

# SOCIAL EXCHANGE THEORY

Social exchange theory postulates that people form a relationship through cost-benefit analysis.

## COMPONENTS

According to social exchange theory, every relationship has the following components:

1. **Costs** – the elements of a relationship which have a negative value to a person.
2. **Rewards** – the elements of a relationship which have a positive value to a person.

## EXAMPLES

### 1. Highest Reward

Costs being equal, an individual will choose the alternative from which they expect to receive the highest reward.

### 2. Lowest Cost

Rewards being equal, an individual will choose the alternative from which they expect the lowest cost.

# Social Exchange Theory Its Structure And Influence In Social Psychology

**Richard Bailey**



## **Social Exchange Theory Its Structure And Influence In Social Psychology:**

Social Exchange Theory John K. Chadwick-Jones,1976      *The Social Psychology of Groups* John W. Thibaut,2017-09-29

This landmark theory of interpersonal relations and group functioning argues that the starting point for understanding social behavior is the analysis of dyadic interdependence. Such an analysis portrays the ways in which the separate and joint actions of two persons affect the quality of their lives and the survival of their relationship. The authors focus on patterns of interdependence and on the assumption that these patterns play an important causal role in the processes, roles, and norms of relationships. This powerful theory has many applications in all the social sciences including the study of social and moral norms, close pair relationships, conflicts of interest and cognitive disputes, social orientations, the social evolution of economic prosperity and leadership in groups and personal relationships.      *Social Exchange* Kenneth Gergen,2012-12-06

INTRODUCTION In developing scientific theory there is perhaps nothing more propitious than a compelling metaphor. If the metaphor is rich in imagery, complexly differentiated, emotionally evocative, and vitally wedded to the cultural lore, the theory to which it gives rise may enjoy a long and vigorous life. If the metaphor is sufficiently powerful, the theory may even be sustained in independence of systematic empirical support. Role theory is likely to remain prosperous so long as there is a thriving theater. Decision theory experienced a dramatic rejuvenation with the development of the electronic computer and in spite of its archaic construction Jungian theory will prevail so long as ancient myths and symbols continue to haunt us. (Smith, 1978) From this standpoint the development of social exchange theory is hardly surprising. Experience with the marketplace is extensive in society; its images are both complex and richly evocative; its challenges are often exciting and its lessons sometimes painful. It is thus both intellectually and emotionally invigorating to consider the social arena in all its diversity as an extended market in which each individual seeks to maximize profits. The economic metaphor is hardly new to the social sciences. The recent intellectual roots of contemporary exchange theory can be traced to the works of Claude Lévi-Strauss, Marcel Mauss, Karl Marx, and B.      **Social Exchange in Developing Relationships** Robert L. Burgess, Ted L. Huston,2013-09-11 *Social Exchange in Developing Relationships* is a collection of papers that deals with the systematic study of the development of relationships. The papers discuss several theoretical perspectives such as evolutionary theory, personality theory, cognitive developmental theory, equity theory, role theory, and attribution theory. One paper discusses romantic relationships, the evolution of first acquaintance to close or intimate commitment. Another paper presents the hypothesis that the factors causing a relationship to begin will also probably steer intermediate cognitive processes, eventually influencing the nature of the relationship. Commitment requires specific concepts such as input levels, contribution to the relationship, duration of these inputs, and their consistency of occurrence. The equity theory suggests that equity principles determine the selection of one's mate and how they, the partners, will get along in the future. One paper analyzes the dynamic theories of social relationships and the resulting research strategies that the conceptualization of a parameter of

a social relationship can affect the choice of data collection techniques and other matters Sociologists psychologists historians students and academicians doing sociological research can benefit greatly from this collection

