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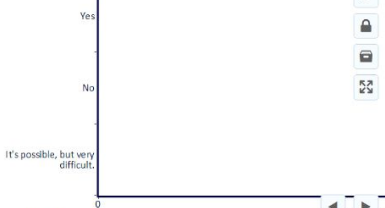
SOCIAL AND PROFESSIONAL RELATIONSHIPS

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Class Poll

Can a man and a woman really be platonic friend

When poll is active, respond at PollEv.com/grossman
Text: **GROSSMAN** to 37607 once to join



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What's To Come

- » Why Social Relationships Matter
- » Forming and Maintaining Social Bonds
- » Revealing Ourselves in Relationships
- » Characteristics of Friendships
- » Social Relationships in the Workplace

Why Social Relationships Matter



- » We form social relationships because we need to belong
 - We need social bonds that are both interactive and emotionally close
 - Today, we develop and maintain many important social relationships online

Why Social Relationships Matter



Networking: E-mail is the 'new telephone'

Published: Oct. 17, 2005

by Gene J. Koprowski

CHICAGO, Oct. 17 (UPI) -- CHICAGO, Oct. 17 (UPI) -- Ten years ago Mark J. Grossman's office was alive with the sound of ringing phones and chatter from account executives placing sales calls. "The prevailing sound today is 'click, click, click,'" said Grossman, who heads Grossman Strategies in Bohemia, N.Y.

E-mail is the new telephone -- the dominant communications medium for many businesses today -- as employees labor away, typing on PCs rather than dialing for dollars, experts tell UPI's Networking.

Why Social Relationships Matter

- » Social relationships bring rewards
 - Emotional rewards
 - Material rewards
 - Health rewards



Why Social Relationships Matter



- » Social relationships carry costs as well as benefits
 - Time
 - Emotional investment
 - Material costs
 - Physical investment

Forming and Maintaining Social Bonds

- » **Attraction theory** explains why individuals are drawn to others
 - Physical attraction
 - Social attraction
 - Task attraction



Forming and Maintaining Social Bonds

- » Particular characteristics make someone attractive
 - Appearance
 - Proximity
 - Similarity
 - Complementarity
- » Culture influences perceptions of attractiveness



Forming and Maintaining Social Bonds

- » **Uncertainty reduction theory** suggests that we get to know others to reduce our uncertainty about them
 - We find uncertainty unpleasant, so we are motivated to reduce it
 - The better we know someone, the less uncertainty we experience
 - Cultural background can influence how people deal with uncertainty

Forming and Maintaining Social Bonds

- » **Social exchange theory** says we seek relationships in which benefits outweigh costs
 - Comparison level = our realistic expectation of what we want and think we deserve from a relationship
 - Comparison level for alternatives = our assessment of how our current relationship compares to our other options

Forming and Maintaining Social Bonds



- » According to **social exchange theory**, we seek relationships in which our comparison level equals or exceeds our comparison level for alternatives

Revealing Ourselves in Relationships

- » **Self-disclosure** has many characteristics
 - Intentional and truthful
 - Varies in breadth and depth
 - Varies among relationships
 - Usually reciprocal
 - Can be influenced by cultural and gender roles

Revealing Ourselves in Relationships

- » Self-disclosure can benefit us in many ways
 - Enhancement of relationships and trust
 - Reciprocity of self-disclosure
 - Emotional release
 - Assistance to others



Revealing Ourselves in Relationships

- » Self-disclosure also entails risks
 - Rejection
 - Chance of obligating others
 - Hurting others
 - Violating privacy



Revealing Ourselves in Relationships



Characteristics of Friendships



- » Friendships are voluntary
- » Friendships are usually among peers
- » Friendships are governed by rules
- » Friendships differ by gender

“When Harry Met Sally”



Social Relationships in the Workplace

» Social relationships with co-workers

- Co-workers are usually peers
- Friendships with co-workers have both a social dimension and a task dimension, which can conflict



Social Relationships in the Workplace

» Social relationships between superiors and subordinates

- Include power difference that co-worker relationships generally do not
- Often requires agreeing to keep professional and personal sides of the relationship separate

Social Relationships in the Workplace

» Social relationships with clients and customers

- Like other workplace relationships, can experience conflict between social and task dimensions
- Some companies discourage employees from developing personal friendships with customers

For Review

- » Why do social relationships matter so much to us?
- » What characteristics of friendships make them vital to our social experience and well-being?
- » How do we manage social relationships in the workplace?
