DIASS
Second Quarter- Module 3:
Effects of Applied Social Sciences

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Grade & Section: __________________________
Name of School: __________________________
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Good day students! Welcome to our new lesson in DIASS 12. This lesson will help you in developing your knowledge and skills in identifying the effects of applied social sciences processes.

After going through this module, you are expected to:

- Analyze the effects of applied social sciences processes on individuals, groups, and society
- Evaluate the effects of certain program or projects on knowledge, attitude, and behavior of individuals, groups, and society
- Synthesize the learning from the course and its application to the learner

### Review

Answer the following activity to check what you remember about your previews lesson. Write your answer on your notebook as your answer sheet.

**Activity 1:**

1. Provide examples of situations that illustrate the different functions or tasks of media provided by McQuail.

| Media Tasks/Functions in Society (McQuail, 2005) |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
Discover

**Effects of Applied Social Sciences**

The applied social sciences processes have different effects on various sectors of society. The use of the different theories, concepts, and methodologies from the social sciences provide benefits to individuals, groups, and the society. The benefits derived from the applied social sciences produce numerous effects to individual members, communities, and groups and to society in general. The effects of the applied social sciences vary and they include increased awareness and knowledge of oneself and others, attitude and value change, behavioural changes, and structural changes.

Applied social sciences come with a wide range of practitioner skills in areas such as advocacy, counselling, and case management, and the knowledge and experience to be able to work with individuals, groups, and communities to improve their well-being and social functioning.

Professionals here are eligible to apply for roles such as alcohol and drug worker, case work, school counsellors, client service officer, community social worker, contact supervisor and rehabilitation officer, among others.

They can also fit well in all other sectors requiring the application of psychological knowledge, including the human resource offices, personnel, market research, community services, health and social welfare.

With the applied social sciences, standards in social service delivery are observed. A set of core values is considered in the delivery of human and social services.

- Services are given with quality.
- Social justice is pursued.
- Every person is considered to have dignity and worth.
- The importance of human relationships is a factor in social service delivery.
- Integrity and competence are expected of all professionals in the practice of social service.
- They are expected to work with their areas of competence and to develop and enhance their professional expertise.
- People in need are helped by social workers to address social problems.
- Social injustice is challenged.
Awareness and Knowledge

Awareness is perceiving, knowing, or being conscious of events, objects, thoughts, emotions, or sensory patterns. Knowledge is facts, information, and skills acquired through experience or education. The key difference between awareness and knowledge is that knowledge is associated with deep understanding and familiarity with a subject whereas does not imply a deep understanding.

Through the applied social sciences, people have developed ways to understand one’s self and the other people around. Counselling, for example, allows us to understand one’s personality including various problems and issues that may affect an individual. The applied social science also allows us to understand better and prove deeper into the different problems and issues affecting an individual, group, and society through social work. Social work, for example, provides awareness and understanding of community organizing issue because social workers on community capacity building provide members of the group successful strategies and skills for personal and community development. The applied social sciences, particularly communication helped people to become more discerning about the problems of country. Television, radio, and newspaper provide people information on the different issues faced by the country. Through media, people also become more aware of the social realities.

The applied social sciences and their disciplinary approaches enable us to understand that social problems such as criminality, poverty, and gender inequality are rooted in certain social, cultural, and economic circumstances, and not in individual moral defects. The application of social science theories and research in the applied social sciences provide us to proper knowledge and awareness to address these social issues.

The application of social science in analysing personal or individual behaviour through online media may explain the projection of an individual's perception of the “self” and how this perception is projected online. This is important because a lot of individuals, especially the young, tend to express themselves more in the unrestricted environment of social media. Not only does this perception of the “self” broadcasted online, but the individual’s environmental and social stressors as well. In such cases, research and applied social research may be the best avenue to explain the causes, significance, and impact of a certain social and personal behaviour.