**Social Psychology** Ralph Turner,2017-09-29 A valuable compendium broad In scope rich In detail It should be a most useful reference for students and teachers This is how Alex Inkeles of Stanford University described this text It is made more so in this paperback edition aimed to reach a broad student population in sociology and psychology The new Introduction written by Rosenberg and Turner brings the story of social psychology up to date by a rich and detailed examination of trends and tendencies of the 1980s Although social psychology is a major area of specialization in sociology and psychology this text Is the first comprehensive and authoritative work that looks at the subject from a sociological perspective Edited by two of the foremost social psychologists in the United States this book presents a synthesis of the major theoretical and empirical contributions of social psychology They treat both traditional topics such as symbolic interaction social exchange theory small groups social roles and intergroup relations and newer approaches such as socialization processes over the life cycle sociology of the self talk and social control and the sociology of sentiments and emotions The result is an absolutely Indispensable text for students and teachers who need a complete and ready reference to this burgeoning field

The Blackwell Dictionary of Modern Social Thought William Outhwaite,2008-04-15 Modern social thought ranges widely from the social sciences to philosophy political theories and doctrines cultural ideas and movements and the influence of the natural sciences Provides an authoritative overview of the main themes of social thought Long essays and entries give full coverage to each topic Covers major currents of thought philosophical and cultural trends and the individual social sciences from anthropology to welfare economics New edition updates about 200 entries and includes new entries suggestions for further reading and a bibliography of all sources cited within the text

Contemporary Sociological Thinkers and Theories Sandro Segre,2016-05-13 This book offers a comprehensive overview of the major theoretical perspectives in contemporary sociology covering schools of thought or intellectual movements within the discipline as well as the work of individual scholars The author provides not only a rigorous exposition of each theory but also an examination of the scholarly reception of the approach in question considering both critical responses and defences in order to reach a balanced evaluation Chapters cover the following theorists and perspectives Alexander Bourdieu Ethnomethodology Exchange Theory Foucault Giddens Goffman Habermas Luhmann Merton Network and Social Capital Theory Parsons Rational Choice Theory Schutz and Phenomenalism Structuralism Symbolic Interactionism An accessible and informative treatment of the central approaches in sociology over the course of the last century this volume marks a significant contribution to sociological theory and constitutes an essential addition to library collections in the areas of the history of sociology and contemporary social theory

Social Psychology Morris Rosenberg,Ralph H. Turner,1990-01-01 A valuable compendium broad In scope rich In detail It should be a most useful reference for students and teachers This is how Alex Inkeles of Stanford University described this

text It is made more so in this paperback edition aimed to reach a broad student population in sociology and psychology The new Introduction written by Rosenberg and Turner brings the story of social psychology up to date by a rich and detailed examination of trends and tendencies of the 1980s Although social psychology is a major area of specialization in sociology and psychology this text Is the first comprehensive and authoritative work that looks at the subject from a sociological perspective Edited by two of the foremost social psychologists in the United States this book presents a synthesis of the major theoretical and empirical contributions of social psychology They treat both traditional topics such as symbolic interaction social exchange theory small groups social roles and intergroup relations and newer approaches such as socialization processes over the life cycle sociology of the self talk and social control and the sociology of sentiments and emotions The result is an absolutely Indispensable text for students and teachers who need a complete and ready reference to this burgeoning field

*The Concise Encyclopedia of Communication* Wolfgang Donsbach,2015-02-03 This concise volume presents key concepts and entries from the twelve volume ICA International Encyclopedia of Communication 2008 condensing leading scholarship into a practical and valuable single volume Based on the definitive twelve volume IEC this new concise edition presents key concepts and the most relevant headwords of communication science in an A Z format in an up to date manner Jointly published with the International Communication Association ICA the leading academic association of the discipline in the world Represents the best and most up to date international research in this dynamic and interdisciplinary field Contributions come from hundreds of authors who represent excellence in their respective fields An affordable volume available in print or online

