

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

Robert L. Burgess, Ted L. Huston



Social Exchange Theory:

Social Exchange Theory Karen S. Cook, 1987-06 The current state of social exchange theory is assessed in this collection of original papers The volume has contributions from James S Coleman Peter M Blau and the late Richard Emerson founders of social exchange theory in the 1960s and from young scholars who are expanding the frontiers of the theoretical framework Jon Turner rounds off this important volume with a critique of social exchange theory as presented by the contributors As an up to date analysis of this major strand of social theory this volume is unrivalled and has wide appeal Interpersonal

Communication Michael E. Roloff, 1981-06 A book which examines the social exchange theories of relations between people These theories tend to view communication as an exchange or extraction of benefit undertaken out of self interest The book attempts to answer three questions what are these theories and how do their assumptions differ How do they view a variety of interpersonal communication phenomena What are their strengths and weaknesses This highly readable book contributes by abstracting the substance of exchange then attributing it to the human communication processes Sociology Review of New Books Vol 9 No 3 *Social exchange theory* Karen S. Cook, 1990 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 Exchange Theory Peter Palmer Ekeh, 1974 **Social Exchange Theory** Karen Schweers Cook, 1987

Explaining Conversations R. Murray Thomas, Marie K. Iding, 2011-12-22 Explaining Conversations offers a different way of interpreting people's social exchanges than has been available in the past The book is replete with examples of people's verbal interactions in the form of chats arguments debates and negotiations both within a culture and across cultures The volume's subtitle A Developmental Social Exchange Theory identifies a theme featured in Chapters 2 and 5 the typical pattern by which social exchange skills evolve over the first two decades of life Throughout the book the underlying meanings of conversations are interpreted in terms of the needs people seek to fulfill through their conversations b the

influence of a person's culture on what is said and individuals' patterns of thought, metacognition during a conversation and how people's expectations about a conversation affect what they will say and the strategies individuals adopt to achieve their goals. The book includes a chapter designed to guide parents and teachers in promoting young children's and adolescents' social exchange skills.

Social Exchange Theory John K. Chadwick-Jones, 1976

Rational Choice and Social Exchange Anthony Heath, 1976-05-20

When this volume was first published in 1976, exchange theory had recently come into the fore in sociology as an attempt to develop systematic theories of social behaviour comparable to those which economics had developed. In doing so, it borrowed from many different intellectual traditions, including economics and anthropology, behavioural sociology and on the traditional concerns of sociologists and social psychologists. Dr Heath provides a systematic exposition of the principle components of exchange theory and goes on to give a critique of these theories, paying particular attention to the success of their empirical applications. He concludes that exchange theory, despite its limitations, has an important part to play in the development of social science and is one of the most promising theories available.

Rational Choice and Social Exchange will be of interest to anyone concerned with the development of social science and in particular to students of sociology, anthropology, psychology and political science.

Exchange and Power in Social Life Peter Blau, 2017-09-29

In his landmark study of exchange and power in social life, Peter M. Blau contributes to an understanding of social structure by analyzing the social processes that govern the relations between individuals and groups. The basic question that Blau considers is: How does social life become organized into increasingly complex structures of associations among humans? This analysis, first published in 1964, represents a pioneering contribution to the sociological literature. Blau uses concepts of exchange, reciprocity, imbalance and power to examine social life and to derive the more complex processes in social structure from the simpler ones. The principles of reciprocity and imbalance are used to derive such processes as power changes in group structure and the two major forces that govern the dynamics of complex social structures: the legitimization of organizing authority of increasing scope and the emergence of oppositions along different lines, producing conflict and change.

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