



<b>Course</b>	<i>Culture and Society Bus 125 (Elective)</i>
<b>Chapter</b>	<i>2. Group and Inter Group Relations</i>
<b>Lesson</b>	<i>1 to 2</i>
<b>Session</b>	<i>4</i>
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**Topics Covered :**

# Group and Inter Group Relations

## Chapter – III

# Course Content

- I. Introduction to the course
- II. Culture and Society
- III. Group and Inter Group Relations
- IV. Education in a Social Context
- V. Media and Society
- VI. Religion and Society
- VII. Diversity and Social Cohesion
- VIII. Ethics in Society
- IX. Culture in the Business Environment

## Chapter- II Objectives:

- ▮ Distinguish between primary and secondary groups
- ▮ Explain the functions of groups
- ▮ Understand the role of reference groups
- ▮ Know the influence of group size

# The Nature of Groups



- Group Is often used for almost any occasion when two or more people come together. In sociology, however, we use several terms for various collections of people, not all of which are considered groups.

# Social group

Consists of a number of people who have a common identity, some feeling of unity, and certain common goals and shared norms



# Why do you feel social groups are important?

□ A social group has a purpose and is therefore important to its members, who know how to tell an “insider” from an “outsider.”





## Six characteristics of social groups:

- ▣ Permanence beyond the meetings of members, that is, even when members are dispersed
- ▣ Means for identifying members
- ▣ Mechanisms for recruiting new members
- ▣ Goals or purposes
- ▣ Social statuses and roles, that is, norms for behaviour
- ▣ Means for controlling members' behaviour



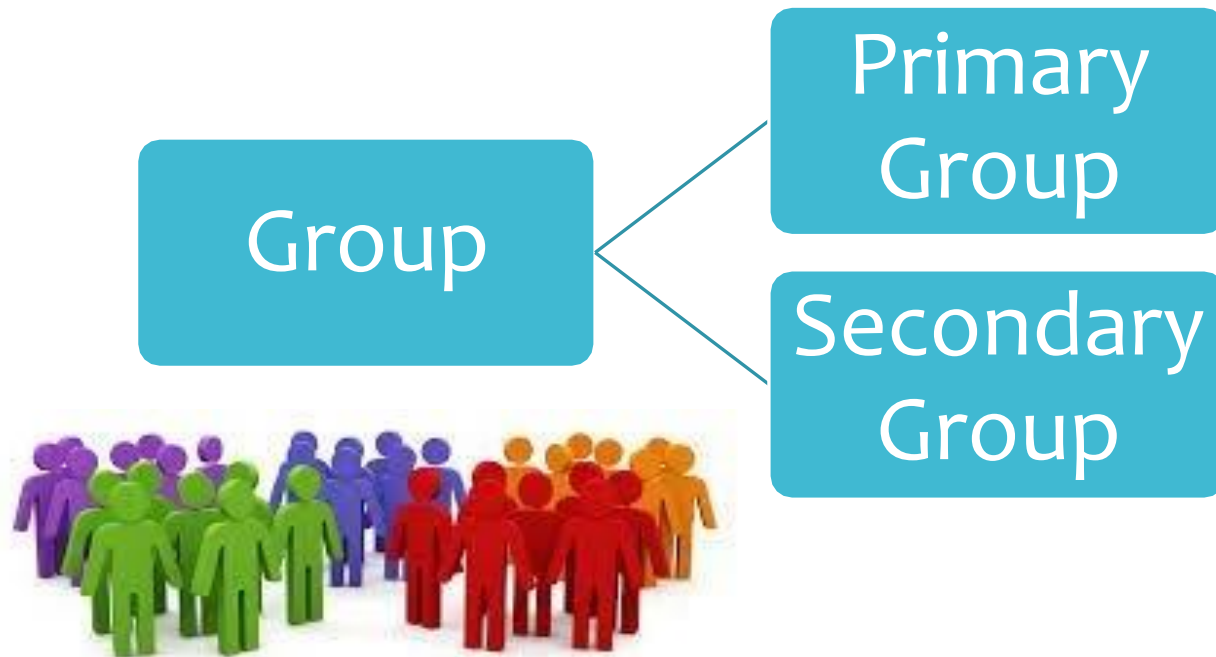
# What is Group?



- ▣ The term group is an amorphous one and can refer to a wide variety of gatherings, from just two people (think about a “group project” in school when you partner with another student), a club, a regular gathering of friends, or people who work together or share a hobby.
- ▣ In short, the term refers to any collection of at least two people who interact with some frequency and who share a sense that their identity is somehow aligned with the group. Of course, every time people are gathered it is not necessarily a group.

# Types of Groups

Sociologist Charles Horton Cooley (1864–1929) suggested that groups can broadly be divided into two categories: primary groups and secondary groups (Cooley 1909). According to Cooley, primary groups play the most critical role in our lives.



# Primary Group



- ▮ The primary group is usually fairly small and is made up of individuals who generally engage face-to-face in long-term emotional ways. This group serves emotional needs: expressive functions rather than pragmatic ones. The primary group is usually made up of significant others, those individuals who have the most impact on our socialization. The best example of a primary group is the family

# Primary Group

Primary groups involve interaction among members who have an emotional investment in one another and in a situation, who know one another intimately, and who interact as total individuals rather than through specialized roles.



# Secondary Group



- ▮ Secondary groups are often larger and impersonal. They may also be task-focused and time-limited. These groups serve an instrumental function rather than an expressive one, meaning that their role is more goal- or task-oriented than emotional.
- ▮ Secondary group is characterized by much less intimacy among its members. It usually has specific goals, is formally organized, and is impersonal.

