



Group Dynamics

SWRK 4010

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What is a Group?



A group is defined as two or more individuals interacting and interdependent, who have come together to achieve particular objectives.

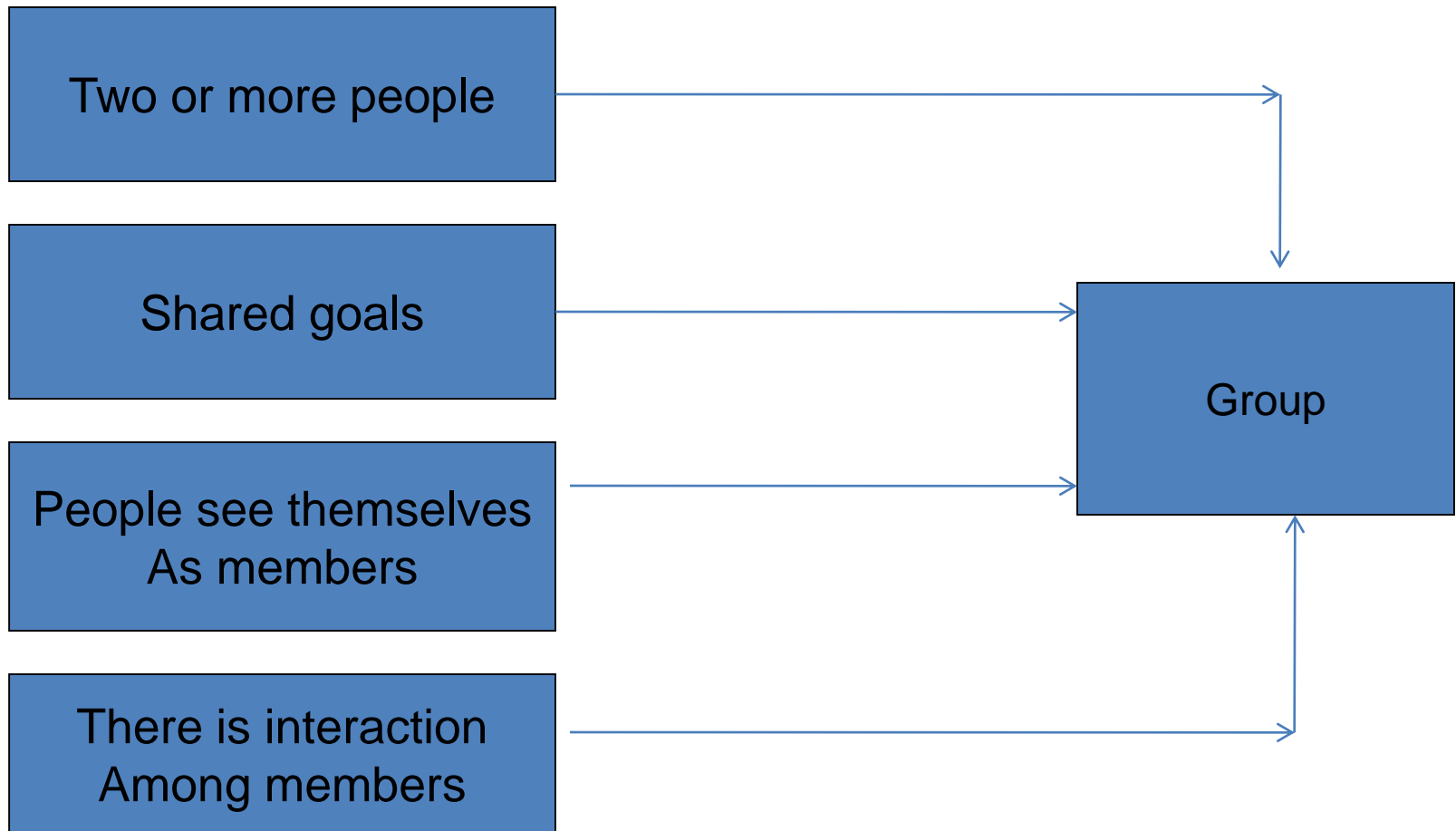


Characteristics of a Group

The necessary characteristics of a group are:

- Two or more people
- Who interact with one another, (The members of a group occasionally meet, talk, and do things together.)
- Share some common ideology, and (The member of a group have something in common like common goals, common threat, security concern, etc.)
- See themselves as a group. (People who interact with each other and who have a common ideology are attracted to one another.)

