

Social Interaction

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Preface

This book is intended as a textbook for students of social psychology and other social sciences. It covers some of the same ground as *The Psychology of Interpersonal Behaviour* but in considerably more detail.

The approach of this book differs from that of other books about social behaviour in two main ways. Firstly it analyses social behaviour in terms of the basic elements of interaction – bodily contact, proximity, orientation, gestures, facial expression, eye-movements, the verbal and non-verbal aspects of speech. Secondly it relates social interaction to its biological roots, and to the surrounding culture.

I have drawn freely from the writings of researchers in interpersonal psychiatry, primate ethology, anthropology, developmental psychology, organisational psychology, as well as those in experimental social psychology. I am particularly indebted to the pioneers of research into interaction and non-verbal communication – E. D. Chapple, J. R. Davitz, Paul Ekman, E. H. Erikson, Ralph Exline, Erving Goffman, E. T. Hall, Sidney Jourard, Albert Schefflen and T. R. Sarbin.

I am indebted to past and present members of the Oxford social psychology research group, who have collaborated on research reported here and commented on the MS – Nigel Armistead, Nicholas Bateson, Bridget Bryant, Peter Collett, Mark Cook, Janet Dean, Roger Ingham, Adam Kendon, Barbara Lalljee, Mansur Lalljee, Brian Little, Mary Lydall, Robert McHenry, Peter McPhail, Hilary Nicholson, Euan Porter, Veronica Salter, Mary Sissons, Jerry Tognoli, Ederyn Williams, and Marylin Williams.

We are grateful to Professor Albert Cherno, Hilary Clay and the Social Science Research Council for making grants to support this research, and to Douglas Seymour and Joyce Clarke who acted as consultants. Elizabeth Sidney and the staff of the Careers Research and Advisory Centre collaborated over the development of training methods. Ann McKendry and Vera Green typed the MS.

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THE SOCIAL
PSYCHOLOGY OF WORK

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PREFACE

THIS book is intended for those who work and would like to understand it better, and for those who organize work and would like to organize it better. There are a number of pressing problems of work in modern countries: widespread discontent and alienation; low motivation and lack of cooperation; conflict between management and unions, and between other groups; and difficulties about introducing new technologies, leading to a slow rate of economic growth in Britain and other countries.

These problems are becoming more acute as we move into a period of automation and post-industrial society, and are faced with the decline of the Protestant ethic. An immense amount of research has been carried out in recent years in the field of industrial psychology and sociology. The study of social behaviour at work constitutes a further dimension not covered by industrial relations, management techniques or work-study, though it has implications for all these. Most work involves cooperation in groups, leadership and organization, and a number of different kinds of social relationship. Social psychology is concerned with the social interaction and social relationships involved, and their effect on work efficiency and satisfaction.

I have had three groups of readers particularly in mind.

Managers and administrators have been bombarded, during recent years, by theories, packages and training methods from behavioural scientists and consultants. We shall try to evaluate these approaches in the light of the mounting mass of empirical evidence. We shall look at work as it is done in some other countries today, to obtain a wider perspective. There is considerable agreement over the empirical facts in this field, and they point clearly to a set of optimum conditions for work.

Young people are not all convinced of the importance of work,

PREFACE

or that working organizations as they exist today are the best means of doing it. We shall discuss the biological basis of work, and its historical development. Problems with contemporary working organizations will be described and a number of alternative designs considered. We shall consider whether work should be allowed to disappear, whether it should be made more like leisure or leisure made more like work.

Social psychologists. Work is one of the central activities of life, and social behaviour at work is one of the most important and interesting forms of social behaviour. Research on work extends our vision of social behaviour by drawing attention to factors which are not found inside laboratories – the effects of technology and of social structures, the historical development in the culture of social relationships, the effects on behaviour of socialization for roles and of powerful motivations, the performance of professional social skills.

I have tried to produce a book that is both popular and scholarly; popular in that it is intended to be of use to a wide audience, scholarly in that all the assertions in it are based on good evidence and some of the main sources are given.

I am grateful to Lady Margaret Brown, Robert McHenry and Dr Mansur Lalljee for commenting on the manuscript, to Julia Vellacott of Penguin Books for her work on the manuscript, and to Ann McKendry and Jessica Taplin for typing it.

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The social psychology of religion

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Preface

The first edition of this book, which came out in 1958 as *Religious Behaviour*, has been widely used as a reference work and a textbook. However, the growth of relevant literature in sociology and psychology over the last fifteen years has made it somewhat out of date, and provided many new methods and ideas. We therefore thought that it would be useful to bring out a new edition. We have made some changes in the basic structure of the book, and covered new areas. While our survey of the literature is not exhaustive, we have tried to keep our eyes open for any studies which may shed light on theoretical questions. The function of the book has remained that of a basic reference work, and the style is intended to make it usable by as wide an audience as possible.

