

The heuristic role of external psychological analogies in constructing social models

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The article considers modeling social reality using external psychological analogies. Social models of representatives of psycho-evolutionism (Ward, Tarde, Giddings), instinctivism (Mac-Dougall), ethno-psychology (Wundt), the psychology of the masses (Le Bone), psychoanalysis (Freud, Jung, Fromm, Deleuze, Guattari) are analyzed. The most popular models in the social cognition were "society is a brain", "people are nerve cells", and "society is a mentally ill (healthy) individual". Two main strategies for constructing psychosocial models are shown: reductionism (reduction of the social to the psychological one) and the application of the complete analogy with the auxiliary domain of knowledge. It has been established that psychoevolutionists seek to dissociate themselves from organicism, social psychoanalysts have a "research arrogance" streak tendency. External psychological analogies proved to be a popular means of interpreting the socium.

Keywords: *psychosocial models, external analogy, social reality, psycho-evolutionism, instinctivism, ethno-psychology, psychology of the masses, psychoanalysis*

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