What is Group???





Group Dynamics

Group dynamics contains two terms:

Group + Dynamics= GD

Group is basically a collectivity of two or more persons.

Dynamics comes from Greek word meaning **FORCE**.

Thus, “Group dynamics is concerned with the interactions of forces among group members in a social situation.”



Group dynamics refers to the **attitudinal and behavioral characteristics** of a group.

Group dynamics **concern how groups form**, their structure and process, and how they function. Group dynamics are relevant in both formal and informal groups of all types.

In an organizational setting or in Social Group Work, groups are a very common organizational entity and the study of groups and group dynamics is an important area of study in organizational behavior.

Group Dynamics Includes

- Group itself
- Type of Groups
- Stages of Group
- Group Structure
- Group Sentiments
- Changes within the Group
- Group Conflicts
- Group Norms
- Group Unity
- Group Action
- Group Decision
- Group Culture
- Group Cohesiveness
- Group Communication



Why Do People Join Groups?

➡ **Security:**

Joining groups reduces insecurity of “standing alone”

➡ **Status:**

Inclusion in a group viewed important by others provides recognition and status to its members

➡ **Self-esteem:**

Groups can provide people with feelings of self worth.

➡ **Affiliation:**

Groups fulfill social needs through regular interaction.

➡ **Power:**


Group actions enable in achieving what one can't individually.

➡ **Goal Achievement:**

Pooling talent, knowledge and power is needed to accomplish particular tasks.



Stages of Group Development



The model of group development was first proposed by Bruce Tuckman in 1965.

He maintained that these phases are all necessary in order for:

- ▶ for growth
- ▶ to face up to challenges
- ▶ to tackle problems
- ▶ to find solutions
- ▶ to plan work
- ▶ and to deliver results.

STAGES OF GROUP FORMATION

Stage I Forming

Members
get to know
each other &
set ground
rules



Stage II Storming

Members
come to
Resist
Control by
group
Leaders &
Show
hostility



Stage III Norming

Members
Work
Together
developing
Close
Relationships
& feelings of
Cohesiveness



Stage IV Performing

Group
members
work
towards
Getting
their jobs
done



Stage V Adjourning

Group
may
disband
either
after
meeting
their goals
or because
members
Leave





Group structure

Four different aspects of group structure are:

- NORMS
- ROLES
- STATUS
- COHESIVENESS

Group norms

Set of beliefs, feelings, and attitudes commonly shared by group members. These are also referred to as rules or standards of behaviour that apply to group members. Norms serve three functions namely



Predictive- basis for understanding the behaviour of others

Control- regulate the behaviour of others

Relational- some norms define relationships

Group Norms Characteristics

- Represents characteristics of group
- Basis for predicting and controlling behaviour of others
- Related to behaviours considered important for their group
- They are applied to all members.

Group Role

-various Role played by group members.

