Section 3

TYPES OF SOCIAL INTERACTION

1. Cooperation
Cooperation is interaction in which individuals or groups combine their efforts to reach a goal.

2. Conflict
Conflict is interaction aimed at defeating an opponent.

3. Social Exchange
Social exchange is a voluntary action performed in the exception of getting a reward in return.

4. Coercion
Coercion is an interaction in which individuals or groups are forced to behave in a particular way.

FIVE TYPES OF SOCIAL INTERACTION
- Robert Nisbet (1988) describes 5 types of social interaction basic to group life:
  1. Cooperation
  2. Conflict
  3. Social Exchange
  4. Coercion
  5. Conformity

Aristotle-
- All men, or most men, wish what is noble but choose what is profitable; and while it is noble to render a service not with an eye to receiving one in return, it is profitable to receive one. One ought, therefore, if one can, to return the equivalent of service received, and to do so willingly.
- What is the difference between cooperation and social exchange?

What are the social benefits of conflict?
- Georg Simmel (1858-1918)
5. CONFORMITY

Conformity is the behavior that matches group expectations.

- Do most people conform to group pressures?
- What is groupthink?

THE NATURE OF FORMAL ORGANIZATIONS

Section 4

FORMAL ORGANIZATIONS

- How are formal organizations and bureaucracies related?

MAJOR CHARACTERISTICS OF BUREAUCRACIES

- Power is the ability to control the behavior of others.
- Authority is the legitimate or socially approved use of power.

1. A division of labor based on the principle of specialization
2. A hierarchy of authority
3. A system of rules and procedures
4. Written records of work and activities
5. Promotion of the basis of merit and qualifications

MAX WEBER & BUREAUCRACY

- What are the advantages of bureaucracy?
- Do bureaucracies undervalue people?

Rationalization is the mind-set emphasizing knowledge, reason and planning.
Informal organization is groups within formal organization in which personal relationships are guided by norms, rituals, and sentiments that are not part of the formal organization.

* When were informal organizations first studied?
* Why do informal organizations develop?

Iron Law of Oligarchy

- What is the iron law of oligarchy?
- Why does organization lead to oligarchy?
  - First - organizations need a hierarchy of authority to delegate decision making
  - Second - the advantages held by those at the top allow them to consolidate their powers
  - Third - other members of the organization tend to defer to leaders (give in to those who take charge)