

A green speech bubble graphic with a tail pointing towards the bottom left. The text "Coming next....." is written in white inside the bubble.

Coming next.....

- Exam 1 this Wednesday (if you have accommodation, please email me again, even if you have shown me your letter before)
- Download lockdown Brower NOW!
- Keep up with the interview project (paper due October 11th)

Interview Project

- If you failed to turn in

Please go to Moodle and read

“ *Death of Tim Piazza*”

1. Are you part of fraternities or sororities on campus? Or considering join one? Why or why not?
2. Based on the reading and your experience/observations, Why do college fraternities and sororities exist?

Warm up:
Reading
& Discussion



Groups, Networks, and Organizations

What Is a Group?: Group



- A **group** is a collection of people who share some attribute, identify with one another, and interact with each other.
- Social groups provide the values, norms, and rules that guide people's lives.

What Is a Group?: Crowd and Aggregate

- Unlike a group, a ***crowd*** is a temporary gathering of people in a public place. These individuals do not identify with each other and will not remain in contact.
- A crowd is one example of an ***aggregate***, which is a collection of people who share a physical location but do not have lasting social relations.





Primary and Secondary Groups

- *Primary groups* usually involve the most face-to-face interaction and cooperation and the deepest feelings of belonging.
- *Secondary groups* are larger and less personal and are usually organized around a specific activity or task.
- Examples of secondary group?



Haraz N. Ghanbari/AP Photo

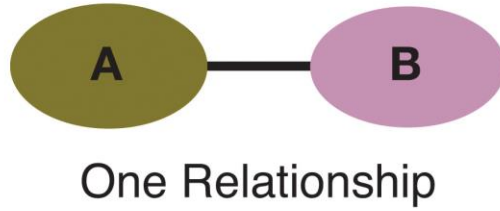
Group Dynamics

- *Group dynamics* are the patterns of interaction between groups and individuals.
- This includes the ways groups:
 - Form and fall apart
 - Influence members

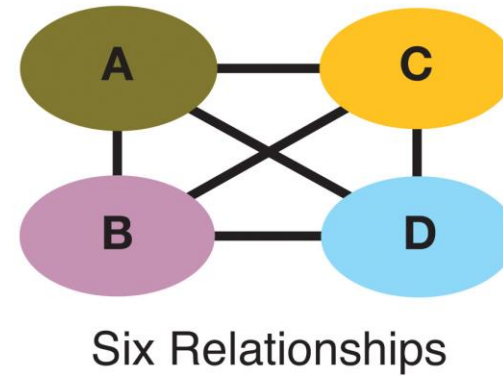


The Effects of Group Size on Relationships

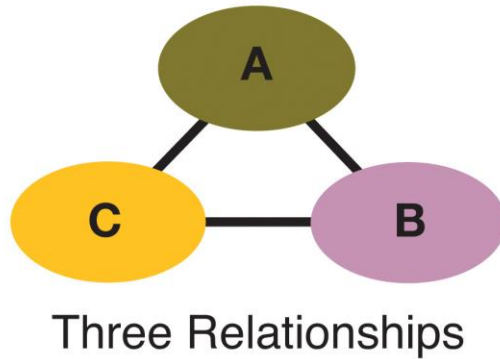
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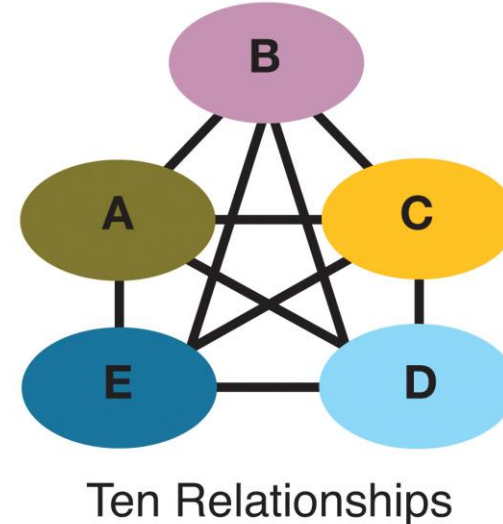
GROUP OF FOUR



TRIAD



GROUP OF FIVE





Reference Groups

In-Groups and Out-Groups

- An *in-group* is a group that a person identifies with and feels loyalty toward.
- An *out-group* is a group that a person feels opposition, rivalry, or hostility toward.

Peer Pressure

- *peer pressure* is the influence of one's fellow group members on individual attitudes and behaviors.
- Generally we conform to group norms because we want to gain acceptance and approval (*positive sanctions*) and avoid rejection and disapproval (*negative sanctions*).