There are two elements that define this role identity-

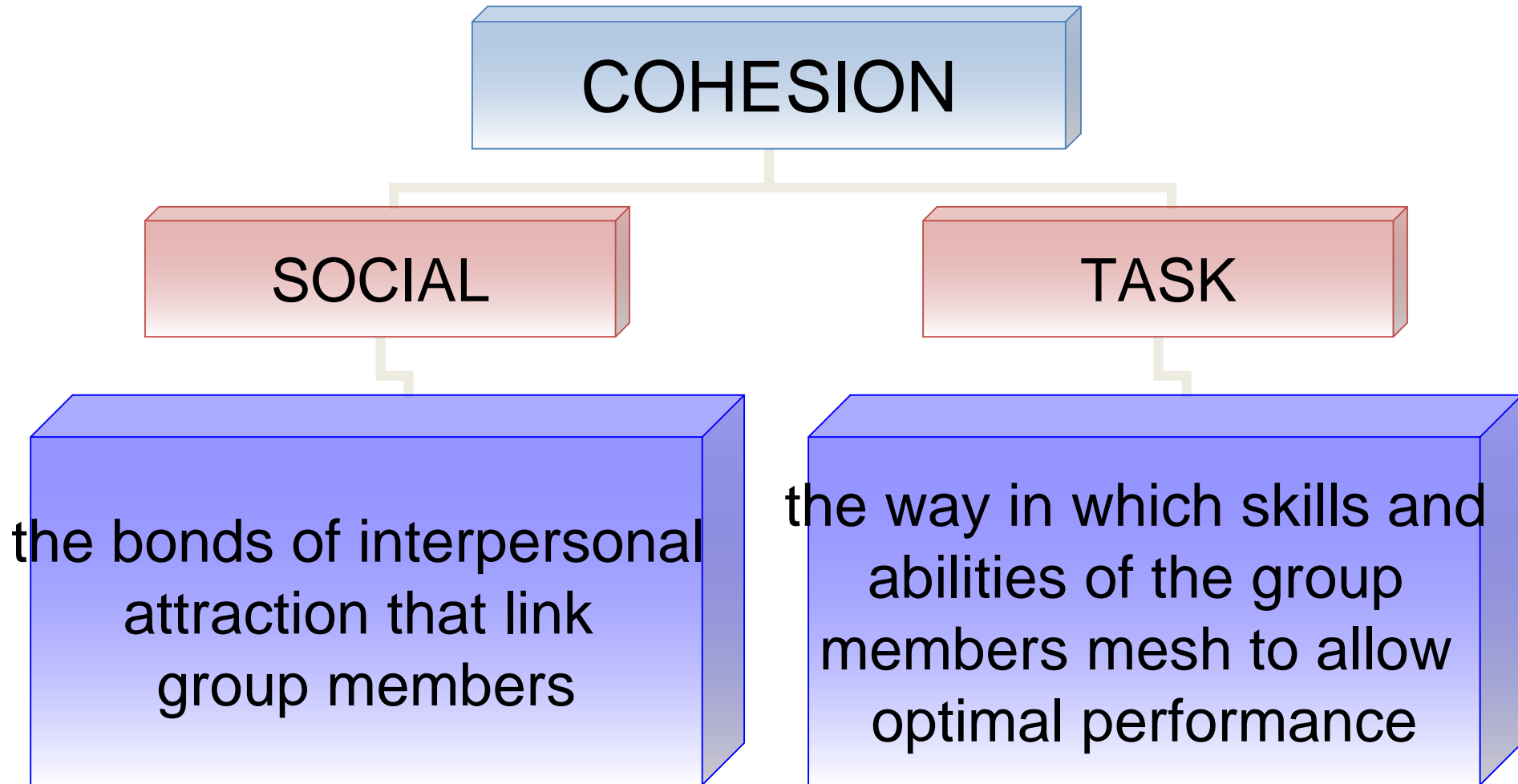
- **Role Perception**-An individual is expected to behave according to his own perception in the group.
- **Role Expectation**-It is defined as how others believe one should behave in a given situation.

Group Status

Status is “ a socially defined position or rank given to groups or group members by others.” Group members get high status or low status in the Group based on their authority and performance.

High status members of the group have more freedom to deviate from the norms. This facility enables them to have the discriminatory powers in decision making. Low status members of the group should not have freedom to deviate from the norms as it leads to status inequality.

