team of talented writers, designers, and editors.

SRIJAN is not just a collection of articles and reports, but a reflection of our passion for psychology and our commitment to making a positive impact on society. We believe that through our writing, we can inspire, educate, and empower others to create a better world.

I invite you to dive into the pages of SRIJAN and discover the voices and perspectives of our contributors. I hope that this magazine will motivate you to pursue your dreams, challenge your assumptions, and embrace the power of psychology to transform lives.

Best regards,
Dr. Halley S Thokchom
In-Charge, SRIJAN
Faculty Advisor, Editorial
Department of Psychology
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REFLECTION ON JUNG'S AUTOBIOGRAPHY "MEMORIES, DREAM, REFLECTIONS" : PAPER PRESENTED AT A 3 DAYS CONFERENCE ON ALCHEMY: A CORE JUNGIAN CONCEPT, AHMEDABAD JUNG CENTRE

When I was invited to give a 30-minute talk on Jung's autobiography MDR, I agreed without much thought. But as I looked at the topic later on I felt anxious. I shared my feeling with my analyst and my personal supervisor. I was not afraid of public speaking, but this was the first time I would be talking about Jung to Jungians or Jungians in training. My supervisor, Dr. Warren Sibilla, told me, "no one will be as judgemental of you as you are of yourself." That gave me the courage as I realized I should be approaching the topic as I am- and not as Jung would or anyone else for that matter. Quite remarkably, as I went through the process, I realized this was how Jung developed his thoughts and ideas.

He used his intuition to develop his take on alchemy wherein he formulated his belief that "…without history, there can be no psychology, and certainly no psychology of the unconscious" (Shamdasani, 2012). That is, to look into the psychology of humankind, we have to look into the history of humanity. For Jung, that was where he located the importance of alchemy. For, in alchemy, is present our past. This coincides with our current scientific understanding of our society, as we know that the commonality exists between ourselves and those that surround us, and our shared past. To know ourselves- our past is important.
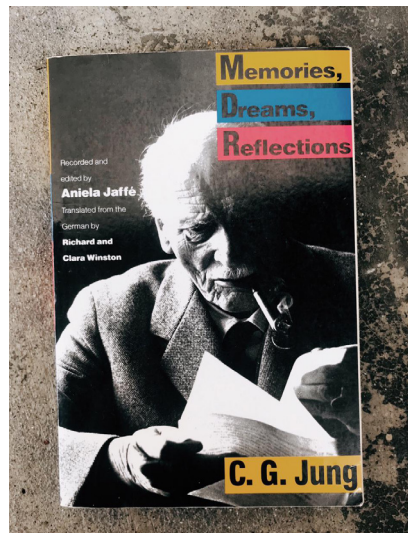
I became interested in Jung in 2011. Reading him then is quite different from reading him now. As I re-read Jung's MDR, I wondered if he tended to intellectualize his childhood experiences. Faithful indeed that the instances were significant, but Jung was a man who thought. He managed to analyze situations deeply. That was where his understanding came from. And we get a glimpse of his emotional life in the form of a physical symptom or ailment a few times in the book. Coming from a home of an "uncanny mother" and a father bounded by strict beliefs and practices, his understanding of the feeling function seemed to be the reason behind his realization of his personality no. 2, which we widely accept to be his shadow. Jung noticed this duality in the people around him- his mother, father, and his sister. He talks of how his mother was loving by day and uncanny by night; his father he described as a religiously cultured man who was also lonely, and his sister as someone deeply sensitive, yet composed. He extended his identification to his people of interest. Jung mentioned Goethe's Faust and Nietzsche's Zarathustra as an expression of their no. 2 personality. This no. 2 personality was exemplified in his later book Answer to Job, written in 1952 (a book we will return to later).

There are a few events in MDR that I want to point out: Jung mentioned how the Jesuits terrified him. His father was one of them. He acknowledged them as similar to Jesus, who takes the dead people to himself. Jung's brother had died before he was born, and his younger sister also passed away due to her ill health. Jung saw his father as someone who was failed by his religion, his God. He saw his father as someone who struggled to keep his faith but still prayed to the same God because he had no other option.

His father gave up being curious and adventurous for a traditional stable ideal. Jung felt this was a burden his father held within himself. Jung's mother could contact the spirits. She was bedridden most of the time, making him view his mother as weak.

   In MDR, we find a young boy struggling to understand and make sense of the events around him. The five points listed above are a few instances that may have fixated Jung's whole life on a trajectory of finding out who God was. Eventually, it led him to find himself. At a much later time, in a 1959 BBC interview entitled Face to Face with Carl Gustav Jung, he was asked if he believed in God. He answered, "I don't have to believe. I know." When he was 11 years old, Jung narrated, he realized his existence as he was on his way to school; the realization dawned on him that he is who he is. Everything before that, he says, was like a fog. And it was suddenly as if a mist had been lifted. This was around the same time he felt his father's fallibility. As a child, there is a tendency to see your parents as someone who know-it-all's, and the ones who can protect you from all harm, they know what is best. But once the curtain falls, and you see your parents for who they are- as people who are struggling as much as anyone who struggles to make ends meet, you start to accept and love them for who they are as individuals. However, it is indeed an experience to realize your parents' humanness and acknowledge that they can do wrong and be wrong. Jung described his parents as living a devout life, which eventually led to frequent bouts of anger. According to Jung, his father did a great deal of good (for the church and the people), making him constantly irritable. For those of us who are likely to have our parents on an idealized pedestal, our parents can do no wrong. And this may be where, especially in our culture (India), the fights between couples can be stimulated by our belief in the rightness of our parents: that my parent knows better than yours.

   On the other hand, experiencing the early breaking of this faith in our parents may direct us to a life where we may want to prove to the world and ourselves that we are not like them. This, in my view, is where the journey began for Jung.

In my understanding, his experience of trying to understand his parents helped Jung make a life-changing decision to trust his own inner experience and chose to become a psychiatrist instead of a surgeon, a much-respected profession- in a world where psychiatry was often not as valued. In his journey, with the (un)conscious motivation of questioning his father's religion, i.e. Christianity, the choice of becoming a psychiatrist may be one of his first answers that led to more questions about who he was as a person and who we are as humans.

His choice of a profession laid the foundation of his experience and the basis of his theories and ideas. I want to move forward to 1935 when Jung was appointed as a professor at the Swiss Federal Institute of Technology. In the 14 semesters he taught there, he delved into the "comparative study of the individuation process, focusing on Patanjali yoga sutras, the spiritual exercise of St. Ignatius of Loyola, Buddhist meditation, and western alchemy" (Shamdasani, 2012). Around the same time, he also participated in the "Eranos Conferences in Ascona, where they focused on the history of religion, with a particular emphasis on the relation between East and West" (Shamdasani, 2012). These teachings and the company he surrounded himself with, such as Mircea Eliade, Victor White, D.T. Suzuki, Paul Radin, and such... were influential in his narratives of what life is- what the meaning of his life is for him. This was where he further experienced the importance of and the need for duality in nature. The comparative understanding of eastern and western thoughts has been a significant foundation of Jung's psychology. At the same time, his Christian lineage and upbringing, his experience of always having to go to church- were integrated into his expertise. His Christian experience coincided with his affinity to eastern mystical thoughts and reasonings.

For him, the similarities in the eastern and western perspectives were where our unconscious experiences reside- and they were more similar than different. Jung identified how St. Ignatius Loyola's Christian Spiritual Exercises were comparable to Eastern meditation and yoga practice.

At the same time, he warns of how the adoption of Zen by the uncritical western oriented thinkers should be cautious as he felt the mental education required for it to be lacking in the west. Hinting at the importance of culture, environment, virtues, and upbringing in man's psyche and how he accepts and experiences nature and thoughts around him.