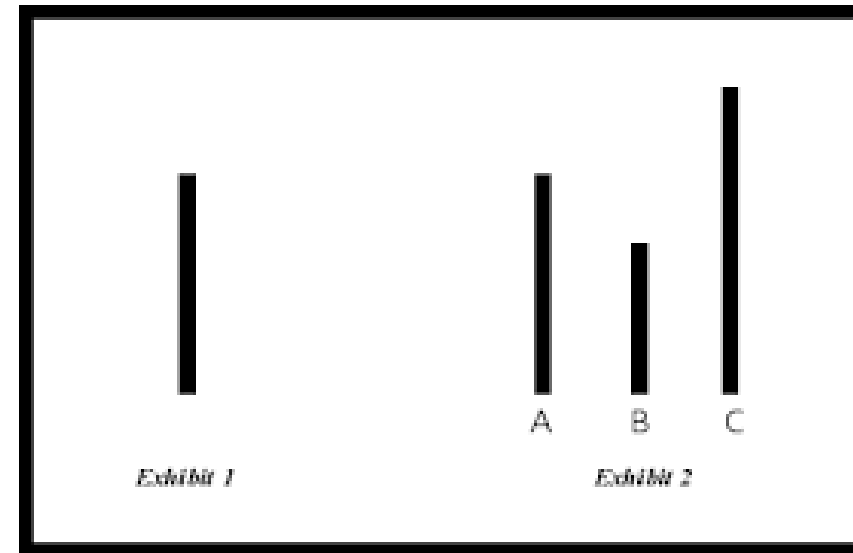


Types of Conformity

- ***Compliance:*** the mildest form of conformity; actions to gain reward or avoid punishment
- ***Identification:*** conformity to establish or maintain a relationship with a person or group
- ***Internalization:*** the strongest type of conformity; an individual adopts the beliefs or actions of a group and makes them his or her own

Group Cohesion

- **Group cohesion** is the sense of solidarity or loyalty that individuals feel toward a group to which they belong.
- **Groupthink** is the tendency of very cohesive groups to enforce a high degree of conformity among members, creating a demand for unanimous agreement.



Conformity

- Obedience to authority: Milgram's research
- Groupthink and group pressures to conform





Coming next...

- Today and Wednesday: group and deviance
- Wednesday: exam review & IP check in & data workshop assigned
- How is your interview project going?

Group Think

- The pressure to conform to group opinions may occasionally lead to bad decisions, rather than to solutions to problems.



Bureaucracy

- ***Bureaucracy:*** This is a type of secondary group designed to perform tasks efficiently.
- Bureaucracies are impersonal but efficient, and they provide many basic necessities.
- Max Weber identified six characteristics of bureaucracies:
 - 1.specialization,
 - 2.technical competence,
 - 3.hierarchy,
 - 4.rules and regulations,
 - 5.impersonality,
 - 6.formal written communication.



The McDonaldization of Society

- George Ritzer coined the term *McDonaldization* to describe the spread of bureaucratic rationalization and the resulting increase in both efficiency and dehumanization.



Peter Noyce PLB/Alamy Stock Photo

Discussion: Local Coffee Shop or Starbucks?



The background of the slide features a series of thin, curved lines in shades of gray, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

Activity

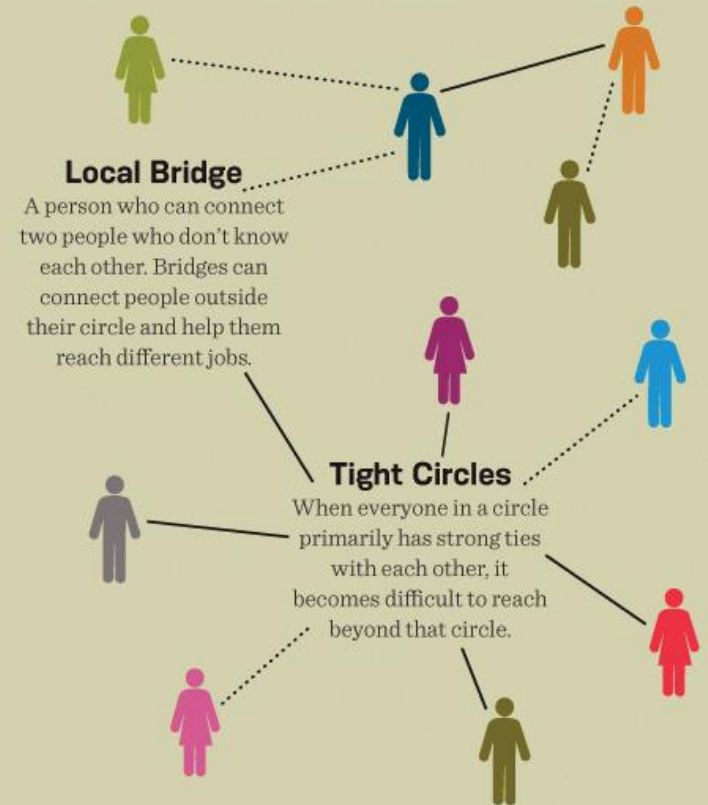
- Among all your belongs at this moment, can you identify ONE item that is 100% NOT made from a name company?

Social Networks

- A *social network* is the web of direct and indirect ties connecting an individual to other people who may also affect the individual+.
 - You and your family, friends, peers, colleagues, teachers, and coworkers constitute your social network.

Strong or Weak?

The kinds of people you know can determine your next job. “Ties” or contacts become a key method to network and reach a higher status.



SOURCE: Granovetter 1973