Group Cohesiveness

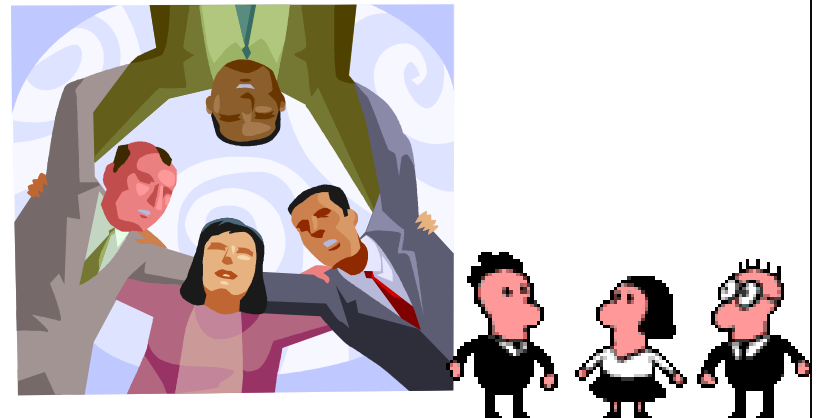
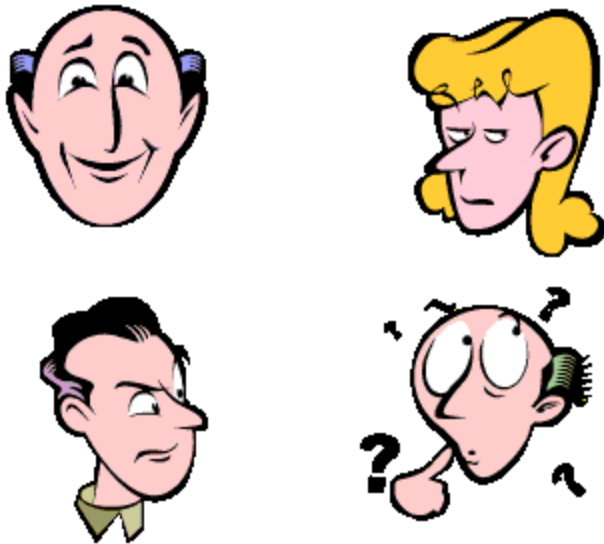


Results

Who won, and why?

Did your group act like this...

... Or like this?



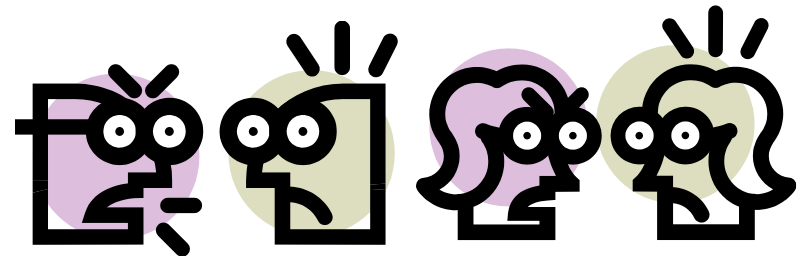
Groups with High Cohesiveness Get Better Results!

Importance of High Cohesiveness

- **High Cohesiveness**
 - Unity
 - Interactive
 - Positive Feelings
 - Ability to Cope with Problems
 - More Productive



