



EMBEDDEDNESS

embedded

how social relations affect behavior and institutions

utilitarian traditions

embeddedness

so constrained by ongoing social relations

that to construe them as independent is a grievous
misunderstanding

EMBEDDEDNESS

- Granovetter focuses on the **embedded** nature of economic behavior, starting with a central questions of social theory is **how social relations affect behavior and institutions.**
- On one end, **utilitarian traditions** (i.e., rational actor) assume an idealized rational state in which the individual is rarely, if ever, influenced by social relations.
- On the other end is what Granovetter calls **embeddedness**:
"the argument that the behavior and institutions to be analyzed are **so constrained by ongoing social relations that to construe them as independent is a grievous misunderstanding.**"