Social awareness, self-awareness, and self-knowledge are very essential for quality participation and functioning in society for they incorporate one’s appreciation of both the inner-ecology and the social ecology. We become aware of who we are as individuals, because of the presence of others with whom we share our existence. When we come to recognize that there are other people and that they are essentially distinct and different from us, that is the start of our social awareness that simultaneously leads us to become conscious and aware of ourselves as beings or persons.

Self-understanding and Risk Assessment

An important facet and element of social dynamics analysis is the application of proven social scientific processes in understanding individuals, communities, and societies. The applied research in the social sciences allowed us to analyse the interface and interaction of communal action. This eventually leads to an understanding of how
individuals, their socioeconomic makeup, and their cultural backgrounds make a community interact together. Self-understanding is critical in locating oneself and one’s value in a family or a community. Disciplines like psychology and sociology were harnessed to better understand the individual and the role that he or she plays in the community. The value of these disciplines is still relevant and critical in understanding individual and social behaviour. Individuals who understand themselves better have more chances of knowing their true capabilities. This leads to a better assessment of one’s capacity for risk taking and the capability to bounce back in case of failure or rejection.

**Attitude and Value Change**

**Values** carry an individual’s concept of right and wrong. What is worth, what is beneficial and what is harmful. It is a principles that guide our lives. Are standards to guide our action and attitude. An **attitude** refers to a set of emotions, beliefs, and behaviors toward a particular object, person, thing or event. Attitudes are often the result of experience or upbringing, and they can have a powerful influence over behaviour.

The applied social sciences allow us to understand various social phenomena and because of this, people can make significant changes in their attitudes and values to prevent the occurrence of various natural and social problems. For example, risks of disasters can be prevented and mitigated through the use of applied social sciences because it can provide us information on what to do when disasters happen in a community. Community social workers provide people with information that can help them make important attitude and value changes so that the impact of disasters can be reduced.

For example, the impact of climate change to society and its overarching effects on our country has become clearer and can easily be understood through the information communicated to us by media. Disasters, climate change, and its other adverse effects are now clear to society because these has been effectively discussed and communicated through different forms of media like television, radio, internet and social media through the application of the different social science disciplines. Applied social scientists can communicate to the people impact of these social and environment phenomena through their understanding of the interaction of society, culture, and environment. Because of our knowledge of climate change, people have developed a new perspective and a change of attitude’s and values about the importance of climate change.

For example, social workers provide people affected by disaster training on how to become vulnerable to hazards on what they should do before, during, after a disaster. These trainings and programs that were done and implemented by applied social sciences practitioners changed the people’s attitude, values, and ideas towards disasters. Through the help of social workers, people affected by disaster become more resilient and prepared in times of disasters.

The applied social sciences play a critical role in changing the attitudes and values of individuals. Some consider the structured process employed by counselling, social work and communication as a way for individuals to go on a path of self-discovery. As individuals go through various places of their lives, they encounter situations that are sometimes difficult to deal with alone, such as depression, addiction, and substance abuse. Some also receive stress relating to personal and professional relations, self-esteem, grief, loss, or a myriad of issues related to mental and emotional health.
Talking about these and seeking the help of a qualified professional are the best ways to get through these difficult life episodes. Through structured guidance and constant communication, troubled individuals and communities gain a better understanding of the underpinning issues and feelings that result in these episodes.

Tensions emanating from technological, social and economic change bring about attitude and value change. With all changes happening especially in the climate change context, social and cultural values that may not be in support of survival need to give away to those that are life nurturing. Two frameworks for climate change resiliency suggested ask either for mitigation strategies or adaptation strategies to ensure human survival and prosperity.

