PREFACE

Psychology – *study of human behaviour* – has become indispensable in all walks of life. Politics is no exception. Psychologists have made attempts to explore those areas of politics that could be subjected to psychological investigations.

Political Psychology encompasses the fields of Politics and Psychology. It is a study of human beings, from a political perspective.

This research endeavours to study the:

- Socio-biographic factors that influence political affiliation
- To analyse attitudes, value systems of members of the different political parties chosen for the study

*Chapter I* introduces the concept of Political Psychology, and further brings out the essential features of political attitudes, political values, political interests, political participation, political personality, political socialisation and political ideologies. This chapter also explains in detail the current of government in India. It also discusses the genesis and party ideologies of all the six political parties under study. *Chapter II* contains the review of related literature. *Chapter III* aims at describing the hypothesis formulated to conduct the research, the sample and tools used and the statistical analysis carried out to test the hypothesis. *Chapter IV* brings out the results obtained and their discussions. *Chapter V* summarises the undertaken study and the conclusions drawn from them.