**Love and Attraction** Mark Cook,Glenn Wilson,2013-10-22 Love and Attraction is a collection of papers presented at the International Conference on Love and Attraction This book is organized into 12 parts encompassing 78 chapters that cover various aspects of the subjects including friendship intimacy and sexuality The introductory parts deal with the psychological aspects of physical attractiveness non verbal intimacy attraction and friendship The subsequent parts examine the geographical difference in mate selection marital relations and romantic love These chapters also look into the structural features of personality behavior and romantic love These topics are followed by discussions of exchange theory applications to love and attraction the social psychology of human sexuality relationship between sexual behavior and society and sex therapy The final parts are devoted to other sex related topics including sex therapy erotica arousal child sexuality and pedophilia This book will prove useful to psychologists sociologists psychiatrists counselors and other academic and clinical workers

**Nature and Dynamics of Social Influence** Janak Pandey,2022-09-02 The book presents the various ways in which persuasion can be used to make people behave in certain ways without coercion intimidation or brute force It explores the intricacies of social influence processes like self presentation impression management ingratiation persuasion manipulative social behavior and compliance in socio cultural contexts Social influence constitutes one of the key themes in the field of social psychology Contributions in the book

highlight social influence behavior and its importance in human social life The book deepens the reader's understanding of social psychology research on the science and applications of social influence It invites readers to consider critical questions such as the interactive effects of personality disposition and situational factors on social influence Given its scope the book is of interest to those in academic fields like social psychology political science mass communication and marketing *George Herbert Mead* Peter Hamilton,1992 **A Social Exchange Theory Approach to Web-based Data Collection as a Part of CRM Effort** Harshavardhan Gangadharbatla,2002 *Criminology Theory* Frank Williams III,Marilyn McShane,2015-03-02 This highly acclaimed criminology text presents an up to date review of rational choice theories including deterrence shaming and routine activities It also incorporates current examples of deterrence research regarding domestic violence drunk driving and capital punishment and features thought provoking discussion of the relativity of crime The authors explore the crime problem its context and causes of crime The organization of the text reflects the fact that the etiology of crime must be at the heart of criminology It examines contemporary efforts to redefine crime by focusing on family violence hate crimes white collar misconduct with violent consequences and other forms of human behavior often neglected by criminologists Extensive discussion of evolving laws is included and while the prevalence of the scientific method in the field of criminology is highlighted the impact of ideology on explanations of crime is the cornerstone of the book *The Divine-Human Relationship in Romans 1-8 in the Light of Interdependence Theory* Yoonjong Kim,2020-11-12 Yoonjong Kim analyses the divine human relationship in Paul's theology focusing on Paul's portrayal of the relationship in Romans 1-8 Kim stresses that previous studies of this relationship have not paid sufficient attention to the fact that it is not static but rather exhibits progression and development towards a goal To address the significance of the human agent's role in the relationship Kim employs a social psychological theory interdependence theory offering a consistent analytic framework for diagnosing the interactions in a dyadic relationship in terms of the dependency created by each partner's expectations of outcomes Kim explores several key stages of the divine human relationship and the direction in which the relationship develops throughout Romans 1-8 in order to highlight the significance of the human partners in the course of the development He focuses in particular on betrayal 1:18-3:20 restoration 3:21-26 5:1-11 the oppressive relationship with Sin 5:12-8:11 and the investment for the future 8:12-39 and concludes that although the foundation of the relationship rests on God's initiative the divine outworking guides the relationship so that it facilitates mutual participation of the human partners in the restoration and development of the relationship toward the ultimate goal Technological and Industrial Applications Associated With Industry 4.0 Alberto Ochoa-Zezzatti,Diego Oliva,Aboul Ella Hassanien,2021-07-01 This book includes chapters related to the analysis of cultural differences as a tool to enrich tacit knowledge and make processes more efficient the factors that influence job satisfaction and the value of social capital as a competitive strategy to achieve productivity and competitiveness of organizations in addition to research of the utmost importance to discover the facets of the diamond with