Jung collaborated with anthropologist Karenyi, who described their collaboration in the following way: "(Jung) believed he could take my investigations as a foundation. This spurred me to further research. For it meant that insights I had gained in the purely historical field of religion and mythological tradition could help the suffering human beings with whom physicians and psychotherapists deal" (Shamdasani, 2012). The books that they published were titled The Divine Child: In Mythological and Psychological Light (1940) and The Divine Maiden: The Main Figure of the Mysteries of Eleusis in Mythological and Psychological Light (1941). Jung emphasized the importance of understanding the history of humankind. His work on alchemy was, at the same time, an engagement with Christian symbolism. He further published "on the psychology of the idea of the trinity" and "the transformation symbol of the mass." In these papers, he proposed a new psychological understanding of the Christian dogma and ritual. His work culminated to Answer to Job and Aion. For Jung, the work was not to imitate Christ but to live life as fully as Christ did. In Answer to Job (Jung, 1973/2002), he writes, "the image of God throws a shadow just as great as itself." This shadow is both sense and nonsense. Just as nonsense God's acts were toward Job, as his faith in him is tested and devoid of emotion, he says to Job, 'You lost your children? Don't worry. I will give you more.' Herein lies the psychology of Carl Gustav Jung.

The young Jung tries his best to understand the God his father worships, a God who seems to take away people, the God his father can and will not question even as he suffers; the God who made his mother weak; the God his mother worships as she becomes frivolous and uncanny- a woman who terrifies him while becoming less of a mother. Thusly, Jung writes, "…God is where you are not" (Jung, 1973/2002). And so, for Jung, his God is Abraxas, a figure representing the uniting of God with satan. For a god, that means only an absolute will be unable to encompass the fullness of life. To quote Jung (1967, p.335), "One does not become enlightened by imagining figures of light, but by making the darkness conscious."

To end my talk, let me read from an excerpt from one of the episodes of a Netflix Documentary entitled "Our Universe" (2022). In this documentary, Stella, a turtle, is followed as we follow her life and journey into how elements are formed in the universe. This is how her story was narrated:

"Stella has travelled all the way here to access its magic ingredient. As it grows, seagrass absorbs elements from outer space that have found their way to the ocean floor... Burgeoning foods rich in calcium and phosphorus provide Stella with the minerals she needs to build and sustain her protective shell—hardening her armour for the trials ahead. Stella would spend her adolescent years searching the ocean for atoms born in the stars. Her journey toward maturity parallels the story of our universe. Because, three billion years after the big bang, the universe was also coming of age. It was entering an incredibly active phase of star formation. As they grew, stars were pulled together into vast galaxies like our Milky Way. And within those galaxies, the chemical elements each star produced were transformed into planets and moons. After billions of years, chemical elements have matured into the earth we know today."

It continues, "Stella is now fully grown…. She is now at one with the ocean." Likewise, for Jung, understanding himself and his thoughts came with the burden of understanding his past and the trajectories of his experiences and choices. One's life, Jung says, is "a self-realization of the unconscious, an individual myth that represents us with greater precision than science" (Shamdasani, 2012).

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THE MANDELA EFFECT: AN EXPLORATION OF COLLECTIVE FALSE MEMORIES

The Mandela Effect is a relatively new phenomenon that has gained widespread attention in recent years. It refers to the collective misremembering of certain events, facts, or details by large groups of people. While the Mandela Effect has been around for decades, it was only given a name in 2010 by Fiona Broome, who discovered that many people shared her belief that Nelson Mandela had died in prison in the 1980s, when in fact he was released in 1990 and died in 2013. This misremembering of Mandela's death was not limited to a small group of people but was shared by thousands of individuals across the world.

Since the discovery of the Mandela Effect, many other examples of collective misremembering have been identified, including the names of popular brands, the spelling of words, and even the existence of certain characters in movies or TV shows. For example, many people remember the children's book series as the "Berenstein Bears," when in fact it is spelled "Berenstain."

Others remember the famous line from "Field of Dreams" as "If you build it, they will come," when in fact it is "If you build it, he will come."

The prevalence of the Mandela Effect has led to various theories attempting to explain it, ranging from parallel universes to time travel to social influence. This article will explore the different explanations of the Mandela Effect and their potential implications for memory, perception, and reality.

History of the Mandela Effect

The origins of the Mandela Effect can be traced back to the 1970s, when cognitive psychologists began studying the role of schemas in memory. Schemas are mental frameworks that help us organize and interpret information. They allow us to quickly process new information by filling in gaps based on our past experiences and knowledge. For example, if we see a picture of a kitchen, we can quickly identify the objects in the room based on our schema of what a kitchen typically looks like.

However, schemas can also lead to false memories. If we encounter information that does not fit our schema, we may unconsciously alter our memory of that information to fit our schema. This is known as schema-driven memory distortion.

In the 1980s, researchers began studying the role of schemas in memory for places. They found that people's memories of a room were influenced by their schema of what a typical room should look like. Participants in the study were shown a picture of an office and later asked to recall what they had seen. Many participants remembered seeing typical office objects that were not actually present in the picture, such as books, desks, and filing cabinets. This study demonstrated the power of schemas in shaping our memories and perception of reality.

However, the term "Mandela Effect" was not coined until 2010, when Fiona Broome discovered that many people shared her false memory of Nelson Mandela's death in prison. Broome was attending a conference and was surprised to hear Nelson Mandela mentioned as being alive. She was convinced that he had died in prison in the 1980s and was shocked to learn that this was not the case.

She began researching the phenomenon and found that many other people shared her false memory. Broome coined the term "Mandela Effect" and created a website to collect examples of the phenomenon. The website quickly gained popularity, and many people began sharing their own experiences of collective misremembering. The Mandela Effect became a cultural phenomenon, with articles and videos dedicated to exploring different examples and theories.

Examples of the Mandela Effect

The Mandela Effect has a wide range of examples, from pop culture to historical events. Some of the most popular examples include:

The Berenstain Bears: Many people remember the children's book series as "Berenstein Bears," with an "e" instead of an "a."

Curious George: Some people remember Curious George having a tail, while others remember him without one.

Sex and the City: Some people remember the show's title as "Sex in the City," while others remember it as "Sex and the City."

Kit-Kat: Many people remember the candy bar's name as "KitKat," with no hyphen.

The Monopoly Man: Some people remember the character as wearing a monocle, when in fact he does not.

These examples may seem insignificant, but they highlight the prevalence of the Mandela Effect and the power of collective misremembering.

Explanations of the Mandela Effect

There are several theories attempting to explain the Mandela Effect, ranging from the paranormal to the psychological. While some people attribute the Mandela Effect to parallel universes or time travel, researchers have found that the phenomenon can be explained by a combination of factors, including false memories, social influence, and the power of suggestion.

False Memories

False memories are a common explanation for the Mandela Effect. False memories occur when people remember events or details that did not actually occur. This can be caused by a number of factors, including suggestion, misinformation, and the power of imagination.

In the case of the Mandela Effect, false memories may be caused by the power of suggestion. When a large group of people share a false memory, it can be easy for others to adopt that memory as their own.

For example, if a person hears someone else talking about the "Berenstein Bears," they may begin to adopt that spelling, even if they originally remembered it as "Berenstain."

Social Influence

Social influence is another explanation for the Mandela Effect. Social influence occurs when people are influenced by the opinions or beliefs of others. This can be caused by a number of factors, including conformity, groupthink, and authority.

In the case of the Mandela Effect, social influence may be caused by the desire to fit in with a group. When a large group of people shares a false memory, it can be tempting for others to adopt that memory in order to fit in or avoid criticism. This is known as the "bandwagon effect," where people adopt a belief simply because it is popular.

The Power of Suggestion

The power of suggestion is a third explanation for the Mandela Effect. The power of suggestion occurs when people are influenced by external cues, such as language, context, or tone. This can be caused by a number of factors, including priming, framing, and anchoring.

In the case of the Mandela Effect, the power of suggestion may be caused by external cues that prime people to adopt a false memory. For example, if a person hears the phrase "Luke, I am your father," they may be more likely to remember the line as "Luke, I am your father," even though the actual line in the movie is "No, I am your father."