Changes in the religious situation itself since the first edition came out have continued the slow trend towards secularization and the decline of religion both in Britain and the USA. At the same time interest in religion as a topic of inquiry in the humanities and the social sciences has greatly increased. A better understanding of religious ideas and traditions can come only from the efforts of all the human, and the humane, sciences, and we do not believe in the superiority of one single approach.

Since in our opinion this book falls within social psychology, it is appropriate to discuss its implications for that field. Compared with most of what is being done in social psychology today, this book can be regarded as an exercise in naturalistic observation. We have presented a large amount of data, collected in various ways, mostly in natural social settings. We have tried to offer generalizations regarding an area of behaviour which is social, human, and complex. By looking at the context of religious behaviour, we have attempted to show certain regularities in its relationship to other human behaviour and attributes. Without an understanding of these natural

regularities we believe that a social-psychological understanding of religion will be quite handicapped. One major conclusion of our exercise in observing religious behaviour is the interrelationship of religious beliefs and behaviours and other kinds of social behaviour.

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23/12/83

Bodily
Communication

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Preface

Bodily, or non-verbal, communication has been the object of a great deal of research in recent years, and a lot of very interesting findings have emerged. These are of great theoretical interest to psychologists, linguists, sociologists, and others, and they have a number of important social applications. In this book I have tried to examine the biological and cultural roots of bodily communication, the different purposes for which it is used (e.g. expressing interpersonal attitudes, supporting speech), to examine the different bodily signals (e.g. facial, gestural), and to explore the wider theoretical and practical implications. I have done my best to write a book that is both scholarly and popular – scholarly in that all of the assertions are based on sound evidence and some of the main sources given, popular in that it is intended to be intelligible and interesting to the general reader.

I learnt a great deal from Robert Hinde, Edmund Leach, John Lyons, Mike Cullen, and other members of the Royal Society group on non-verbal communication – which produced *Non-Verbal Communication*, edited by Hinde and published in 1972. I also gained a great deal from Erving Goffman, Ralph Exline, Albert Scheflen, Irenäus Eibl-Eibesfeldt, Paul Ekman, Stuart Altmann, Kenneth Pike, and others, who attended a number of small conferences on this

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topic at Long Island, at Oxford, and at Amsterdam, during 1969 and 1970.

A number of recent publications have been particularly useful to me – Ekman and Friesen's paper on 'Categories, origins, usage and coding' (*Semiotica*, 1969), Mehrabian *Nonverbal Communication* (1972), Knapp, *Nonverbal Communication in Human Interaction* (1972), Harré and Secord, *The Explanation of Social Behaviour* (1972), Birdwhistell, *Kinesics and Context* (1970) and recent papers by Kendon and Exline.

I am grateful to the Social Science Research Council for a series of grants which have made the research at Oxford in this field possible. And I am indebted to all those who have been members of our research group, and particularly to John Breaux, David Clarke, Peter Collett, Mark Cook, Jean Graham, Roger Ingham, Adam Kendon, Mansur Lalljee, Brian Little, Robert McHenry, Kimiko Shimoda, Mary Sissons, Ederyn Williams, and Marilyn Williams, and to Ann McKendry for typing the manuscript.

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Gaze and mutual gaze

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Preface

This book presents our own research on gaze and that by others at Oxford; it also gives some account of the whole field of gaze research. Most of this work has been done during the last ten years, but an astonishing amount has been found out. We have not simply reviewed this literature, but have tried to see how far it adds up to a coherent picture of the role of gaze in human social behaviour.

We are greatly indebted to Professor Ralph Exline, University of Delaware, and to Dr Adam Kendon, now at the Australian National University, to both of whom this book is dedicated. Their early work was of great originality and importance, and we have greatly enjoyed and profited from working with them.

Our work in the Department of Experimental Psychology at Oxford has been carried out in collaboration with a series of most gifted research workers. Those who have been most involved in the work reported here are Miss Florisse Alkema, Dr Peter Collett, Dr Janet Dean Fodor, Miss Jean Ann Graham, Dr Roger Ingham, Dr Mansur Lalljee, Dr Luc Lefebvre, Mrs Margaret McCallin, Miss Veronica Salter, Miss Mary Sissons, Miss Jacky Smith, Dr Ederyn Williams, and Dr Marilyn Williams. The work of this group has been most generously supported, first by the DSIR, and later by the SSRC, from 1963-75. We are particularly indebted to Mrs Miriam Harris of the SSRC Psychology Committee.

We are grateful to many other research workers with whom we have been in contact. At Oxford these include Professor J. S. Bruner, Dr Gordon Claridge, Dr Anne Gath, Dr Corinne Hutt, Dr Derek Rutter and Dr M. Scaife. Mr John Churcher kindly wrote the section on eye-movement recording. Elsewhere they include Dr Brian Champness, Dr Michael Chance,

Dr Richard Coss, Dr Mario von Cranach, Dr Geoffrey Stephenson and Mr Ian Vine.