respect to the symbolic capital of the organizations where Generation Z will work and how it will discover the best time to establish an innovation ecosystem that will influence its work trajectory Industry 4.0 requires a major paradigm shift since human capital is a source of competitive advantage Being competitive enables to a company a region a society or a country the power to advance in different areas contributing to the benefit of a social group therefore and organizations need to make efforts that lead to adding value and generate a competitive advantage Industrial applications based on artificial intelligence can change our lives in just one generation The chapters in this book show progress and challenges related to real world applications as well as the need to strengthen human capital to achieve systemic and comprehensive competitiveness required in the XXI century

**Social Network Analysis** Christina Prell,2011-10-26 We live in a world that is paradoxically both small and vast each of us is embedded in local communities and yet we are only a few links away from anyone else in the world This engaging book represents these interdependencies positive and negative consequences their multiple effects and the ways in which a local occurrence in one part of the world can directly affect the rest Then it demonstrates precisely how these interactions and relationships form This is a book for the social network novice learning how to study think about and analyse social networks the intermediate user not yet familiar with some of the newer developments in the field and the teacher looking for a range of exercises as well as an up to date historical account of the field It is divided into three clear sections 1 historical traditional and current analytical procedures and fundamental mathematical equations needed to get a foothold in the field

**Communication in Development** W. P. Robinson,2013-09-11 Communication in Development is composed of papers derived from two sources An International Conference on Social Psychology and Language was held in Bristol in July 1979 Considerations of space rather than merit prevented some of the papers given in supplementary sessions on language development from being published in the proceedings These papers are published in this volume Also included are recent and hitherto unpublished papers from European researchers working in the field of language and cognitive development The contents of this volume range from the early non verbal communication to the emergence of the child's understanding about referential communication and to between and within socio economic status differences in maternal and child behavior The kinds of verbal and non verbal experience that promote intellectual development are considered within the frames of both observed changes within children and cross sectional studies of individual differences in mother child interaction The idea that the child's performance is context sensitive is one of the general ideas that has been taken increasingly into account Two chapters pay close attention to this issue both treat it as a challenge to experimental and theoretical ingenuity recognizing that the child is an active participant in situations where he is observed and that the challenge is to divine the principles regulating the child's behavior

Handbook of Social Psychology John DeLamater,Amanda Ward,2013-08-13 This handbook provides a broad overview of the field of social psychology and up to date coverage of current social psychological topics It reflects the recent and

substantial development of the field both with regard to theory and empirical research It starts out by covering major theoretical perspectives including the inter actionist identity social exchange social structure and the person perspectives Next it discusses development and socialization in childhood adolescence and adulthood In addition to updated discussions of topics that were included in the first edition the part examining personal processes includes entirely new topics such as social psychology and the body and individual agency and social motivation Interpersonal processes are discussed from a contemporary perspective with a focus on stress and health The final section examines the person in sociocultural context and includes another topic new to the second edition the social psychology of race and gender and intersectionality

**Social Influence Network Theory** Noah E. Friedkin, Eugene C. Johnsen, 2011-04-18 Social influence network theory presents a mathematical formalization of the social process of attitude changes that unfolds in a social network of interpersonal influences This book brings the theory to bear on lines of research in the domain of small group dynamics concerned with changes of group members positions on an issue including the formation of consensus and of settled disagreement via endogenous interpersonal influences in which group members are responding to the displayed positions of the members of the group Social influence network theory advances a dynamic social cognition mechanism in which individuals are weighing and combining their own and others positions on an issue in the revision of their own positions The influence network construct of the theory is the social structure of the endogenous interpersonal influences that are involved in this mechanism With this theory the authors seek to lay the foundation for a better formal integration of classical and current lines of work on small groups in psychological and sociological social psychology



## Embracing the Song of Term: An Psychological Symphony within **Social Exchange Theory Its Structure And Influence In Social Psychology**

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