**Disaster Risk Reduction and Climate Change**

Counselling, social work, and communication are critical to the country’s efforts to prevent or mitigate natural or man-made disasters. The Philippines is regarded as among the most vulnerable countries that would suffer the effects of climate change. The 2016 Climate Change Vulnerability Index ranked the country at number 13. With the Philippines at high risk of being hit by a natural disaster, public education and disaster awareness were recommended to be key public goals. Communication, particularly public information campaigns in high risk areas, is critical in educating individuals and communities about the vulnerability and the possible life dangers brought by the onset of the calamity. Partnership among the national government, local government units, and nongovernmental organizations can spell the difference between the safety of communities and the massive loss of lives and properties. The aftermath of disasters is also a key engagement area for social work and counselling. Calamities and natural disasters disrupt the socioeconomic life of communities and individuals. The loss of a loved one or a livelihood, in particular, is a stressful and a traumatic experience for victims of calamities, thus giving the field of social work a lot of significance.

**Behavioral Change**

The way in which one acts or conducts oneself, especially toward others.

The applied social sciences also introduced us to the different political problems and issues confronting our country today. It also provide us solutions on how to address these political and social sciences can help achieve long lasting peace through a practitioners knowledge and application of the political processes that include peace-building processes and conflict management mechanisms. The applied social science is also important in the prevention of violence. Through risk assessment behaviour, the prevention of a difficult situation from escalating into violence can be achieved. Risk assessment behaviour experts assess warning signs and potential threats and propose possible strategies in response to acts of coercion or threats of violence.

The disciplines of counselling and communication find significant application in industries and organizations. For example, while the applied social sciences cannot prevent corruption from happening, their theories and research may be able to explain the structure and dynamics that underpin this particular issue. The applied social sciences, particularly those which delve into organizational theory and the behaviour of individuals in organizations, are important in assessing risk and addressing conflict in
the workplace and in the organization. In the arena of national issues, communication plays a critical role in letting the public know about relevant national issues, such as the peace-building process in the southern Philippines.

Behavior is acquired or developed slowly and once it’s part of your life, you will learn the difficulty of behavioural change. It is hard to break old habits or adopt new ones. Making a permanent change in behaviour is never a simple process, and it requires a substantial commitment of time, effort and emotion. Generally, is highly transactional. The motivation is sustained by cost analysis. If change is perceived to bring immediate gratification with good benefits compared to the status quo, the behavioural change process tend to be sustainable.

**Structural Change**

A structural change is an economic condition that occurs when an industry or market changes, how it functions or operates. Deep reaching change that alters the way authority, capital, information and responsibility flows in an organization.

Then applied social sciences allow us to understand the intricacies of the different structural problems and how it changes through time. Then applied social sciences can help us comprehend as well the social dynamics of the different problems and issues and in the process can allow us to propose alternative solutions. Some of the problems that applied social sciences can address include various social and family-related problems like gender issues, overseas migration of Filipino workers, domestic violence, single parenting, criminality and substance abuse. This can be done through the different aspects of the applied social sciences. This includes social work, community organizing and mobilization, information dissemination, research and training sessions.

Example, a structural change can alter past trends or theories regarding stock returns. For example, let say the futures market of oil, which means that oil today is more valued than oil in the future. It political instability and fears of scarce reserves arise, the oil market may undergo a structural change. Demand for future oil may increase, as people would fear lower supply levels for that period. Consequently, the market shift to a backwards market, where the oil today is less valuable that future oil.

The discipline of social work and counselling enable individuals and communities to cope with country’s changing social and economic realities. Though counselling, many Filipino families are able to cope with the strains of single parenting or the challenges of displacement and migration. The profile of many Filipino families is changing, and it is not unusual that either parents of a household are absent due to overseas employment. Counselling enables individuals to deal with long-term separation or absence parenting. In cases of trauma due to crime, domestic violence, or substance abuse, a lot of individuals manage to cope and return to normalcy by undergoing a structured and well-informed counselling and therapy session.

