The Intertwined Association of Psychology and Public Relations

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ABSTRACT: Through recent times the practice of public relations has been misguided through what professionals have described as "lack of measurable outcomes". Public relations have always been considered as one of the most underestimated practices in the aspects of the corporate world. Understanding the psychology that goes behind understanding the science of psychology is truly a concept that hasn't been explored fully to its potential. The main objective of this paper is to understand or link the concepts of public relations and psychology. There are strong arguments regarding public relations as applied social psychology, concerned with the management of relationships between groups, with the ways groups behave in relation to each other and make use of communication to try to influence each other's behavior. The practice of Public Relations emerged in its modern form shortly after psychology developed in the last century as a new, "social science", But it has not drawn on the findings of psychology to the extent that it could.
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I.   INTRODUCTION
Public Relations as a concept is relatively a new discipline, it's strictly to understand the public's perception of a certain company, a celebrity figure and so on. It's also the common understanding or relationship between said entity and the public. It is now considered to be one of the most important aspects of the corporate world simply because the public and the consumers have proved to be the most important aspect for an entity to succeed. Hence, a common need of understanding the public's mentality and consumer behavior comes into play. Customers expect the brands to be transparent, authentic, and true to their cause (Patni & Dev, 2021).

Therefore, psychology plays an extremely crucial role with understanding or formulating public relations strategies as well. Psychology is also a discipline emerged in the 1880s that is considered to be recent, however earlier psychologists were ambitious they relied completely on technology forming an understanding and providing an answer to every question the world possess. Fortunately, psychologists now understand the fact that everything has a chemical reaction of logical and emotional thinking behind a human being's action and decision. Hence, a common conclusion and understanding of the fact that psychology and public relations are closely intertwined were derived. Psychology relatively being a newly introduced discipline, the assumptions of the field were very minimal to what the study of psychology could be used for. Psychology was mainly used for biological concepts and understating how the human mind works, however this made the field extremely one dimensional. It focused on specifically how the human brain functions and the limits of the human sensory capabilities. However, in the recent times psychology has been understood various disciplines in the corporate world, this paper focuses on public relations in specific.

II.   REVIEW OF LITERATURE
2.1   Psychology as a discipline
Psychology is the scientific study of the human mind and behavior; it was mainly developed as a discipline mainly focused towards understanding people of different societies and backgrounds. It further developed into various fields of sports, human development, clinical, social behavior, and cognitive process. In the early days of psychology there were two dominant concepts of the discipline which focused on how the brain worked which was structuralism and functionalism. Structuralism was a concept introduced by Wilhelm Wundt, focusing mainly on developing different mental processes into the most

fundamental components. This was when psychology was separated from philosophy. (Wundt, 1910) focused and ensured the emphasis was on objective measurement and control. Structuralism strongly relied on introspection, which was considered a research method when the discipline was being studied. Introspection proved to be unreliable only because there was too much individual variation in the experiences of the subjects. Despite the fact, that there were not any substantial findings about structuralism it was still considered to be the beginning of modern experimental psychology. The next dominant aspect of psychology was functionalism which was developed by William James that essentially disagreed with the focus of structuralism (James, 1918).

Under this dominant feature, it was argued that the mind is constantly changing, and it was almost counterproductive to look for structure and a conscious experience. Rather, the focus should be on understating the reason behind why a person, animal or an organism does something, which directly means the functions or purpose of the brain. Hence, under this aspect the focus was on looking for the underlying cause of behavior.