- **Low Cohesiveness**
 - Negative Feelings
 - More Problems
 - Less Productive

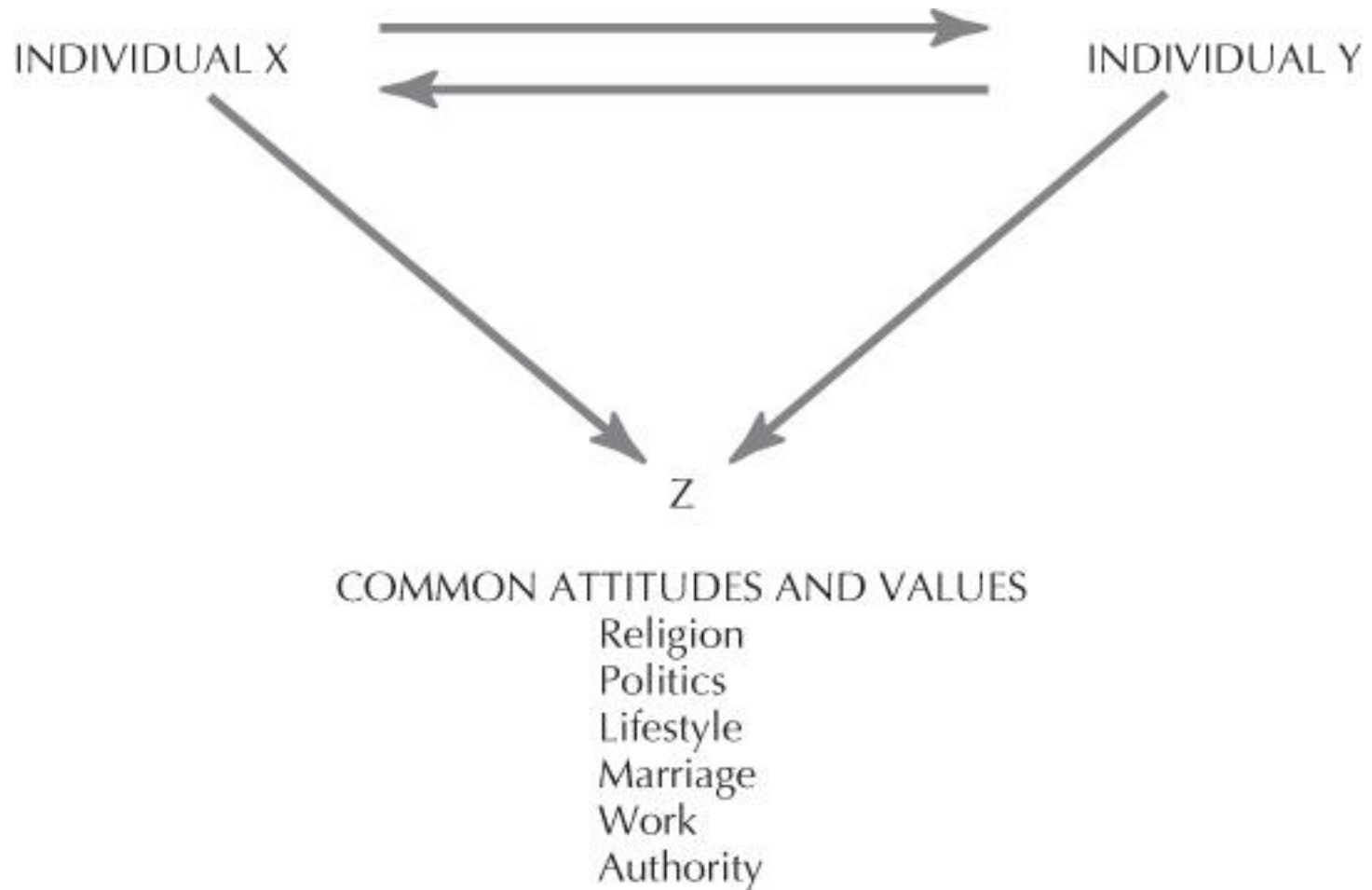


Theories of Group Formation

Balance Theory:

Propounded by “ Theodore New-Comb” which states that- “
Persons are attracted with one another on the basis of similar
attitudes towards commonly relevant objectives and goals.”