Applications of the Mandela Effect

While the Mandela Effect is primarily a phenomenon of interest to psychologists and conspiracy theorists, it has potential applications in a variety of fields. Some of these applications include:

Market research: The Mandela Effect can be used in market research to understand how consumers remember brand names, logos, and slogans. By examining the false memories of consumers, companies can gain insights into how to create more effective branding and advertising campaigns.

Forensic psychology: The Mandela Effect can be used in forensic psychology to understand how eyewitness testimony can be influenced by social influence and suggestion. By studying the factors that influence false memories, forensic psychologists can improve the accuracy of eyewitness testimony in criminal trials. Education: The Mandela Effect can be used in education to teach students about the fallibility of memory and the power of suggestion. By teaching students about false memories and how they can be influenced by social influence and suggestion, educators can improve students' critical thinking skills and help them become more discerning consumers of information.

Conclusion

The Mandela Effect is a fascinating phenomenon that highlights the fallibility of memory and the power of suggestion. While the phenomenon has been largely dismissed by scientists as a form of collective misremembering, it continues to capture the imagination of people around the world. As more examples of the Mandela Effect are discovered, researchers are continuing to explore the factors that contribute to false memories and social influence.

By understanding these factors, researchers can improve our understanding of how memory works and how it can be influenced by external cues.

In conclusion, the Mandela Effect is a powerful reminder of the limits of human memory and the power of suggestion. While the phenomenon may seem trivial, it has the potential to transform the way we think about memory, perception, and social influence. By continuing to study the Mandela Effect, researchers can gain insights into the workings of the human mind and develop new strategies for improving memory accuracy and reducing the impact of social influence on our beliefs and attitudes.

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THE EVOLUTION OF PSYCHOLOGY WITH TECHNOLOGY

The field of psychology is diverse and constantly evolving, with new research topics and trends emerging all the time. The roots of psychology can be traced back to ancient philosophy, with thinkers such as Plato and Aristotle exploring the nature of the mind and human behavior. However, it was not until the late 19th century that psychology emerged as a distinct field of study, with the founding of the first psychological laboratory by Wilhelm Wundt in Leipzig, Germany in 1879.

The earliest advancements in technology that impacted psychology were the development of tools for measuring human behavior. One of the earliest such tools was the stopwatch, which was used to measure reaction times in the late 19th century (Goldstein, 2010). Even the aforementioned invention of the first psychological laboratory by Wilhelm Wundt in 1879 also relied on technology, as it was equipped with specialized instruments for measuring the speed of mental processes and reaction times (Schultz & Schultz, 2019).

The use of computers also allowed for the development of new statistical techniques, such as factor analysis and structural equation modeling, which have become key tools in psychological research (Bollen & Stine, 1990).

One of the most significant ways in which technology has impacted psychology is through the development of new research methods and tools.

For example, brain imaging technologies such as functional magnetic resonance imaging (fMRI) and electroencephalography (EEG) have allowed researchers to gain insights into the structure and function of the brain that were previously inaccessible. Similarly, online surveys, social media analytics, and other digital tools have opened up new avenues for studying human behavior and cognition at scale. In clinical practice, technology has also had a significant impact. Telepsychology, or the provision of mental health services via video conferencing, has become increasingly popular, particularly in rural or under-served areas where access to mental health services is limited. Additionally, mobile apps and other digital tools have been developed to support self-man-agement and improve mental health outcomes, particularly for conditions such as anxiety and depression.

However, the increased use of technology in psychology has also raised concerns and challenges. One key challenge is the potential for data privacy and security breaches. As more data is collected and stored digitally, the risk of sensitive information being accessed by unauthorized parties increases. This risk is particularly concerning in the context of mental health, where disclosure of sensitive information can have significant consequences for an individual's personal and professional life.

Another challenge is the potential for technology to perpetuate biases and inequalities in mental health care. For example, the use of algorithms in decision-making processes can result in biased outcomes if the underlying data sets are not diverse or representative of the population. Similarly, the use of telepsychology may not be accessible to all individuals, particularly those who lack access to reliable internet or technology. Mobile technologies have allowed for the collection of real-time data on behavior and physiology, leading to new insights into topics such as stress and sleep (Friedrich & Schlarb, 2020).

The use of mobile technologies has also led to the development of new interventions, such as mobile apps for the treatment of anxiety and depression (Mohr et al., 2017).

The rise of technology has also had a significant impact on the way psychological research is disseminated and consumed. With the advent of online journals and open-access publishing, researchers can now share their findings with a wider audience, increasing the visibility and impact of their work. However, this has also led to concerns about the quality of research being published, as there is less oversight and quality control in open-access publishing compared to traditional print journals.

Finally, technology has also brought about significant changes in the practice of psychotherapy. With the rise of teletherapy and other digital interventions, therapists can now provide services to clients who may not have had access to them otherwise. This has also led to more efficient and cost-effective treatment options (Luxton et al., 2012). However, there are also concerns about the quality of care provided through teletherapy and the potential for ethical issues, such as maintaining the confidentiality and ensuring adequate informed consent.

In conclusion, the rise of technology has had a significant impact on contemporary psychology, influencing the way research is conducted, analyzed, and disseminated, as well as the way psychotherapy is practiced. While there are many benefits to the use of technology in psychology, there are also potential drawbacks that need to be carefully considered. As technology continues to advance, it will be important for psychologists to continue to critically evaluate its impact and ensure that its use is guided by ethical principles and best practices.

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Ms. Tanvee Shukla

3rd year

ADOLESCENTS AND INTERNET PORNOGRAPHY

While adolescents can access the knowledge of the entire world in a few seconds through internet, access to pornography is also just a few clicks away for them. Gone are the days when adolescents used to hide sexual content magazines and video tapes in their bags. Today's teens are more exposed to pornography given that parents can't always monitor and keep a check on their smartphone usage.

According to Cooper et al. (2004), internet pornography is the use of the internet for sexual activities such as watching pornographic images, talking about sex, exchanging sex-related photos or videos, and occasionally masturbating afterward. Due to the Triple A characteristics of accessibility, affordability, and anonymity, internet pornography is only an attractive medium (Cooper et al., 2003). Teenagers have the chance to explore their sexual curiosity without any restrictions that are appropriate for their developmental stage because of these online pornography' features. According to Grubbs et al. (2019) and Wetterneck et. al. (2012), exposure to pornographic content may increase the chance of developing compulsive behaviour and addiction.

Setyawati et al. (2020) in their study 'The psychological impacts of internet pornography addiction on adolescents' concluded that there are huge impacts for adolescents by internet pornographic content, especially on their cognitive and affective changes in their sexual stimulation.

The effects of cognition can be seen in a variety of behaviours, including

    (1) obsessive compulsive thoughts about sexual content,

    (2) recalling pornographic content after viewing it for the first time,

    (3) thinking about the watched sexual content,

    (4) focusing on the sexual content,

    (5) beginning to become addicted to them by imagining sexual content that has not been viewed,

    (6) lacking focus while performing tasks, and

    (7) having trouble falling asleep due to fantasies about sexual inter course scenes.

The impacts of affection can be found from their emergence of passion and pleasure from watching pornographic content, the urge to perform scenes and intimate relationships in the video to vent lust and feel such immense affection. Additionally, internet addiction that involves pornography has an effect on how adolescents behave in social situations. These adolescents may find it difficult to establish interpersonal relationships with others and may retreat from social situations.

Adarsh and Sahoo (2023) in their review 'Pornography and Its Impact on Adolescent/Teenage Sexuality' mentioned that "safe sex" is an exception in the pornographic imagination as experienced through Internet media consumption. Many researchers claim that pornographic videos frequently represent the desires of a primarily male audience.

The idea that women are exclusively used as "tools" for male gratification has been reinforced by study from other researchers.

Sexual content or sexually explicit media has a substantial correlation with risky sexual behaviour. Teenagers exposed to sexually explicit media online are more likely to develop promiscuous sexual attitudes, which are closely related to risky sexual behaviour in adulthood. Teenagers are thought to be among the most frequent porn users, and they tend to take the news as gospel.