Structural change refers to the radical shift in a way reality is organized and does not necessarily include the substantive change. Structural change, in economic terms, is the transformation of policy, legal, social, cultural, economic, and/or physical aspects of an environment that impede equity for all. As such, it requires long-term interventions that build in knowledge, behaviour and private institutions, civil society, community groups, and in the general population.
Synthesis of the Effects of Applied Social Sciences

Social sciences, in their broadness, provide a huge theoretical resource to explain much of the social phenomena that affect individuals, families, groups, and communities. Applied sciences raise the social science to a practical science to address personal, family, group, and community problems by helping individuals develop their capacity to fit well in the environment and by challenging the environment to become better for individuals to flourish.

Analyze

Read the information very well then comprehend what you have read. Assess whether the statements in column A are true or false. In column B, write T if the statement is true and F if the statement is false. Use your notebook as your answer sheet.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
</tr>
<tr>
<td>1. A structural change is an economic condition that occurs when an industry or market changes, how it functions or operates.</td>
<td></td>
</tr>
<tr>
<td>2. Applied social sciences provide us solution on how to address these political and social sciences can help achieve long lasting peace through a practitioners knowledge and application of the political processes that include peace-building processes and conflict management mechanisms.</td>
<td></td>
</tr>
<tr>
<td>3. Attitude carry an individual’s concept of right and wrong, what is beneficial and what is harmful.</td>
<td></td>
</tr>
<tr>
<td>4. Knowledge is perceiving, knowing, feeling, or being conscious of events, objects, thoughts, emotions or sensory patterns.</td>
<td></td>
</tr>
<tr>
<td>5. The applied social sciences and their disciplinary approaches enables us to understand that social problems such as criminality, poverty, and gender inequality are rooted in certain social, cultural, and economic circumstances, and not in individual moral defects.</td>
<td></td>
</tr>
<tr>
<td>6. The disciplines of counselling and communication find significant application in industries and organizations.</td>
<td></td>
</tr>
<tr>
<td>7. The applied research in the social sciences allowed us to analyze the interface and interaction of communal action.</td>
<td></td>
</tr>
<tr>
<td>8. In cases of trauma due to crime, domestic violence, or substance abuse, a lot of individuals manage to cope and return to normalcy by undergoing a structured and well-informed counseling and therapy session.</td>
<td></td>
</tr>
</tbody>
</table>
9. Values refers to a set of emotions, beliefs, and behaviors toward a particular object, person, thing or event.

10. The applied social sciences allows us to understand better and prove deeper into the different problems and issues affecting an individual, group, and society through social work.

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**Enrichment Activity**

Read the Information very well then comprehend what you have read
Use your notebook as your answer sheet.

**Activity 1:**

1. Identify which effects of the applied social sciences are expressed in the following example.

<table>
<thead>
<tr>
<th>Awareness and Knowledge</th>
<th>Attitude and Value change</th>
<th>Behavioral Change</th>
<th>Structural Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increase understanding of oneself during guidance counselling</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>2. Understand the causes of broken families</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>3. Change of attitude and value perception due to media when typhoons happen</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>4. Risk assessment behaviour</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>5. People achieve peace due to application of peace mechanism and conflict management in war-torn countries</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

**Activity 2:**

Answer the following questions. Use your notebook as your answer sheet.

1. How has the application of the social sciences improved the lives and well-being of Filipinos in disaster areas?
2. How can counseling help individuals in stressful situations?
3. How does mass media affect the behaviors and attitudes of people in times of disasters?
4. What are the roles of counselors and social workers during disasters?
Activity

Read and answer the following questions below. Use your notebook as your answer sheet.

Activity 1:

Do you think the applied social sciences processes have short term and long term effects to individuals, groups and society? Put a check mark (/) on the column if you think it has an effect to an individuals, groups, and society. Use the table to answer the question.

<table>
<thead>
<tr>
<th>Applied Social Science Processes</th>
<th>Does it have an effect on the individual/person</th>
<th>Does it have an effect on groups/communities</th>
<th>Does it have an effect on the society</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Counseling</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Social Work</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Communication</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Remember

Read and answer the following questions below. Use your notebook as your answer sheet.

