

## Behavioral Science Application in Education Sector

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### ABSTRACT

*It is necessary to discuss about behavior before discussing about the application of behavioral science in education sector. The behavior is the way a person behaves or acts individually or in a group. This behavior is learnt from interaction with environment, and the behavior varies from culture to culture and person to person. There are various factors which lead to behavior change. These factors are individual, age, education, social status and situation. Behavior has great impact on our health therefore we must understand the science of behavior. The science of behavior which is the behavioral science basically deals with human behaviors. It focuses on the subject of human actions. Which reflects human thoughts and there ways how they work for the organization and society. In education sector their implications is also important because in college we study psychology subject if students wants to understand human psychology then understand behavior, nature, ways of thinking of the students. Then it helps to improve the human behavior. It includes multiple fields of study such as cognitive neuroscience, psychology and economics as well as the behavioral aspects of biology, law and political science. We study human behavior especially how humans really make decisions making so, it has great application in the education sector.*

**Keywords:-**Behavioural science, education sector, employees, psychology, human

### I INTRODUCTION

Mostly we said that behavior is the combination of two words behaves ours. It means how your BEHAVE in front of other person it also describes how you think, express your views ideas as a positive way or a negative way. So we say that behave justify your nature, personality thoughts etc. Other prospect of behavior is OUR means own self so behavior is the combination of two and more it define a person perfectly. Which is more important for an organization and society?

Now we describe behavioral science it means a person psychology and its sociology. It focuses on individual behavior, group behavior, leadership and communication of a person. We also study about behavioral science in our other subjects like organizational behavior. In this subject we studied about how your behavior in organization and maintain your behavior in front of the authorities of the organization.

We can also define behavioral science as the systematic analysis and investigation of human behavior through the study of the past controlled and naturalistic observation of the present and disciplined scientific experimentation.

The goal of studying behavioral sciences is to better understand how human behaves and once we have this better understanding we can change the human behavior to the goal of improving the quality of life and education sector is the best place. Where the behavior of the students can be reformed easily so, behavioral science application in education sector has great importance of its own.

Behavioural science has gone mainstream across all sectors and represents a powerful underlying force in consumer life, from browsing music to planning travel online. Higher education professionals, too have an opportunity to deploy behavior science principles and techniques to solve the similar challenges in post-secondary education. The problem of peer pressure among students can be solved by applying the facts and figures of behavioral sciences in education sector at school and college levels. Motivating students daily is also a part of behavioral science application and this strategy helps students to achieve success smoothly.

As we know that achieving social change on a large scale starts with individual behavior so, we can say that behavioral science application at education sector has great importance of its own. Behavioural science is also crucial to our understanding to how consumers behave. This science is also widely used by law enforcement agencies to assist with crime analysis and criminal profiling. According to the federal bureau of investigation (FBI) , the behavioral science help and understand the motives and decision making of criminals and terrorists and helps prevent possible attacks and solve crimes.

A career as a behavioral scientist with a law enforcement agency might entail working as a criminologist, crime analyst or conflict resolution specialist. Behavioural scientist may also use knowledge of human behavior to pursue a career in marketing management or sales and for those who choose to become consultants, he may find our self-working for a range of potential clients in fields such as communication human resources or politics. Therefore study of behavioral science for predicting the person or within the organization for understands the employees are more useful. So that it is necessary to study about the behavioral science and it is helpful education sector.

## II SOME POINTS THAT CONCLUDE THE HUMAN BEHAVIOR IN EDUCATION SECTOR

- (a) Behavior have more impactful on health and thinking of the person
- (b) Person behaves or acts is the way to represent their behavior
- (c) Interaction with environment is learned by the society
- (d) The human behavior change based on an individual's education, social status, situation, and age group
- (e) Through improving the quality of life for people is the goal to better understand human behavior and apply this for understanding the behavior
- (f) For systematic analysis and investigation of human behavior it is a science through we study the past, are in control of and naturalistic observation of the present and discipline scientific experimentation.

## III PRINCIPLES OF BEHAVIORAL SCIENCE USED DIRECTLY AND INDIRECTLY AT THE ORGANIZATION

So many existing applications within psychological concepts which are particularly applicable and are common practice. These applications are both on the level of workplace implementation and pattern, as well as on the workplace culture. So behavioral or psychological applications have to do with the HR or encourage the leaders to employees. There are the main three wide areas where behavioral science applications are frequently used.

- (a) Performance management
- (b) Fostering creativity and innovation
- (c) Prod management among others

## IV PERFORMANCE MANAGEMENT

It is commonly used in almost organization. For an effective performance management system organizations have to maintain and enhance the performance of employees. Through the performance management system we set the goals and increasing employees performance and the goal will be achieved on time. These all are possible if we understand the behavior of the employees.

## V FOSTERING CREATIVITY AND INNOVATIONS

Behavioural science always find the employees behavior and fostering for employees creativity and helpful for employees innovation. Every time organization wants to employees creativity and innovative ideas.

## VI PROD MANAGEMENT AMONG OTHERS

Time to time organizations higher authorities poke to employees for good working this is also important so that employees work properly and complete it on time. Prod management is also helpful for the organization and its applicability in behavioral science is helpful for the management.

## VII CONCLUSION

We come on conclusion that behavioral science has its applications in almost every fields but it has great application in education sector. It is because this is the sector where improvement can be made in the behavior of students and for making changes we have to understand the behavior of the students minutely and this is possible only by the application of behavioral science in education. If schools and colleges add this subject for identify the students behavior then it is helpful for enhancement of the students and take corrective action for bringing good behavior in any field where the students work in future.

So, it is very necessary to apply behavioral science even from the preschool levels or in colleges one paper must be taken for understand the behavior of the human.

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