The government, parents, and community all need to work together to address the issue of internet addiction with pornographic content. In order to protect themselves against exposure to the pornographic content that is rapidly and unrestrictedly flowing online, teenagers need to get internet pornography literacy.

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2nd year

THE CANDLE THAT'S STILL BURNING: USE OF THE SWORD OF TECHNOLOGY IN THE BATTLE AGAINST DEPRESSION

Depression, the leading cause of global disability, is a debilitating mental health disorder which affects 280 million people worldwide, with physical and psychological implications (World Health Organization, 2017, 2023). Depressive disorder is characterized by a depressed mood, loss of interest in pleasurable activities, changes in appetite, low energy, disrupted sleep, poor concentration, and other symptoms that last most of the day, nearly every day, for at least two weeks. Cognitive Behaviour Therapy (CBT) and Behaviour Activation (BA) are empirically proven first-line treatments for depression (NICE, 2022). Despite these effective treatments, over 75% of people in low- and middle-income countries receive no treatment (Evans et al., 2018). Therefore, innovative solutions are quintessential to overcoming any barriers to treatment. Digital Health Interventions (DHIs) that utilize technology and artificial intelligence have the potential to be a promising tool for effective treatment.

India is the second-largest user of smartphones in the world. Given this statistic, it is crucial to study the use of ubiquitous technology to provide effective treatment using the core ingredients of CBT/BA models. Tokgoz et al. (2021) found in their review that 75% of DHIs that used CBT (one of the most commonly used approaches in DHIs) reported a positive effect on reducing depressive symptoms, out of which 76% were transmitted via web-based applications.

Currently, there are thousands of health-improving applications available in the web market. However, their effectiveness has not been clearly demonstrated. Chan et al. (2015) proposed a framework for assessing technological tools for mental health advancements.

The researchers suggested that apps could be evaluated based on their usefulness, usability, and integration and infrastructure. Based on this framework, Hoguet and colleagues (2016) evaluated several applications that claimed to use CBT/BA approaches and found that none of them had an empirical basis for effectiveness. The applications either lacked fidelity to the core principles of CBT/BA or violated a large number of usability heuristics (Hrynyschyn & Dockweiler, 2021). Safety and privacy-related issues were also not addressed. The review also pointed out that no correlation existed between the level of adherence to heuristic usability, to the CBT/BA principles, and the popularity of the app. This suggests that one issue with mobile-based CBT treatment for depression could be the high attrition rates with digital mental health tools.

Similarly, the first Randomized Controlled Trial (RCT) of Catch It, an innovative CBT smartphone app developed jointly by the universities of Liverpool and Manchester, highlighted the probable success of integrating CBT with technology (Kinderman et al., 2016). However, the researchers were demotivated by the low return rates even after high usability. Another widely felt issue in this area is the lack of empirical findings other than RCTs, making it difficult to determine the effects of smartphone-based applications on treating depression from a cognitive-behavioural perspective. Moreover, mobile or smartphone-based interventions are still underrepresented in scientific literature.

Although comparing technological interventions with face-to-face interactive interventions is challenging, a combination of the two may be considered the gold standard for effective treatment, particularly in areas where medical facilities are not accessible to everyone.

Further research in this area can yield beneficial results and build a better world for those walking with a radiant smile but an anhedonic life.

By leveraging the latest advancements in medical technology, we can help nurture the flame of hope and support those struggling with depression. Therefore, ensuring that the candle's still burning.

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2nd year

CONSUMER BEHAVIOUR:
THE PSYCHOLOGY BEHIND CONSUMPTION

An enterprise should have a solid understanding of its target market's thought processes and motivations for behaviour. If not, giving them exactly what they want is tricky. Marketers can design campaigns that resonate with their target audience and increase engagement, conversions, and ROI by comprehending the way consumers think and act.

What is consumer behaviour?

The study of consumption is known as consumer behaviour. It seeks to better comprehend consumer behaviour and the thought processes behind purchase decisions, as well as how products and services are used and disposed of. It investigates the variables that affect consumer behaviour, such as attitude, motivation, perception, learning, and personality.

Understanding these elements will help marketers create campaigns that appeal to consumers' needs and wants while positioning their goods or services in line with consumers' values and aspirations.

"Consumer behaviour is all activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental and behavioural responses that precede or follow these activities." (Kardes, Cronley, & Cline, 2010)

Investigating consumption involves examining traits like personality, lifestyle, and behavioural factors like usage frequency or occasion. When satiating customers' needs and wants, businesses try to comprehend the procedure and underlying motivations. Marketers can more accurately assess the needs of the marketplace and adjust their marketing strategies to meet those needs by having a better understanding of why consumers purchase particular products and services.

Consumer behaviour model — Belk 1975

Belk (1975) presented an early theory of consumer behaviour based on a stimulus, organism, and response. A person (the consumer) is the organism, and the response to their behaviour (consumption) is the stimulus.

Factors that influence consumer behaviour Consumer behaviour changes over time. It fluctuates over time and is influenced by the products' nature. Over the course of a lifetime, both societal trends and an individual's behaviour change.

The following are some aspects of marketing that have an impact on consumer behaviour: product design, pricing, promotion, packaging, positioning, and distribution; individual characteristics like age, gender, education, and upbringing; psychological elements like attitudes, perceptions, and reasons for purchasing; situational elements like the physical environment, the social environment, and the passage of time; social determinants like family, social circles, and social media; cultural elements like ethnicity and religion; lifestyle elements like identity, status, and income; factors related to geography, such as region, nation, and urban or rural.

Marketing and Consumer behaviour

How do businesses continue to be relevant to their target market, one of the biggest challenges? Understanding consumer behaviour helps us better understand what drives consumers to make purchases and the features they value the most. Knowing what consumers value most will help businesses make better decisions when developing more successful marketing campaigns. Ideally, to increase sales! To be most successful, marketing needs to be strategically planned.

Consumer behaviour is important for management, sales, advertising, research and development, as well as marketing strategy. Marketing research is the first step in the marketing process because it helps us gain insight into how consumers/customers behave. This knowledge affects the product or service because we want it to best meet the needs of the customers.

It is not, however, a precise science. Consumer behaviour is challenging to forecast. It is not an objective secured set of rules because human judgement is required when applying the principles discovered through knowledge of consumer behaviour.

As a result, marketers need to have a solid foundational knowledge of consumer behaviour and how utilisation functions. The ultimate objective for marketers is consumption, also known as a behavioural response. However, marketing also seeks to elicit mental (or cognitive) and emotional (affective) responses in order to affect a consumer's thought processes. "Consumer behaviour is of most importance to marketers in business studies as the main aim is to create and retain customers" (Kumar, 2004).

The Benefits of Understanding Consumer Behaviour

Understanding consumer behaviour habits of the target market enables marketers to take appropriate marketing decisions concerning the following factors: product design, pricing, promotion, packaging, positioning, branding, customer retention, etc.

The Buyer Decision Process

Marketers can better comprehend the decision-making process from learning about a product to making a purchase decision by using the buyer decision process (or customer buying process). The process is divided into five distinct steps: problem or need recognition, information search, evaluation of alternatives, purchase, and post-purchase behaviour/evaluation.

I. Problem recognition: When a consumer recognises a need or want, the buyer decision process starts with the problem recognition stage. The consumer decides they require a good or service to fulfil this need based on how strongly their needs influence their decision. Triggers of problem recognition include natural depletion, regular purchase, dissatisfaction, marketing, etc.

II. Information search: Finding a list of options that represent practical purchasing options is the goal of the information search phase. Customers look internally for information and consult external sources for details about options that might meet their needs. The consumer searches internally for suitable brands in their recollection. The evoked set, which typically includes three to five alternatives, are preferred brands.

Businesses use marketing to raise brand recognition among their target market and, consequently, the likelihood that it will become a preferred brand. A business's decision-making becomes more objective if it comprehends the behaviours of its target market. The internet, particularly social media and websites that compare products, shopping around, and talking to friends and family are examples of external sources of search. Search for information and the subsequent phase of evaluation is possible throughout the entire decision-making process.

