

## Social Behavior Its Elementary Forms

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### Social Behavior Its Elementary Forms

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### Social Behavior: Its Elementary Forms: Homans, George ...

Social behavior: its elementary forms. Using concepts borrowed from animal behavior studies, the author forms 4 perceptions concerned with stimuli, reward, and value. These are applied to several areas of "human exchange" such as influence, conformity, competition, esteem, and interactions. They are discussed in terms of satisfaction, authority, equality, status, justice, conformity, and innovation.

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George C. Homans, Elementary Forms of Social Behavior, (2ndEd.), New York: Harcourt Brace Jovanovich, 1974. Our first proposition relates a man's (or woman's) action to its success in getting a favorable result. In classical psychology it is called "the law of effect." Because we believe another name will make its meaning more obvious, we shall call it the success proposition.

### Elementary Forms of Social Behavior

Briefly, both behavioral psychology and elementary economics envisage human behavior as a function of its pay-off: in amount and kind it depends on the amount and kind of reward and punishment it fetches. When what it fetches is the behavior, similarly determined, of another man, the behavior becomes social.

### Social Behavior: Its Elementary Forms | George Caspar ...

Social Behavior: its elementary forms International library of sociology and social reconstruction International library of sociology: Author: George Caspar Homans: Publisher: Routledge & Kegan Paul, 1961: Length: 404 pages: Subjects

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### Homans, G.C. (1961) Social Behavior Its Elementary Forms ...

In his next major work, Social Behaviour: Its Elementary Forms, which George C. Homans considered superior to The Human Group because it is the more general, ambitious, and systematic of the two, he brought together all these previous efforts in achieving his next goal: to articulate specific propositions, based on the principles of behavioural psychology, in explaining the "sub-institutional," or elementary forms of social behaviour in small groups. This new approach to the explanation ...

### George C. Homans, the human group and elementary social ...

Social Behavior. Homans's next major work was Social Behavior: Its Elementary Forms. He wrote this book in 1961 and revised it in 1974. This was based on the principles of behavioral psychology, and helped explain the "sub-institutional," or elementary, forms of social behavior in small groups.

### George C. Homans - Wikipedia

Social Behavior: Its Elementary Forms (Homans, 1961) Home. Current Interest. Page Title. George Caspar Homans. "Social behavior is an exchange of more or less valuable rewards." "Exchange - it has been our main theme - is the basis, acknowledged or unacknowledged, of much human behavior".

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### Social Behavior; Its Elementary Forms by George Caspar Homans

For what we are really studying in small groups is elementary social behavior: what happens when two or three persons are in a position to influence one another, the sort of thing of which those massive structures called "classes," "firms," "communities," and "societies" must ultimately be composed.

### Social Behavior as Exchange - Purdue University

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### Staff View for: Social behavior : its elementary forms

Social Behavior: Its Elementary Forms. GEORGE CASPAR HOMANS. (Under the general editorship of ROBERT K. MERTON.) New York: Harcourt, Brace and World, Inc., 1961. x, 404 pp., 3 figures, index, 19 tables. \$5.50. Reviewed by EDMUND LEACH, University of Cambridge The social interactions of human beings influence the participants. These effects

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