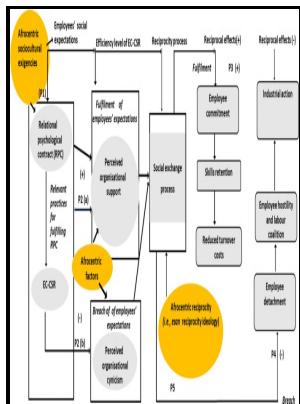


# Social behavior - its elementary forms

Routledge & Kegan Paul - Social behavior : its elementary forms (Book, 1961)  
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## Elementary Forms of Social Behavior

Will the satiation proposition apply to him too? Today, the Journals Division publishes more than 70 journals and hardcover serials, in a wide range of academic disciplines, including the social sciences, the humanities, education, the biological and medical sciences, and the physical sciences.

## Social Behavior; Its Elementary Forms by George C. Homans

When we are furious at someone and hit him, the sight of his wincing under our blow becomes intensely rewarding. If we know from acquaintance with American sophomores what these similarities are, if we can take them as known and given, we can often predict with the help of our general propositions what some other features of their behavior are likely to be; but we shall never be able to do so perfectly. A man's past history of success, of stimulation, of the acquisition of values all affect the way he behaves now.

## Review: Two Critiques of Homans' Social Behavior: Its Elementary Forms on JSTOR

Established in 1895 as the first US scholarly journal in its field, the American Journal of Sociology AJS presents pathbreaking work from all areas of sociology, with an emphasis on theory building and innovative methods. Punishment, moreover, is apt to produce hostile emotional behavior in the person punished, and we must be prepared to cope with it. Only after he had been rewarded will the attendant stimuli begin to get some control over his action.

## SOCIAL BEHAVIOR ITS ELEMENTARY FORMS

These are the types of question we are interested in. But a man may be highly motivated in this sense and still not take action, if his similar actions in the past have been uniformly unsuccessful.

## Social Behavior: Its Elementary Forms (Homans, 1961)

The ways in which men perceive and think are just as much determined by the results they achieve as are other kinds of behavior.

## **Elementary Forms of Social Behavior**

Our first justification is that we shall not often need it in order to explain the research results considered in this book.

### **Social Behavior; Its Elementary Forms by George C. Homans**

Punishment may be enough when all that is required is that the person stop doing something. Nor do we have to account for his particular values. Thus, as we have pointed out so often, Other in our little group gives the best advice and gets the most approval.

#### **SOCIAL BEHAVIOR ITS ELEMENTARY FORMS**

Even some social values may be innate. Even if they concede that reward should be proportional to investment and contribution, they may still differ in their views of what legitimately constitutes investment, contribution, and reward, and how persons and groups are to be ranked on these dimensions.

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