III. Evaluation of alternatives: Consumers conduct a number of logical analyses of the various options that are open to them. Consumers think about a select few options that might be good options during this evaluation phase. The mere fact that a brand is known does not guarantee that consumers will view it favourably. The term "consideration set" refers to a set of reasonable purchase options. Each customer will have specific requirements as they look for the best value and fit for their needs.

Consumers evaluate and then rank the relative merits of the other available options using a variety of evaluation criteria, depending on each specific purchasing situation. Consumers who are unfamiliar with a product category are more likely to judge a brand by its functional qualities. Consumers develop a purchase intention at the conclusion of the evaluation phase.

IV. Purchase decision: After weighing their options, consumers decide what to buy and move forward with the transaction. Businesses employ strategies to boost conversion rates, such as a compelling call-to-action in advertising to increase customers' likelihood of making a purchase.

Calls to action promote a quick sale. Some customers may have their preferred store picked out from the beginning. Before making a decision, some people may take a long time to gather information about the various options.

V. Post-purchase evaluation: This process is not finished until the customer conducts a post-purchase assessment after using the product or service. Consumers contrast their perception of value and their experience with the product or service with the expectations they had before conducting their information search and evaluation. This procedure, known as expectancy disconfirmation, is a significant contributor to satisfaction. Price, functionality, and quality are among the considerations. This assessment affects a consumer's subsequent decision to buy that good or service. Customers are less likely to choose a brand again if they have any doubts or regrets about their decision.

Consumer motivations

A consumer is propelled to act and make a purchase by an implicit motive. These motives fall under the phase of problem recognition mentioned earlier. This drive could be either constructive or destructive. A pleasant factor might be going out for a night on the town or having dinner at a nice restaurant. Avoiding unpleasantness like visiting the dentist, getting toothaches, and buying toothpaste to prevent decay could be a negative motivation. One method for understanding motivation is through the well-known Hierarchy of Needs model developed by Abraham Maslow.

This model can aid marketers in comprehending the particular requirements and degrees of motivation of consumers. It has five levels of needs that are arranged in accordance with importance. Consumers typically devote the majority of their time, effort, and resources to meeting their lower-order needs because they are the most important.

Conclusion

Consumer behaviour psychology is a complicated and dynamic field. Nevertheless, more successful campaigns could be created that increase sales and engagement by comprehending the fundamentals and applying that understanding in marketing campaigns. Enterprises can appeal to their target audience's needs and desires by creating buyer personas, using social proof, evoking a sense of urgency, utilising the persuasive power of emotions, and using language that appeals to their values and aspirations.

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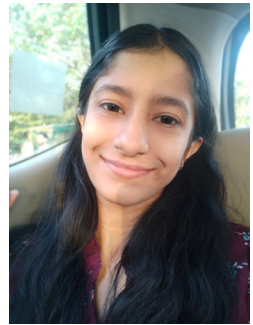
Ms. Muskan Rana

2nd year

UNDERSTANDING ADDICTION

Addiction is a very complex issue that devastatingly impacts millions of people and their life and the people around them. It is very important to address the issue of addiction, as it mostly affects youth between the age of 18 and 25. It affects their mental, social, physical and economic wellbeing. It is a waste of human resources that stands in the way of the development of society American Psychological Association (APA) defines addiction as a state of psychological or physical dependence (or both) on the use of alcohol or other drugs. The term is often used as an equivalent term for substance dependence and sometimes applied to behavioral disorders, such as sexual, internet and gambling addiction.

There are various factors that contribute to addiction. Some of them are:

1. Genetics: Studies have shown that people who have a family history of addiction are more prone to it.
2. Environment: Living in a high stress environment also increases one's proclivity for addiction.
3. Mental health: people with mental health problems like anxiety, depression or PTSD are more vulnerable to addiction.
4. Peer pressure: The social setting in which everyone uses alcohol or drugs increases the possibility for one to use themselves.
5. Trauma: Physical or emotional abuse may also contribute to addiction. People who have experienced trauma may use drugs or alcohol to cope with their emotions.
6. Accessibility: Easy access to drugs and alcohol increases the potential for addiction.

Dopamine is a neurotransmitter that plays a critical role in the development of addiction. Dopamine is responsible for the pleasure and reward centers of the brain, and when an individual experiences a pleasurable event or stimulus, such as using drugs or engaging in addictive behavior, dopamine is released into the brain's pathway. Repeated drug use or addictive behavior causes the brain to adapt to the increased dopamine levels by reducing the number of dopamine receptors or decreasing dopamine production. This means that the individual needs to use more of the drugs or engage in more of the behavior to experience the same level of pleasure as before.

However, when an individual stops using the drug or engaging in addictive behavior, the brain struggles to restore normal dopamine levels, leading to withdrawal symptoms such as anxiety, irritability, and depression. This can cause intense cravings for the drug or addictive behavior, as the brain seeks to restore dopamine levels and relieve the discomfort of withdrawl.

Treatment for addiction is a complex process and involves multiple interventions like Medical treatment, lifestyle change and behavioral therapy. Medications can be used to help manage withdrawal symptoms and cravings associated with addiction. Behavioral therapy aims to change the thought patterns and behavior associated with addiction. Lifestyle changes include regular exercise, healthy eating, and stress management techniques such as meditation or yoga.

Addiction is a treatable disease if diagnosed and treated with required attention and improves the living condition of a person. We need to address stigma and make people aware about addiction.

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1st Year

PEER SUPPORT FOR CRISIS INTERVENTION AND DISASTER MANAGEMENT

Existential core of crises/disaster are choice, lack of control, unpredictability, powerlessness, safety, and de humanization. If a major crises/disaster happened, the needs as a survivor would be practical things like a blanket, food, water, shelter; medical care for injuries or help with chronic medical conditions; safety and protection; information- about the event, loved ones, available services; someone who is willing to listen; to be able to contact loved ones; specific support related to their culture or religion; being consulted and involved in decisions that affect them.

Relief services help as basic needs build resilience, fosters feelings of resilience, sense of connection, feelings of belonging, builds hope and reduces feelings of helplessness. Relief services help with self-care, nutrition, individual support, livelihood, social justice, health care, family, social support and housing.

As one of the helpers, one needs information, linkages, safety, avoiding personal biases, self-awareness and care, vulnerable population, training, and psychoeducation.

LOOK, LISTEN and LINK: important to follow while in crises.

Look at the surroundings to see if the location is secure. Listen and identify needs, also, speak calmly using simple words. Make contact (approach respectfully, introduce yourself, ask if you can provide help, help people feel comfortable and safe), Ask about needs and concerns (although some needs are obvious, always ask and find out their priorities), Listen and help people feel calm (stay close to the person). Keep groups together and avoid separations, link to other forms of help, encourage contact with friends and family.

Psychological reactions to crises are when the person seems disoriented/ confused, panicky, extremely withdrawn, apathetic, or "shut down", extremely irritable or angry, exceedingly worried, experiencing uncontrollable physical reactions (shaking, trembling).

Grief and Loss – Do's

Reassure grieving individuals that what they are experiencing is understandable and expectable. Use the deceased person's name, rather than referring to him/her as "the deceased". Let them know that they will most likely continue to experience periods of sadness, loneliness, or anger. Tell them that if they continue to experience grief or depression that affects daily functioning difficult, talking to a counselor who specialises in grief is advisable.

Grief and Loss – Don't

Statements like- I know how you feel, it was probably for the best, they are/is better off now, it was their time to go, at least they went quickly, let's talk about something else, you should work towards getting over this, you are strong enough to deal with this, that which doesn't kill us makes us stronger, you'll feel better soon, you did everything you could, you need to grieve, you need to relax. Place Building- A place itself can be impacted by the trauma or disaster. During this time building the place for the community, for future. Neighbourhood clean-up, community garden, cooking- and socialise. Those dimensions are reflected in the creation of what can be called "safe havens". Safe havens include some aspects of free spaces- community settings removed from the direct control of dominant groups where groups are able to overturn dominant beliefs. They are new gardens, community centers, or parks and playgrounds where children can play safely away from traffic or crime.