2.2   Perspectives of psychology

The concepts of Structuralism and Functionalism have since been replaced by several dominant and influential approached to psychology. Each of them carefully studied and have several underlying shared setoff assumptions of what people might be like. A newly concept founded by the one of the most prominent names in the discipline Sigmund Freud known as psychoanalysis was one of the most dominant paradigms in psychology during the early twentieth century. Freud constantly believed that there was more to psychology and the fact that people around the world could be understood by making conscious their unconscious thoughts and motivations, hence gaining insight. He hypothesized that understating psychology on a deeper level can help solve a lot of people around the world, because his understating was simple, if you understand people, you understand the problems created by the very same people (Freud, 1900). This very concept of psychoanalysis was the original psychodynamic theory; however, this approach included all theories that were based on all his vast ideas. The perspective in psychology is to adopt various strategies which were behaviorists, who were famously known for their reliance on controlled experiments and rejection of any unseen or unconscious forces as cases of behavior. The humanistic approach became one of the most

common understandings in psychology and pushed the importance of subjective experience and personal growth. Psychology began a cognitive revolution when it started adopting a rigorous, scientific, lab based scientific approach with application to memory, perception, cognitive development, mental illness and much more (Gillis, 2011).

2.3   Goals of Psychology

Psychology has now formed various goals that human beings need to try and fulfil. Namely, to describe- Describing a behavior or cognition. This enables researchers to develop general laws of human experiential behavior. To explain-Once researchers have described general laws behavior, the next step is to explain how or why this trend occurs. Essentially, we try to achieve theories that can explain a behavior. To predict- the discipline aims to be able to predict behavior from the findings of empirical research. If the prediction isn't confirmed, then the specific explanation it is based on might need to be thoroughly revised. And lastly, to change- once psychology has described, and understood thoroughly about a specific behavior, changing or controlling a behavior can be attempted. The goal of psychology is finally to understand the logic behind their decisions and actions.

2.4   Public Relations as a Discipline

Public relations is the practice of understanding the purpose of an organization and the various relationship within the outside world. It is a discipline that focuses on building relations that focuses on planning and sustaining engagement designed to be an influential component to behavior change and build mutual understating and trust. It's the practice of understanding the purpose of an organization and its relationships within society. PR is also understood as an engagement between organizations and its publics. The concept of creating content or the working of an organization depending on the most important concept which is your public was never considered. Edward Bernays was one of the most prominent names in developing modern public relations. He was also one of the people to revolutionize public relations as a concept, another name that is credited with refining the art of public relations is Ivy Ledbetter Lee. Public relations and Media relations grew to be one of the most important concepts in the corporate world. The importance of public relation has grown over the years and hence has formed a discipline of its own. There are various disciplines under public relations, namely: financial PR as the name suggests it focuses on financial PR including

investments, disclosure agreements, takeovers etc. Consumer PR: this PR discipline is specialized in presentation of products or services with an aim to attract publicity and make them attractive, this form of public relations is the most used one along with the next which is crisis communication: public relation services are specifically sought after in crisis situations in which PR specialists are the best source to create brilliant strategies to counter the crisis at hand. Internal PR: communication within the company or organization. Most organizations will have their own PR departments to ensure that relevant information is communicated to the employees on time.

2.5 Growth of Public Relations

The industry of public relations is said to have taken a wrong turn in the 1950s and early 1960s. There were three stages of development of corporate communication during the period from 1900. Initially it was considered that corporates only used communication to fool the audience and dupe them. No legitimate claims were being made by corporate companies, as time passed by public relations became a source of building awareness through publicity and creating the factor known as "hype". Lastly, PR was considered to be a two-way communication aimed at building engagement which is the aspect public relations has developed and grown from through the years. In the early 90s is when Public relations began to massively grow as a discipline. In 1948 the Institute of Public Relations which is now the "Charted Institute of Public Relations was founded in the UK. After 5 years Neil Borden, President, American Marketing Association used the phrase marketing mix to describe the four elements of marketing. A heavy debate if Public Relations is a subset of Marketing also arose during this time. However, that debate quickly came to an end when it was proved that PR not only involve promotion, but also numerous other attributes. Hence, PR cannot be a subset of Marketing but can be an addition to several corporate concepts such as marketing, human resources, finance etc. Shortly after the 1950s the industry because almost obsessed about communicating with the public and involving them in almost everything about their company because companies started to understand the power of the public and consumers in making the brand successful.

