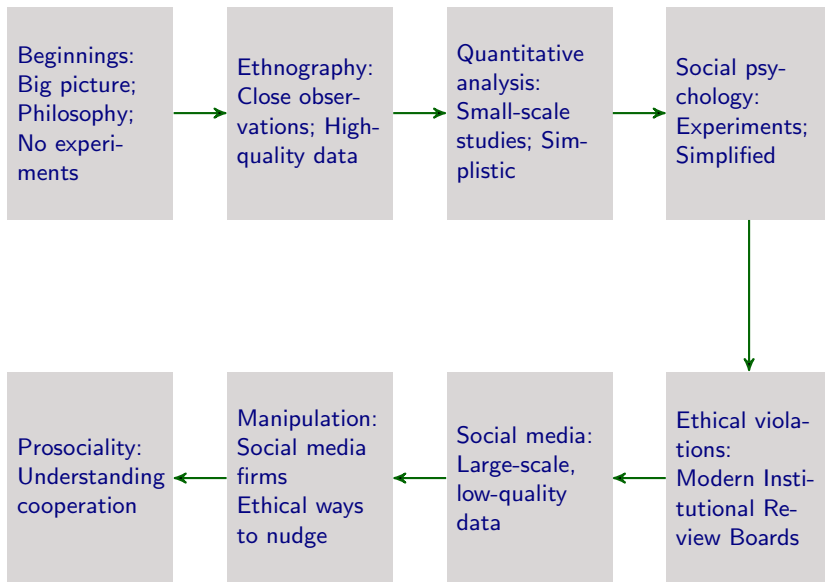


# Ideas in Sociology

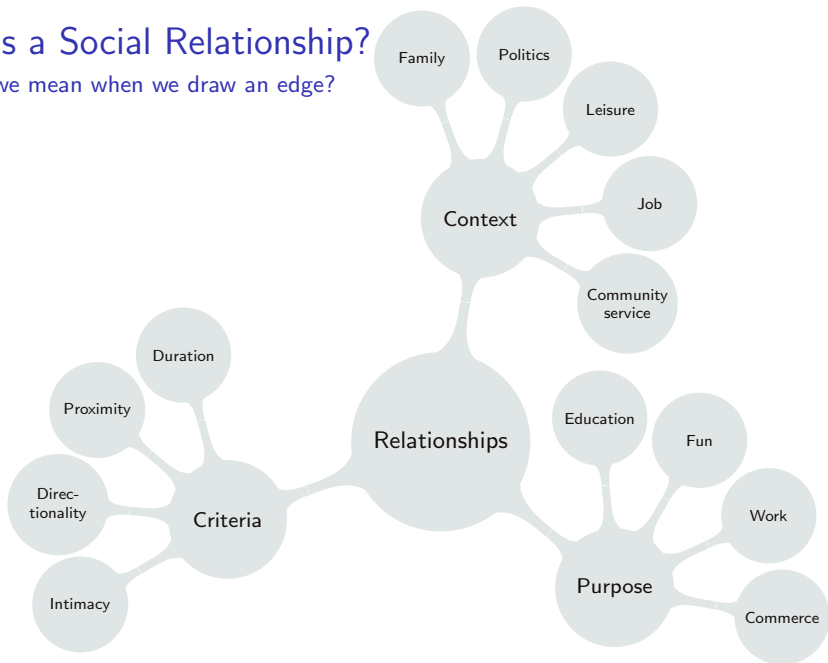


# Exercise: Give Examples of Social Relationships

Identify criteria for determining whether a relationship is social

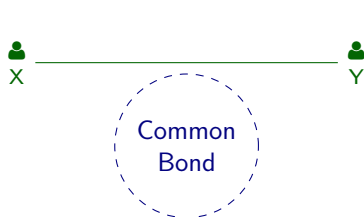
# What is a Social Relationship?

What do we mean when we draw an edge?

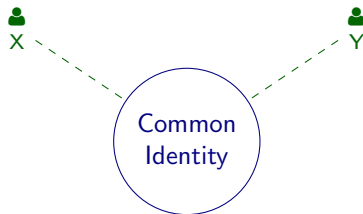


# Common Bond and Common Identity

Deborah Prentice



- ▶ Direct relationship
- ▶ Spouse, friend, colleague, neighbor



- ▶ Relationship through an identity group
- ▶ Religion, profession, affinity (e.g., biker, Deadhead)

# Attribution Theory

Fritz Heider

- ▶ Understanding and explaining one's and another's behavior is key to social intelligence
- ▶ Social perception is analogous to physical perception
- ▶ Social explanations involve
  - ▶ Disposition: personality, motives
  - ▶ Situation: environment, norms, randomness
- ▶ Fundamental attribution error
  - ▶ People tend to attribute behavior to disposition more than evidentially supported
  - ▶ (Not Heider) For self, highlight situation for bad outcomes
    - ▶ Appraisal theory of emotions

# Balance Theory

Fritz Heider

- ▶ Cognitive (and emotional) balance
  - ▶ Social stress on A: A likes B and C but B and C don't like each other
  - ▶ Similarly for a product C: A likes B who likes C but A doesn't like C
  - ▶ People take actions to restore balance
- ▶ A could form a positive relationship, e.g., acquire a friend
  - ▶ A is friends with B who is friends with C  $\Rightarrow$  A becomes friends with C
- ▶ A could lose a positive relationship
  - ▶ A is friends with B who is friends with C who A hates  $\Rightarrow$  A cools off with B
- ▶ In mathematical sociology, leads to
  - ▶ Models of how networks evolve
  - ▶ Basis for "friend" suggestions