Conclusion

One must know that the idea of crises is subjective to all the cultures and communities, and these communities also have different gifts to cope with the same. So, one must work with this subjectivity while dealing and helping the community to deal with the crises.

The important part of helping and providing support is to always "ask" the person. Individual crises are to be worked on with the social values of the community. Material that is used for awareness should include the disability spectrum. For instance, during the Covid-19 outbreak, the awareness material was not very sensitive to the differently abled.

When we reach out to a person, we never ask about the crises because that could be retraumatising for the person, and one should connect using the local language of the person. Ensure confidentiality to the person. People deal differently with crises so ask what has helped them before. Do NOT make them dependent, rather support them. Social support is very much important for coping. Close, cohesive tribal societies help cope with trauma better than alienated modern societies. So, trauma is not an individual problem but a community problem of support.

Core of trauma is forgetting about an experience and wanting to talk about it, so when one thinks of grief, one must figure out ways through which people can remember the community members who were lost. For instance, planting trees with the names of the people who were lost, so in this way a cultural memory is preserved. Rwandan genocide is another instance wherein a memory museum was built so that people never forget about what was happened and what should never happen again. Rwanda also conducted community interventions after the trauma of genocide.

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Ms. Sukhnoor Kaur
2nd year

FEEL YOUR EMOTIONS

'Emotions change the way we see the world' this quote was given by Paul Ekman, and it has been interpreted in so many different ways in so many movies and books. Emotion is such a powerful word and dictates a huge part of our lives, but it is surprising to see that a minuscule amount of people knows about emotional health and even a smaller number works towards it.

In the book 'Chaos of Standing still' by Jessica Brody, the hero Ryn is dealing with an insurmountable loss of her childhood best friend, but rather than facing her grief, sadness, and anger she just buries these feelings under the rock. She doesn't cry for a year, just cuts everybody out of her life and clings to the last piece of her best friend (an unread message) with everything she has. But when she finally lets us go and embraces that grief and cries, this is when she starts seeing things clearly, she finally feels happy.

From the above instance, one thing is very obvious that to feel happy, it is very important to feel sad. All emotions that we experience are equally important and it is essential to stay in tune with them.

For starters it is important to see that mental health and emotional health are not the same things, it is a part of the broad umbrella of mental health. Emotional health is coping with both positive and negative emotions, which includes us being aware of them.

Types of Emotions

According to Paul Ekman (who developed the widely accepted theory of basic emotions and their expression), there are six basic emotions:

• Sadness – an emotional state characterized by the feeling of disappointment, grief, and hopelessness.

• Anger – an emotion where we feel frustrated and hostile.

• Happiness – It is an agreeable or positive emotion that creates a feeling of joy, contentment, and happiness.

• Fear – a primal emotional state that induces the fight or flight response

• Surprise – it is a brief emotion either positive or negative followed by an unexpected emotion.

• Disgust–- a strong emotion induced by repulsion.

These are the basic emotions, but like colors, they mix and match to create complex ones such as 'hate' which is a combination of anger, disgust, and fear, others could be embarrassment and love. These emotions have varied expressions and are hard to recognize.
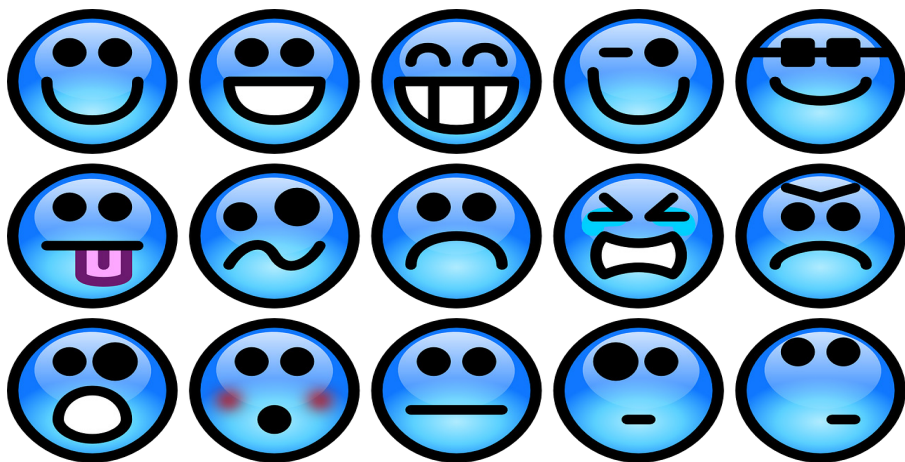
Emotional health

The most important question here is why do we need it? Emotional well-being is essential for contentment and success in professional and personal life. Just like in the movie 'Work it' our protagonist Quinn thought that achieving an ivy league college would make her happy, finally she realizes that happiness will not come if she goes to Duke University. But, being happy will help her be successful because when we are content, we work better in turn which makes us successful.

Emotional health does not mean that we are always happy or free of negative emotions. It is about having the skills to deal effectively with both kinds of emotions to lead a healthy life. To do this we need to be consciously aware and receptive of all our emotions.

How to cultivate Emotional health

1. Regulating emotions
In situations of stress it is very easy for emotions to get the best of us, and when we react harshly, it doesn't do anything, except escalating the situation. But learning healthy and constructive coping strategies help us get in tune with our temper and control it.
Some coping strategies are:
  Meditation- practicing mindfulness daily
  Journaling- introspecting on our thoughts and actions
  Listening to music
  Talking to a therapist when we are too troubled

2. Exercising regularly

Exercise helps release feel-good chemicals called endorphins in the body, which improves mood and makes us more relaxed. It flushes out toxins and reduces the levels of the fear hormone in our body. Studies have shown that exercise improves self-esteem, and reduces depressed mood and anxiety.

3. Enhancing our relationships

Our bond with the people is indispensable, and spending time to foster these connections is very important either personally or on phone. Our family and close relationships become our backbone at the time of distress and they give us a sense of safety. This is essential to have good emotional health.

4. Get quality sleep

Sacrificing sleep is the worst thing we can do to our physical and emotional health. Lack of sleep makes us viewing things negatively in our thoughts, decisions, and relationships, wreaking havoc on our confidence and emotional health. It makes us venerable to stress, anxiety, and depression.

Studies have also shown that lack of sleep leads to weight gain, memory issues, and leaves at the risk of developing mood disorders. Make sure you're being consistent with your sleep and waking times as well as optimizing your bedroom environment so that you're getting enough rest.

Conclusion

Being emotionally healthy is just as important as being physically healthy and the two are connected at various levels. To ensure that we lead a fulfilling life, we have to take that extra step.

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Ms. Ayushi Verma
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PSYCHOLOGICAL PERSPECTIVES TO RETHINK NATIONAL POLICIES

A democracy is considered to be sustainable if human prosperity and well-being is the priority of strategic nation planning which ultimately reflects balance between resources and environment. People are reportedly dealing with abundant amount of stress and mental agony due to revolutionise societal paradigm and globalisation India is known as fastest developing economy where gap is being bridged by nation's policymakers efficiently in significant pace but it is giving foundation towards a psychologically strained population. As a signatory to the UN Sustainable Development objectives (SDG), nation must use a holistic perspective while evaluating the progress made towards reaching the 17 objectives by 2030, particularly with regard to target 3, "health and wellbeing". Through extensive analysis, psychology has immense contribution in nation's policy making may that be in the fields of social, school, educational, organisational behaviour, behavioural economics, environment, community, rehabilitation, peace, and international liaison summing up the accomplishment of the UN goals. The new millennium has seen numerous social, political, and economic shifts, as well as numerous structural adjustments and readjustments. The global new liberal economy has put a lot of stress on people's minds.