2.6 PR's influence on business

(Sheldrake, 2011) recommends that companies adopt a mature influence-centric 2-prong approach which includes (1) focusing on the person who was just influenced and (2) being able to trace "why" they were influenced into buying your product/service. There are six key influence flows in the process:
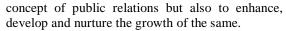
- Our influence with our stakeholders
- Our stakeholders' influence with each other with respect to us
- Our stakeholders' influence with us
- Our competitors' influence with our stakeholders
- Our stakeholders' influence with each other with respect to our competitors
- Our stakeholders' influence with our competition

The contention or discussion here is that the organization's influence on its stakeholders and corresponding flow is well understood. This symmetrical communication between an organization and its third parties or "publics" is now considered to be a primary concept of public relations. These flows of communications are now also considered to be golden opportunity for engagement. Modern Technology also makes it easy for an organization to track its competitors and their influence on its stakeholders and vice versa. The main reason of keeping track of these said flows is to understand the working of specific business as well us understand the external communication of our business and finally to understand how the business is growing and improving in the outside world.

2.7 Public Relations: Work in progress

The constant threat to public relations is the various previous failures to adopt to new forms of media as quickly as other disciplines. Public relations have always worked in the editorial environment, listening to different stake holders, the outside world and crafting a narrative to enable organizations to build their reputation by earning attention. The industry is now focusing on aligning the various business models from the hierarchical structures of old to the new challenges that various organizations face. Modern PR practitioners have now learnt to adopt agile techniques and adding new skills. They focus on creating campaigns in objectives that are aligned to the organization. They understand the importance of using data and analytics to plan and evaluate in real time, focusing on removing barriers between technology and the discipline. Early Public relations practitioners sought to believe that this was a concept that focuses on involving the external world and building a strong relationship with the outside world that can't be developed through technology and social media. However new age practitioners have proved otherwise and have developed Modern PR where technology can not only be used for the

concept of public relations but also to enhance, develop and nurture the growth of the same.

2.8   Modern Public relations

Modern public relations are what companies and entities use to ensure that their company or business is ahead of the game. As we've understood before, PR is the art of convincing others, of a company, a brand or product's relevance, rather than simply telling them. PR agencies always must provide insightful information and help communicate a purpose in the lives of the public, and in this rapidly evolving digital world, this is what consumers are demanding more and more. Social and digital transparency is what modern public relations has become. The public and the consumers demand everything through media, and not to mention the fact that through digital mediums the reach would not be tens and thousands; it would be in millions. Hence all disciplines now have resorted to developing their digital front. Companies are getting extremely creative and have understood the fact that their way to success is to reach out to their public and consumers by involving them in every way possible way that screams growth in the modern era of technology. Modern PR has understood the fact that promotion and publicity is not the end game, but the fact that customer satisfaction is the goal. This simple factor has changed the game completely. Publicity is just the beginning. Understanding the fact that if your customers are not happy, they will move on to spreading negative testimonials is extremely crucial. Hence, Modern Public relations has changed the entire concept of Public Relations by keeping their clients updated with their audience and always one step ahead to ensure maximum success.

III.   THEORETICAL FRAMEWORK

3.1   Psychoanalytic Theory

Psychoanalytic theories explain human behavior in terms of the interaction of various components of personality. According to Freud, human personality can be divided into three components- id, ego, and superego. The id acts according to the pleasure principle, demanding immediate gratification of its needs regardless of external environment; the ego then must emerge in order to realistically meet the wishes and demands of the id in accordance with the outside world, adhering to the reality principle. The superego devises moral judgments and societal rules upon the ego and forces the demands of the id to be met not only realistically but morally (Taubner, 2013).