Activity 1:

You are a social worker who is assigned to conduct counselling sessions to victims of a devastating typhoon. Conduct at least five counselling sessions on two or three individuals and describe the process comprehensively in a narrative. The end goal of this narrative is to write a reflective report on the effects of the counselling process to clients. You will be graded on the clarity of narrative and its comprehensiveness.

Rubric:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Excellent 11-15 points</th>
<th>Good 6-10 point</th>
<th>Needs Improvement 1-5 points</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Narrative</td>
<td>The narrative was clear and concise.</td>
<td>Only some parts of the narrative were clear and concise.</td>
<td>The narrative lacked clarity and conciseness.</td>
<td></td>
</tr>
</tbody>
</table>
Comprehensiveness

Details of the sessions were well documented and reported.

Some details of the session were documented and reported.

Descriptions of the sessions lacked detail.

<table>
<thead>
<tr>
<th>Total</th>
</tr>
</thead>
</table>

### Evaluation

**Direction:** Identify what is asked. Write the letter of your correct answer. Use your notebook as your answer sheet.

___1. Which of the following effects of applied social sciences that is perceiving, knowing, feeling, or being conscious of events, objects, thoughts, emotions, or sensory patterns?
   - a. Values
   - b. Attitudes
   - c. Knowledge
   - d. Awareness

___2. Which of the following that are often the result of experience or upbringing, and they can have a powerful influence over behavior?
   - a. Values
   - b. Attitudes
   - c. Knowledge
   - d. Awareness

___3. Which of the following effects of applied social sciences that the risks of disasters can be prevented and mitigated through the use of the applied social sciences because it can provide us information on what to do when disasters happen in a community?
   - a. Behavioral change
   - b. Structural change
   - c. Attitude and Value change
   - d. Awareness and Knowledge

___4. Which of the following that allow us to understand ones personality including various problems and issues that may affect on individual?
   - a. Social Work
   - b. Counselling
   - c. Communication
   - d. Applied social sciences

___5. Which of the following that allows us to understand better and prove deeper into the different problems and issues affecting an individual, group, and society through social work?
   - a. Social Work
   - b. Counselling
   - c. Communication
   - d. Applied social sciences

___6. How does applied social scientist communicate to the people impact of these social and environment phenomena?
a. Through different forms of media  
b. Through the application of social science theories and research  
c. Through the application of the different social science disciplines  
d. Through their understanding of the interaction of society, culture, and environment.

__7. Which of the following that the disciplines of counseling and communication find significant application in industries and organizations?__

a. Attitude  
b. Knowledge  
c. Behavioral change  
d. Structural change

__8. Which of the following were people achieve peace due to application of peace process mechanism and conflict management in war-torn countries?__

a. Behavioral change  
b. Structural change  
c. Attitude and value change  
d. Disaster Risk Reduction and Climate change

__9. Which of the following were counseling, social work and communication are critical to the country’s efforts to prevent or mitigate natural and man-made disasters?__

a. Structural change  
b. Attitude and Value change  
c. Awareness and Knowledge  
d. Disaster Risk Reduction and Climate change

__10. Which of the following were facts, information, and skills acquired through experience or education?__

a. Values  
b. Attitudes  
c. Knowledge  
d. Awareness

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**Additional Activities**

**Direction:** Read the Information very well then comprehend what you have read. Identify which effects of the applied social sciences are expressed in the following example. Use your notebook as your answer sheet.

**Activity 1:**

1. Oil today is more valued than oil in the future. If political instability and Fears of scare reserves arise, the oil market may undergo these change. Demand for future oil may increase, as people would fear lower supply levels for that period. Consequently, the market may shift to a backwards market, where the oil today is less valuable than future oil.
2. Through the applied social sciences, people have developed ways to understand one’s self and the other people around.
3. The impact of climate change to society and its overarching effects on our country has become clearer and can easily be understood through the information communicated to us by media.
4. Calamities and natural disasters disrupt the socioeconomic life of communities and individuals.
5. Through counselling, many Filipino families are able to cope with the strains of single parenting or the challenges of displacement and migration.