In light of the privatization, progression and globalization has carried heaps of difficulties to the human federal retirement aide in wording vocations, food of life, harmony mind and mental prosperity. In an open, free market economy, severe competition began, putting a lot of stress on the mind. Public policies can solve societal problems in a variety of fields, such as crime, immigration, housing, healthcare, and education. The effects of these policies on people and communities can be extensive and long-lasting which directly or indirectly impact mental wellbeing of the individual.

We can observe in real-time how public policy can affect people's well-being and safety thanks to national and state-level public policies implemented in response to the COVID-19 outbreak which showcase example of how policymaking has impact over the psychology of an individual.

Community psychologists have long prioritised efforts to solve social concerns at the level of public policy. The capacity to establish productive working connections with decision-makers, elected officials, and community leaders is work at this level, which is regarded as a core competency for community psychology practise. Community psychologists are taught in a number of abilities, including how to compose succinct statements used to sway legislators and how to convert study findings into policy suggestions, in order to achieve this competency. This process of creating policies is circular and recursive in nature where adding psychological perspective enhances the impact cumulatively. Psychologists can unquestionably make significant contributions to improving politics and the work of policymakers because they develop theories of human nature. This examines the role that psychology and psychologists can play in enhancing public policymaking in light of this context at every stage of the human development.

The identification of a public issue is an essential step in the policymaking process. A "condition or situation that produces needs or dissatisfaction on the part of people for which relief or redress is sought" is a policy problem, according to Anderson (2006, 80). This suggests that psychologists will be responsible for identifying conditions that constitute policy problems through research and advocacy at this stage of the process. It is critical to take note of that clinical psychologist have an obligation to draw in with and teach policymakers about how the use of brain science can emphatically change strategy executions and strategy victories.

This means that a "psycho-policy" or policy based on psychological principles about how to change behaviours, will be more effective than traditional policies that don't take psychology into account. To put it another way, there are two ways that psychology can be put to use through utilization of mental information as "innovation" for conduct control and change to issues for which mental information isn't expected to address the substance and use of mental information as both the innovation of control and centre information for resolving the considerable issues the arrangement tries to address.

Psychology can assist in encouraging individuals to participate in decisions that will result in the formulation of a public policy in the case of the indirect process. In addition, psychology has the ability to design public debates in which political issues can be discussed and citizen's juries can be formed. Accordingly, incessant issues, for example, the impact of polarization, certainty issues, absence of data, choice's showcase inclination and fairness could be settled.

For instance, these issues were resolved by employing a deliberative poll design (Rosier, 2005), which involves bringing people together with experts to debate policy-relevant topics. This uncovers how brain science can make the proper environment to impact the plan of public approaches.

We could relate how security, stability, and increased well-being across entire populations are the outcomes that policymakers are most concerned about where in order to make psychology accessible to individuals and nations all over the world, we must integrate all indigenous knowledge of each nation in its own unique way and create a common body of knowledge. It is necessary for psychology to adopt a more global orientation that focuses on solving problems must come to the forefront. The emphasis needs to shift away from "research of prestige" and toward something that is more problem-oriented and applied and should be used in the creation and implementation of policies.

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Ms. Aarchie Kapoor
1st year

Mental Health Awareness Week 2022 (MHAW'22)

The inauguration ceremony of the annually celebrated event, Mental Health Awareness Week (MHAW) of the Psychology department, Srijian, took off with the lighting of the lamp by the present coordinator: Dr. Halley S Thokchom, Head of the Department: Dr. R K Dwivedi, the Keynote speaker: Mr. Raqib Ali and the Invited talk speaker: Dr. Medha Kapoor, accompanied by classical music sung by the society's students.

This years' theme — "Make Mental Health A Global Priority for All"— focused on the essential need for everyone to be there for each other in tough times, especially after surviving the disastrous effects of the global pandemic as well as on the need for wider and easier accessibility to mental health resources by all. As a token of gratitude to the invited speakers, the felicitation ceremony was conducted by the coordinator and the head of the department by gifting them each a plant symbolising respect, new hope and positive growth.

Dr. R K Dwivedi Sir in his short speech highlighted the recent achievements of the psychology department and how through the contributions of all, the department received a special recognition by the recently visited NAAC Team. He further expressed his heartfelt appreciation for all the faculty and the students for enabling Srijan to make a grand opening for the MHAW.

This set the stage for Mr. Raqib Ali, Founder and Director of Cubbe Clinics, and a Keynote speaker of the occasion to address his topic of "Clinical Psychology Practice: Excitement, Dilemma and the Challenge." Mr. Raqib Ali, through an interactive session with the students was able to put forward his ideas on the topic expressively.

In order to impart a better understanding of the field of psychology, he explained its 3 major goals and posed a few questions to the audience such as "What does the setting of a clinical psychology practitioner look like?" "What do you think are the challenges of a clinical psychologist's professional life?" "What are some dilemmas and how do you solve them?" And "How do you run the 'businesses of psychology?'". Owing to the open-ended and simple yet relatable nature of the questions posed, students enjoyed thinking about the various possibilities and concrete solutions.

Engaging with the students, Mr. Raqib Ali seemed to have made a strong impact on the young minds while intricately outlining the three dimensions of the psychology practice: Excitement, Dilemma and Challenges.

The second half was taken up by Dr. Medha Kapoor, who is a co-founder of the Varsity Skin and Wellness Clinic and was present as an invited talk to emphasise on the issue of why the collaboration between a nutritionist and a psychologist is crucial in these times. She introduced the students to the multifold benefits of the collaboration model of lifestyle modifications with psychotherapeutic interventions.

Through the experiments conducted in her own clinic with her patients, she scientifically proved that the principles of psychology and lifestyle modifications contribute to one another in their areas of weaknesses. Talking about how we can psychologically enable a person's mind to take in the positive change from various factors that affect us such as social media, celebrity endorsements, peer pressure, and family environment, she urged the students of psychology to foster a mindset of collaboration with the discipline of nutrition to have a more successful rate of treatment in a person. The first day of MHAW'22 concluded with a quick Q&A session that provided the students with an understanding of how the speakers deal with patients of a different value system than them and to know about their advice for the budding psychologists present who would in near future diverge into different career paths.

In another event, a movie analysis was carried out. A short film titled "Your Reality" based on "Gaslighting" as its central theme was screened which portrays a young woman being gaslighted and abused by her partner.

The event was facilitated by Ms. Soshomi Makang and Ms. Thangbiakching from the faculty. After screening the movie, a panel discussion was held amongst the 8 participants from the 3rd year. They highlighted how gaslighting starts at home for women, how the separation of a person from their support system takes place, emphasis was laid upon establishing boundaries, and the audience's attention was drawn towards how gaslighting is predominant in the corporate field, interpersonal and intrapersonal relationships.

Ms. Soshomi then opened the floor for discussions, and the difference between lying and gaslighting was discussed. Dr. R.K. Dwivedi (TIC, Department of Psychology) then shared his perspective and views about the movie and gaslighting as a concept. Questions were asked by the students about the identification of red flags, and the role of awareness.

Faculty member, Ms. Varsha Singh shared her perspective, and suggestions were made about maintaining a support system by the member of a panel. Ms. Thangbiakching shared her insights and later, attention was drawn towards the gas lighter and the possible explanations of their actions were discussed along with the role of alcohol consumption. The same was attributed to inferiority complex, loneliness and childhood experiences and Ms. Varsha Singh mentioned the impact of patriarchy.

Ms. Thangbiakching added another interactive element with an exercise about projection. For the purpose of further exploration of the concept, a book titled "The Gaslight Effect" was also recommended. The insightful and thought-provoking session then came towards the end as the students were invited for the closing ceremony and band performances later in the evening.

On the last day of MHAW'22, the students of the department, along with Dr. Halley Singh Thokchom and Dr. Ankit Prakash visited a few colleges in south campus, viz., Atma Ram Sanatan Dharma College, Sri Venkateswara College and Ram Lal Anand College. The students performed a short nukkad natak to spread awareness about mental health.

