

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

Jicheng Xie



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 d 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 Levi 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 contributed 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 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 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

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

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

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

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

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Table of Contents Social Exchange Theory Its Structure And Influence In Social Psychology

1. Understanding the eBook Social Exchange Theory Its Structure And Influence In Social Psychology
 - The Rise of Digital Reading Social Exchange Theory Its Structure And Influence In Social Psychology
 - Advantages of eBooks Over Traditional Books
2. Identifying Social Exchange Theory Its Structure And Influence In Social Psychology
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Social Exchange Theory Its Structure And Influence In Social Psychology
 - User-Friendly Interface
4. Exploring eBook Recommendations from Social Exchange Theory Its Structure And Influence In Social Psychology
 - Personalized Recommendations
 - Social Exchange Theory Its Structure And Influence In Social Psychology User Reviews and Ratings
 - Social Exchange Theory Its Structure And Influence In Social Psychology and Bestseller Lists
5. Accessing Social Exchange Theory Its Structure And Influence In Social Psychology Free and Paid eBooks
 - Social Exchange Theory Its Structure And Influence In Social Psychology Public Domain eBooks
 - Social Exchange Theory Its Structure And Influence In Social Psychology eBook Subscription Services

- Social Exchange Theory Its Structure And Influence In Social Psychology Budget-Friendly Options
- 6. Navigating Social Exchange Theory Its Structure And Influence In Social Psychology eBook Formats
 - ePub, PDF, MOBI, and More
 - Social Exchange Theory Its Structure And Influence In Social Psychology Compatibility with Devices
 - Social Exchange Theory Its Structure And Influence In Social Psychology Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Social Exchange Theory Its Structure And Influence In Social Psychology
 - Highlighting and Note-Taking Social Exchange Theory Its Structure And Influence In Social Psychology
 - Interactive Elements Social Exchange Theory Its Structure And Influence In Social Psychology
- 8. Staying Engaged with Social Exchange Theory Its Structure And Influence In Social Psychology
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Social Exchange Theory Its Structure And Influence In Social Psychology
- 9. Balancing eBooks and Physical Books Social Exchange Theory Its Structure And Influence In Social Psychology
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Social Exchange Theory Its Structure And Influence In Social Psychology
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Social Exchange Theory Its Structure And Influence In Social Psychology
 - Setting Reading Goals Social Exchange Theory Its Structure And Influence In Social Psychology
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Social Exchange Theory Its Structure And Influence In Social Psychology
 - Fact-Checking eBook Content of Social Exchange Theory Its Structure And Influence In Social Psychology
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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