# Secondary Group

- ▣ A classroom or office can be an example of a secondary group. Neither primary nor secondary groups are bound by strict definitions or set limits. In fact, people can move from one group to another.
- ▣ A graduate seminar, for example, can start as a secondary group focused on the class at hand, but as the students work together throughout their program, they may find common interests and strong ties that transform them into a primary group.

# Example

## Primary Group

- Family



## Secondary Group

- Co-workers





# In-Groups and Out-Groups

- ▮ One of the ways that groups can be powerful is through inclusion, and its inverse, exclusion.. Sociologist William Sumner (1840–1910) developed the concepts of in-group and out-group to explain this phenomenon (Sumner 1906).
- ▮ In short, an in-group is the group that an individual feels she belongs to, and she believes it to be an integral part of who she is.
- ▮ An out-group, conversely, is a group someone doesn't belong to; often we may feel disdain or competition in relationship to an out-group. Sports teams, unions, and sororities are examples of in-groups and out-groups; people may belong to, or be an outsider to, any of these.
- ▮ Primary groups consist of both in-groups and out-groups, as do secondary groups.

# In-Groups and Out-Groups

- ▮ While group affiliations can be neutral or even positive, such as the case of a team sport competition, the concept of in-groups and out-groups can also explain some negative human behaviour.
- ▮ Often, in-groups can form within a secondary group. For instance, a workplace can have cliques of people, from senior executives who play golf together, to engineers who write code together, to young singles who socialize after hours.
- ▮ While these in-groups might show favouritism and affinity for other in-group members, the overall organization may be unable or unwilling to acknowledge it. Therefore, it pays to be wary of the politics of in-groups, since members may exclude others as a form of gaining status within the group.

# Functions of Groups

To function properly, all groups—both primary and secondary must

- ▣ Defining Boundaries
- ▣ Choosing Leaders
- ▣ Making Decisions
- ▣ Setting Goals
- ▣ Assigning Tasks
- ▣ Controlling Members' Behaviour
- ▣ Reference Groups





# Reference Groups



- ▮ A reference group is a group that people compare themselves to—it provides a standard of measurement. In U.S. society, peer groups are common reference groups.
- ▮ Kids and adults pay attention to what their peers wear, what music they like, what they do with their free time—and they compare themselves to what they see. Most people have more than one reference group, so a middle school boy might look not just at his classmates but also at his older brother’s friends and see a different set of norms. And he might observe the antics of his favourite athletes for yet another set of behaviours.

# Reference Groups



- ▮ Reference group A group or social category that an individual uses to help define beliefs, attitudes, and values and to guide behaviour.
- ▮ Reference Groups Provides a comparison point against which people measure themselves and others. Is often a category we identify with, rather than a specific group we belong to.

# Group Size and Structure



# Dyads, Triads, and Large Groups

□ A small group is typically one where the collection of people is small enough that all members of the group know each other and share simultaneous interaction, such as a nuclear family, a dyad, or a triad. Georg Simmel (1858–1915) wrote extensively about the difference between a dyad, or two-member group, and a triad, which is a three-member group (Simmel 1902).



# Dyads, Triads, and Large Groups



- ▮ In the former, if one person withdraws, the group can no longer exist. We can think of a divorce, which effectively ends the “group” of the married couple or of two best friends never speaking again.
- ▮ In a triad, however, the dynamic is quite different. If one person withdraws, the group lives on.
- ▮ A triad has a different set of relationships. If there are three in the group, two-against-one dynamics can develop, and there exists the potential for a majority opinion on any issue.
- ▮ Small groups generally have strong internal cohesiveness and a sense of connection. The challenge, however, is for small groups to achieve large goals.
- ▮ They can struggle to be heard or to be a force for change if they are pushing against larger groups. In short, they are easier to ignore.



# Dyads, Triads, and Large Groups

- It is difficult to define exactly when a small group becomes a large group. Perhaps it occurs when there are too many people to join in a simultaneous discussion. Or perhaps a group joins with other groups as part of a movement that unites them.
- These larger groups may share a geographic space, such as a fraternity or sorority on the same campus, or they might be spread out around the globe. The larger the group, the more attention it can garner, and the more pressure members can put toward whatever goal they wish to achieve.
- At the same time, the larger the group becomes, the more the risk grows for division and lack of cohesion.



# Group Leadership



# Group Leadership



Often, larger groups require some kind of leadership. In small, primary groups, leadership tends to be informal. After all, most families don't take a vote on who will rule the group, nor do most groups of friends. This is not to say that de facto leaders don't emerge, but formal leadership is rare.

In secondary groups, leadership is usually more overt. There are often clearly outlined roles and responsibilities, with a chain of command to follow. Some secondary groups, like the military, have highly structured and clearly understood chains of command, and many lives depend on those.

After all, how well could soldiers function in a battle if they had no idea whom to listen to or if different people were calling out orders? Other secondary groups, like a workplace or a classroom, also have formal leaders, but the styles and functions of leadership can vary significantly.

# Group Leadership

Leadership function refers to the main focus or goal of the leader. An instrumental leader is one who is goal-oriented and largely concerned with accomplishing set tasks. We can imagine that an army general or a Fortune 500 CEO would be an instrumental leader.

In contrast, expressive leaders are more concerned with promoting emotional strength and health, and ensuring that people feel supported. Social and religious leaders—rabbis, priests, imams, directors of youth homes and social service programs—are often perceived as expressive leaders. There is a longstanding stereotype that men are more instrumental leaders, and women are more expressive leaders.



Thank You

Thank You..