Annual Fest of the Department of Psychology, Aryabhatta College
PSYGALA'23

The pre-inaugural promotion events were kicked-off with a dynamic dance flash mob in the lawn, to gather the attention of public and set the tone for the entire festival. Several students of Psychology Department captivated the audience with their bright and energetic performances. The lively and upbeat music filled the entire campus, energizing the attendees and infusing them with a sense of excitement and enjoyment. A large crowd of approximately 200 people gathered at the lawn area and enthusiastically applauded, cheered, and shouted in appreciation of the performances. As the event drew to a close, a final song was played, inviting everyone to dance along. This marked the start of Psychology Department's annual fest, PSYGALA'23 – "Psychlete". Overall, the PSYGALA kick-off event was an excellent success, displaying the tremendous talent, energy, and enthusiasm of the Psychology Department's students. A large crowd of more than 100 students gathered during the flashmob.

A Tug of War was organized by Srijan, in the lawn area to limelight the theme of the annual event - sports psychology! The event started with great enthusiasm and a huge crowd gathered around the site. The center of attraction of the event was the competition between our teachers from various departments. Dr. Ankit Prakash was leading one group of teachers and the leader of the other group was Dr. Halley Thokchom. Dr. Halley's team pulled the rope over the centerline, and the referee declared the victors! After teachers, students of all years participated in the events too. Among students in the first, second, and third years; the first year won twice and lost once. And among the second and third years, there was a tie. The tug-of war-competition brought all teachers and students together and reminded us of the importance of healthy competition, strength, endurance, and teamwork. Approximately 70 students and 15 faculty members, from different departments, participated in the game of tug of war.

Another event was the Arm Wrestling and Open Mic. The event began around 2 PM. The event featured students from other colleges as well. The event was a competitive affair. Dr. Halley introduced some unique challenges which were limelights of the event. The open mic session began with entertaining performances from a diverse roster which included indie-pop singers, freestyle rappers, poets and comedians. The event concluded with a special performance by our professor, Dr. Ankit Prakash. Overall, the event successfully conveyed the message it aimed to convey, which was that while it is important to maintain your physical and mental prowess, it is equally vital to engage in recreational activities. An audience of over 50 students was gathered during the open mic and arm-wrestling event.

The inauguration of Psygala'23, held in the conference room, began with the President of Srijan opening the ceremony with a brief comment on the significance of sports psychologists in supporting athletes through tough times.

Following this, the college principal Professor Manoj Sinha spoke about the importance of mental and physical fitness, citing an incident that helped him realize his impatience during the Covid-19 pandemic. Professor Sinha emphasized the challenges and pressures that come with higher positions and responsibilities and highlighted the need for sports psychologists to assist athletes in managing such challenges. He also spoke about the importance of mental fitness in decision-making and referred to Lord Krishna's teachings in the Gita. His speech provided valuable knowledge about decision-making, mental and physical fitness, and the need for individuals to be mentally and physically robust for the nation to become strong.

Dr. Sinha's speech focused on the importance of physical fitness. He also stated that a nation's strength depends on its individuals' mental and physical robustness and concluded by wishing the event's participants good luck. Dr. RK Dwivedi, in his Vote of Thanks, quoted Vivekananda's famous saying, "Those who cannot keep their back straight can never have positive thoughts."

Dr. Dwivedi expressed his gratitude to all who attended the inauguration speech and acknowledged their valuable presence. Overall, the speeches highlighted the critical role of sports psychologists in athletes' lives and the inseparable relationship between mental strength and physical fitness. The inauguration ceremony witnessed a footfall of about 60 students and the faculty members of the department of psychology.

Childhood Games were organised in the lawn area to remind everyone the importance of outdoor games through nostalgia. The event was filled with a great deal of excitement as a large number of participants enthusiastically played a variety of games. The games began with the sack race, where many students participated, with Bhanu, Yashna, Chanchal, and Mayank emerging as the victors. The sack race was followed by the lemon spoon race, in which not only the students but also the council and professors participated. The winners of the game were Ashish, Gautam, Shivani, and Rashi. Dr. Halley Thokchom stood out, winning both races back to back. The final game was stapu. Vidushi and Shalini won the game, making it to level five. Special mention to Kalyani, the cutest kid who managed to defeat all the students to win the game. The childhood games ended with participants' faces beaming with smiles, taking them on a long nostalgic trip down memory lane. A crowd of over 80 students and 6 faculty members were present during the event.

An intra-college indoor games competition was organized in the sports room of the college. Many students from the college participated enthusiastically. The games included were chess, carrom, and table tennis.

In context to the theme of the event Sports and Psychology, indoor games showcased several cognitive benefits including critical thinking and planning, memory enhancement, stress reduction, and improvement in social skills and creativity. The matches took place simultaneously.

The chess table saw intense competition and the participants showed extraordinary skills in outwitting their opponents. The carrom corner saw a series of thrilling matches played by students as well as professors. Fast-paced Table tennis matches were also a part of the roster. The indoor games competition successfully served its purpose of promoting sports and psychology and the participants enjoyed it thoroughly as well. During indoor games four faculty members and over 50 students shared the enthusiasm throughout the event.

In an insightful workshop session "Sports for all" by Dr. Anuj Kumar, the Director of Physical Education, delineated the effects of sports training on our body and mind, emphasizing that incorporating psychological facets in training and exercising is a crucial component in obtaining success. Through the examples of great sportspeople, such as the likes of Usain Bolt, the greatest sprinter of all time, and Arunima Sinha, the world's first female amputee to scale Mount Everest, among others, he creatively blended the concepts of motivation, commitment, goal setting, concentration, attention control strategies, and the development of self-confidence, self-esteem, and competence in sports along with the intensive physical training of the body. His amusing stories and inspirational personal achievements provided us with new insights into ways of applying psychology to the field of sports. Through audience engagement, in activities such as assessing the reaction time of the members, he coalesced psychological knowledge with the bodily processes directed by various systems to highlight that sports are a collaboration of both and not just the understanding of the latter. The workshop was attended by almost 30 students and 8 faculty members.

A Treasure hunt was organized as a part of Psygala'23 to demonstrate the crucial role of both physical and mental strength to overcome challenges. The event comprised of a challenging set of riddles which gave clues leading to various locations around the college and hidden items.

The event officially commenced at 12:40 pm. Team A, consisting of players Aashita and Aishwarya, emerged victorious, successfully finding three hidden elements and won a cash prize of ₹500/-. The participants expressed that the hunt was thrilling, adventurous, and challenging, requiring both physical and mental dexterity. Overall, the treasure hunt showcased the importance of teamwork, strategic thinking, and physical fitness in achieving success. About 50 students participated in the treasure hunt.

The eSports event commenced in the student activity room of the college with a high level of enthusiasm, and the participants were visibly excited, cheering for their respective players. A PS5 console, compatible devices, and a suitable screen were arranged. To keep the players energized and engaged, energy drinks provided by the sponsors of the event were distributed. Overall, it was observed that the participants displayed exceptional leadership skills, motivation, and concentration levels throughout the event.

The PS5 game provided them with a platform to showcase their gaming skills while simultaneously enhancing their cognitive and physical abilities. By participating in this event, the players developed their hand-eye coordination, quick reflexes, and strategic thinking skills. The agenda of this event was to provide an opportunity for the students to engage in a fun and meaningful activity that also helped them improve their cognitive and physical abilities, which deemed successful. The eSports event had a footfall of over 40 students who showcased their talent.

The end of Psygala'23 arrived and the President of Srijan, took to the stage and addressed the audience, reflecting on the three days of the event filled with fun, knowledge, and hard work. The Ceremony witnessed splendid dance and singing performances. Dr. R.K. Dwivedi was invited to the stage to deliver a few words and present certificates to the diligent members of the council. All the heads and their teams were presented with certificates as a token of appreciation for their outstanding contributions towards the success of the fest. The ceremony ended on a high note, celebrating the Psychology Department's successful annual fest with great happiness and contentment. There were over 50 students and 8 faculty members at the closing ceremony of PSYGALA 2023.

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