Balance Theory



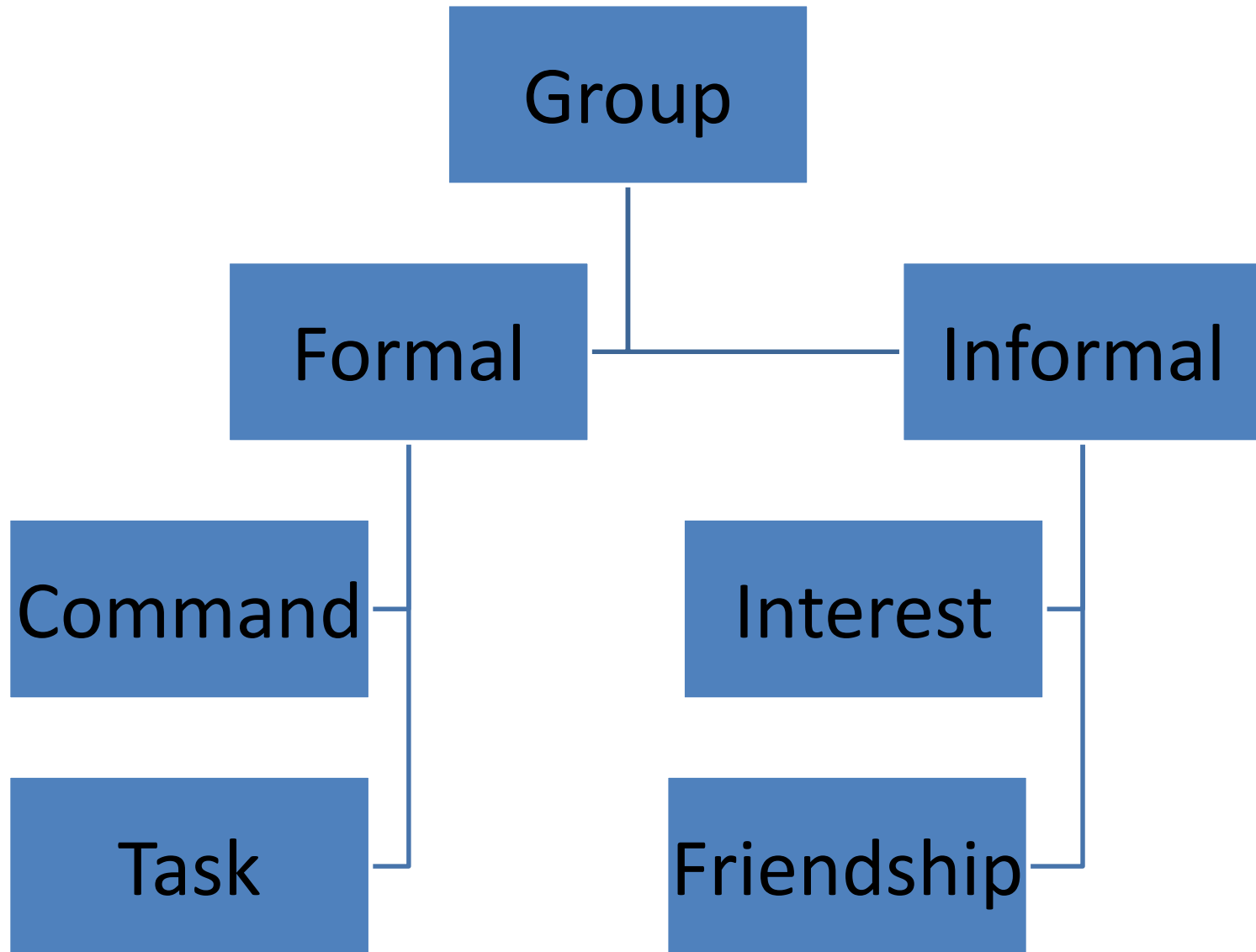
Exchange Theory

- Propounded by “Thaibaunt and Kelly”. This theory is based on reward-cost outcomes of interaction between employees.
- The interaction between people is reward.

Types of Groups



Types of Group



FORMAL GROUP

A designated work group defined by the organization's structure.

INFORMAL GROUP

A group that is neither formally structured nor organizationally determined;

It appears in response to the need for social contact.

FORMAL GROUPS

In formal groups, the behavior that team members should engage in are stipulated by and directed toward organizational goals.

The major purpose of formal groups is to perform specific tasks and achieve specific objectives defined by the organization. The most common type of formal work group consists of individuals cooperating under the direction of a leader.

Examples of formal groups are departments, divisions, taskforce, project groups, quality circles, committees, and boards of directors.

FORMAL GROUPS

Characteristics of Formal Groups:

- ✚ They are approved from some authority.
- ✚ There is fixed division of labour
- ✚ Individuals are assigned specific responsibilities.
- ✚ There are personal interactions between the group members.
- ✚ Group members are rewarded.

Formal groups can be further classified into:

- ▀ Command Groups
- ▀ Task Groups



Command Groups

A group composed of the individuals who report directly to a given manager.

It is determined by the organization chart.
Membership in the group arises from each employee's position on the organizational chart.

Examples of a command group are: an academic department chairman and the faculty members in that department, Manufacturing Unit, Marketing Unit

Task Groups

Task groups consist of people who work together to achieve a common task.

Members are brought together to accomplish a narrow range of goals within a specified time period.

A task group's boundaries are not limited to its immediate hierarchical superior, it can cross command relationships.

Task groups are also commonly referred to as task forces. The organization appoints members and assigns the goals and tasks to be accomplished.

All command groups are also task groups, but reverse need not be true.

Examples of assigned tasks are the development of a new product, the improvement of a production process, or the proposal of a motivational contest. Other common task groups are ad hoc committees, project groups, and standing committees.

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THANK YOU