**Activity 2:**

You are an intern for social worker or media practitioner or press member or counsellor. There is a one-day development program that a nongovernment agency (choose your preferred NGO) will conduct in the following week/month. Your trainer asked you to join this program. He or she require you to write a sincere reflection report on the effects of the processes conducted in the developmental program to the clientele.

**Rubric:**

<table>
<thead>
<tr>
<th>Features</th>
<th>Expert</th>
<th>Accomplished</th>
<th>Capable</th>
<th>Beginner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of writing</td>
<td>Very informative and well-organized</td>
<td>Somewhat informative and organized</td>
<td>Gives some information but in a poorly organized manner</td>
<td>Gives no new information and very poorly organized</td>
</tr>
<tr>
<td>Grammar usage and mechanics</td>
<td>Virtually no spelling, punctuation, or grammatical errors</td>
<td>Few spelling, punctuation, or grammatical errors</td>
<td>A number of spelling, punctuation, or grammatical errors are present</td>
<td>So many spelling, punctuation, or grammatical errors</td>
</tr>
<tr>
<td>Clarity of analysis</td>
<td>Very clear</td>
<td>Clear</td>
<td>Acceptable</td>
<td>Vague</td>
</tr>
</tbody>
</table>
Key Answer

Additional Activities
1. Structural change
2. Awareness and Knowledge
3. Attitude and Value change
4. Disaster Risk Reduction and Climate change
5. Structural change

Evaluation

References:

Discipline and Ideas in the Applied Social Sciences
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Authors: Myreen P. Cleofe, Boots C. Liquigan, Christopher I. Madrigal
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Slideshow.net/satyakichowdhury1/communication-n

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Dela Cruz, A.R.D., et.al., 2016
Ms. Janice T. Reyes, LPT, Mr. Joseph I. Andangan, LPT, Mr Andie Rafael E. Quiballo, MAed., RPM., LPT, Dr. Lovella G. Paragas, and Dr. Engelbert B. Agunday, EPS-CLMD

Prezi.com/p/zlzazintf37/the-settings-processes-methods-and-tools-in-communication/
Region IX: Zamboanga Peninsula Hymn – Our Eden Land

Here the trees and flowers bloom
Here the breezes gently Blow,
Here the birds sing Merrily,
The liberty forever Stays,

Here the Badjaos roam the seas
Here the Samals live in peace
Here the Tausogs thrive so free
With the Yakans in unity

Gallant men And Ladies fair
Linger with love and care
Golden beams of sunrise and sunset
Are visions you’ll never forget
Oh! That’s Region IX

Hardworking people Abound,
Every valleys and Dale
Zamboangueños, Tagalogs, Bicolanos,
Cebuanos, Ilocanos, Subanons, Boholanos,
Ilongos,
All of them are proud and true
Region IX our Eden Land
Region IX
Our...
Eden...
Land...

The Footprints Prayer

One night I had a dream. I dreamed that I was walking along the beach with the LORD.

In the beach, there were two (2) sets of footprints – one belong to me and the other to the LORD.

Then, later, after a long walk, I noticed only one set of footprints.

“And I ask the LORD. Why? Why? Why did you leave me when I am sad and helpless?”

And the LORD replied “My son, My son, I have never left you. There was only one (1) set of footprints in the sand, because it was then that I CARRIED YOU!”

I think that I shall never see A poem lovely as a tree.

A tree whose hungry mouth is prest Against the earth’s sweet flowing breast;

A tree that looks at God all day, And lifts her leafy arms to pray;

A tree that may in Summer wear A nest of robins in her hair;

Upon whose bosom snow has lain; Who intimately lives with rain.

Poems are made by fools like me, But only God can make a tree.

Trees by Joyce Kilmer