3.2   The Behavioral theory

According to behaviorism also known as behavioral psychology all behaviors are taught by interaction with the environment through a process called conditioning. As a result, behavior is nothing more than a reaction to external stimuli. The behavioral theory is closely linked to understanding the consumer behavior of the market and how individuals respond to said Public relational tactics. Hence this theory proved to be useful in understanding how and what psychology goes being updating and understanding the public in order to ensure that your company or any entity is successful.

The above-mentioned theories: psychoanalytical and behavioral theories have proved to align well with the study and help the researcher set a framework and base to research about the correlations between public relations and psychology. These theories help understand the intricacies behind both disciplines.

IV.   METHODOLOGY

4.1   Theoretical Research

For the convenience of this research, the researcher has used the method of theoretical research. Theoretical research is a logical exploration of a system of specific beliefs and assumptions. This type includes theorizing or defining how exactly a septic concept would work in a different environment altogether, or how would they work when tagged along with another concept. This research is extremely valuable in understanding the bounds, edge cases and emergent behaviors of a system, hence the researcher believed it would be perfect for their paper. This research is also considered to be basic research purely to increase our knowledge base and understand the concept at hand. Through this method of researching, the researcher has understood the basis of both the discipline at hand, them being psychology and public relations in depth.

4.2   Correlational Research

Correlational Research studies are a type of research often used in psychology as one of the few ways to gather information about various topics or situations, where performing a physical experiment is not possible. The correlational method involves looking at relationships between two or more variables. A correlational research design investigates relationships between variables without the researcher controlling or manipulating any of them. A correlation reflects the strength and/or direction of the relationship between two (or

more) variables. The direction of a correlation can be positive or negative. The researcher chose this method for the paper because this methodology will be beneficial to understand the relationship between psychology and public relations.

V.   CONCLUSION

The link between public relations and psychology can be traced back to the early 1920s. Edward Bernays, commonly known as the "Father of Public Relations," was the first to make a link between psychology and influencing human behavior through communications. Professionals in public relations strive to communicate information that is convincing, effective, and results in a response. Knowing how their audience creates their opinions gives them a leg up on the competition.

Reviewing historical development of public relations, In the first world war, a propaganda agency achieved great success because it made use of psychological principles of mass persuasion. Edward Bernays strongly believed that public opinion was a largely emotional process, based not on facts but on ruction of individuals to various news. Bernays being the nephew of Freud, strongly believe that public relations were close related to psychology. He was strongly influenced by the things and writings of his uncle, Sigmund Freud. Public relations through influencing an individual's sense of self, as well as their desire and need for social approval inside their own social groupings or in-groups. By referring to a person's self-perception and inner aspirations.

Schemas are the way the brain stores the knowledge that the conscious human receives. Negative or positive emotions toward the schemas that were formed or linked to the schemas as a reward /punishment system, resulting in a unique value system. Most people value their existing social systems, and social acceptability and the feeling of belonging aid to creating significant advantages in this reward system. As a result, the individual's value system places a high value on it. By seeking social acceptability and belonging to the groups with which the individual's idea of self identifies itself, normative and persuasive influence affects the individual's motivations and behavior.

Public relations are also an applied social psychology. The concept of psychology being the study of behavior and the study or how people think, feel and behave. Public relations can also be considered an applied psychology. Simply because, practitioners for millions of years understood consumer behavior, the dynamics of their external entities and have functioned to make their companies extremely successful, this is all through the concept of public relations with parallels of understating human psychology. It is an aid like psychology; public relations set out hypotheses regarding human behavior which could be investigated using a variety of methods like direct observation. There have always been parallels drawn between theories of early psychologists which have now been understood and recognized that they have a direct implication and application on the two disciplines. Hence, there are numerous associations between psychology and public relations, that help both the disciplines grow in tangent. Public relations practitioners will be required to have the ability and access to various techniques that will help them develop and understand the complexities of this art of persuasion.

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