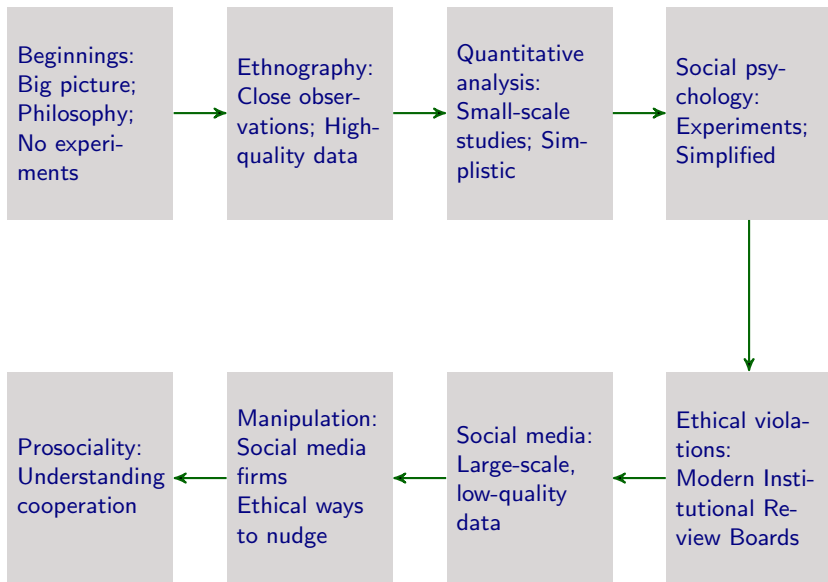


Ideas in Sociology

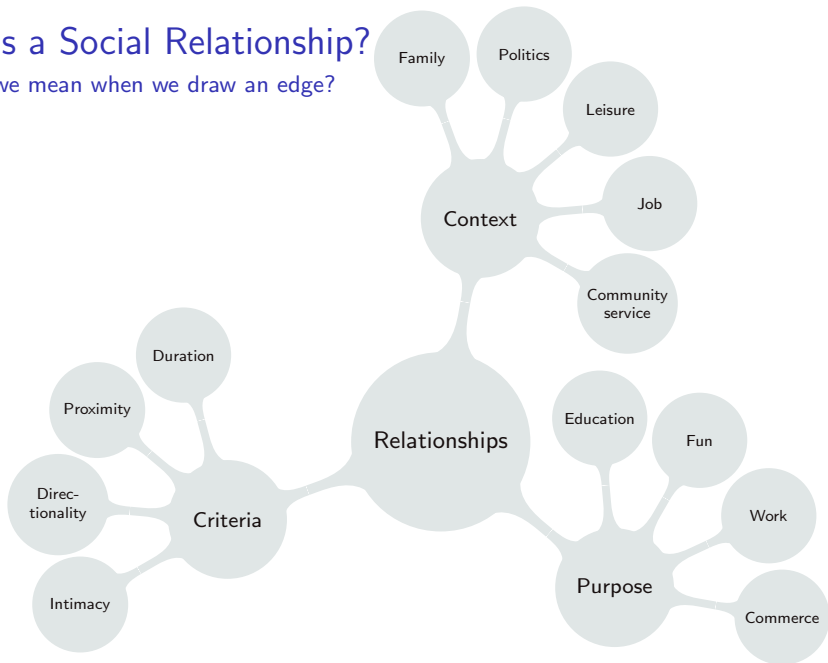


Exercise: Give Examples of Social Relationships

Identify criteria for determining whether a relationship is social

What is a Social Relationship?

What do we mean when we draw an edge?

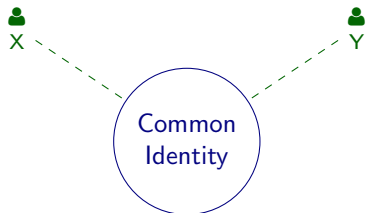


Common Bond and Common Identity

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
 - ▶ Applied by social network companies to make "friend" suggestions