Our thanks are due to Dr Mansur Lalljee, for his comments on the manuscript, to Mrs Ann McKendry for typing it, to the Radcliffe Science Library, Oxford, the Swansea University Library and the Inter-Library Loan Scheme, and to the Cambridge University Press for their work on the book.

Oxford and Swansea
June 1975

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23/12/83

THE PSYCHOLOGY
OF INTERPERSONAL
BEHAVIOUR

THIRD EDITION



PENGUIN BOOKS

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PREFACE TO THE FIRST EDITION

MAN is a social animal: he collaborates with others to pursue his goals and satisfy his needs. It is well known that relations with others can be the source of the deepest satisfactions and of the blackest misery. Moralists, novelists and others have written about these things, but the detailed analysis of social interactions and relationships has been lacking. Recent research by social psychologists has made these phenomena very much clearer. In particular there have been important advances in the experimental analysis of social encounters at the level of such things as eye-movements, the timing of speech, and non-verbal communication.

This research has a number of possible applications. The work of many people consists of dealing with people, rather than with things - teachers, psychologists, air hostesses, managers, and many others: research has been done into the social techniques which are most effective, and into how such skills can be taught. Many people are lonely and unhappy, some are mentally ill, because they are unable to establish and sustain social relationships with others. Many everyday encounters are unpleasant, embarrassing, or fruitless, because of inept social behaviour. Conflicts between different social classes and different cultural groups are partly due to the difficulties of interaction. Many of those difficulties and frustrations could be eliminated by a wider understanding, and better training in the skills of social interaction.

This book reflects the activities of the Social Skills research group at Oxford. I am grateful to Professor A. B. Cherns and the Social Science Research Council for financing this research, and to all those who have been associated with the group, especially to Dr Adam Kendon, who has collaborated over this work and made valuable comments on most of the ms., and to Dr E. R. F. W. Crossman, Douglas Seymour, Nicholas Bateson,

PREFACE TO THE FIRST EDITION

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PREFACE TO THE SECOND EDITION

THERE have been dramatic and far-reaching developments in research into interpersonal behaviour since the first edition of this book was written in 1965. Details of some of this work can be found in my book *Social Interaction* (London: Methuen; New York: Atherton Press, 1969). I have done my best to report most of these developments, within the same framework as before. The main areas which have been added or modified are:

- The biological roots of social behaviour
- Non-verbal communication in animals and humans
- Research at Oxford on gaze and other aspects of two-person interaction
- Social behaviour and personality
- Social performance of mental patients
- Research on identity
- Cultural rules and social behaviour

I am indebted to the following for stimulation and collaboration - Florisse Alkema, Chris Brand, Bridget Bryant, Philip Burgess, Peter Collett, Mark Cook, Ralph Exline, Roger Ingham, Brian Little, Robert McHenry, Hilary Nicholson, Veronica Salter, Elizabeth Sidney, Mary Sissons, Jerry Tognoli, Ederyn Williams, Marilyn Williams.

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March 1971

PREFACE TO THE THIRD EDITION

It is very gratifying to see how much has been added to our knowledge of interpersonal behaviour during the last six years. I have incorporated in this edition the main findings of the social psychology group at Oxford, and of our friends and colleagues elsewhere. The main areas which have been extended or modified are:

Gaze

Interpersonal attraction

Non-verbal communication

Person perception

Person-situation interaction

Rules of social behaviour

Social skills training

Sequences of social events

Verbal interaction

I am extremely grateful to the following for their collaboration and ideas – John BreauX, Bridget Bryant, Anne Campbell, David Clarke, Peter Collett, Mark Cook, Joe Forgas, Gerry Ginsburg, Jean Ann Graham, Rom Harré, Roger Ingham, Mansur Lalljee, Luc Lefebvre, Peter Marsh, Kimiko Shimoda, Peter Trower. And once again Ann McKendry made a splendid job of the typing.

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Social Situations

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Preface

It is now familiar from many lines of research that social situations have a great impact on all aspects of behaviour, but little is known about how to describe or analyse situations. In social-skills training, for example, it is common to find clients who have difficulties with particular situations, but it is not always clear how they should be instructed to cope with these situations.

This book reports a new approach to the analysis of social situations, a related programme of research which was financed by the SSRC, and it reviews other research on situations. Our own main studies are described in the form of research reports at the ends of chapters.

As well as contributing to the understanding of social behaviour, situational analysis is important for the analysis of personality. In addition it has widespread practical applications, to social-skills training, mental health and deviance, intergroup behaviour, personnel selection and consumer research.

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A.F.
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