

**Group Dynamics**  
**Prof. Pooja Garg**  
**Department of Humanities and Social Sciences**  
**Indian Institute of Technology – Roorkee**

**Lecture: 7**  
**Interpersonal Attraction and Social Relationships: Part I**

Today we will start the third module of this course group dynamics that is interpersonal attraction and social relationships this module will talk about the process of attraction and what are the factors that determines the process of Attraction and how attraction leads to Friendship Mutual liking and the person establish a social relationship with the other people so when we are talking about this topic , interpersonal attraction and social relationships a number of factors are responsible which not

Only establish social relationships but in the whole process a number of emotional transitions and Transformations also take place why I am talking about transition and transformation that is when we are attracted to another person or we are liking and the other person or we want to establish, a social relationship with the other person then the emotional aspect is very important because we are evaluating that person in a positive and negative form that is

Whenever we are attracted to the other person there is a kind of emotional evaluation of the other person in terms of positive or negative assessment or evaluation or feedback so when we are talking about interpersonal, attraction then let us Define that what does this term means so it refers to one's attitude towards another person and such interpersonal evaluation falls along a dimension that ranges from like to dislike that means positive to negative or vice versa.

Now this liking to disliking or vice versa can range, it can be strong liking or it can be a mild liking it can be a strong dislike or it can be mild dislike. The idea is that whenever we are interacting with the other person some sort of similarities there and we are actually evaluating that person based on that similarity and finally we take a decision whether we are attracted and we will take that attraction to the next level of relationship in terms of friendship

Mutual liking or a social relationship so it is a, process that starts with initial contacts and is concerned with question responses is similarities and present interactions sometimes what happens that we have a mind liking for the other person and we would just exchange greetings in the hallway we will have that kind of positive evaluation for that person or liking for that person that is a mind liking sometimes it is like strong, liking

Then based on the similarities then we want to have that friendship established and we try to share maximum information or bits of pieces and information with the other person so that expansion of knowledge is there so it is actually a natural feeling which is drawn towards other person and desire their company so this is what we can Define as interpersonal attraction now just as, I said that there is a range of emotional responses from like to dislike or from positive

Evaluation to negative evaluation based on this table we can identify that when we are attracted towards the other person then there is a level or range it can be strong liking it can be mild liking it can be neutral it can be mild dislike or it can be strong dislike so when we are having a strong, liking for the other person then that attraction towards that person will move towards friendship and we have a desire to have the company of that person we will desire to spend

Time with that person and have joined plans similarly if I have very mild liking for the other person although the evaluation or assessment is positive but we will we will just try to have a very close, acquaintance that yes I know this person and he's a nice person for instance we will just exchange greetings in the hallway we will just step down we will sit for a while we will have we will have a cup of tea we will exchange some information and we get back to our work

So this is a mild liking that I know that person he is a nice person and we can just exchange greetings so this is my, liking the other is neutral where we do not have that much of liking and disliking also but we still recognize that face so when with the attraction is neutral then acquaintance is superficial maybe we just say hi and hello to that person that means recognize each other and exchange greetings the other is mild dislike that means that I know this person and I

Don't like him much but yes, we will just exchange greetings to some extent so this is mild dislike that that is we prefer to avoid interacting with the same person and at the same time we are just extending greetings also and the other is strong dislike that means the person is not desirable at all and the person makes an effort to try not to interact with that person the person will start make excuse

Also that I, cannot talk to you right now so this is how this level of interaction interaction has been identified that when the range of emotional responses is spreading to a larger extent that is from strong to mild to neutral mild dislike and strong dislike then the interaction also varies from person to person next comes that what are the factors responsible for interpersonal attraction now if I, again go back to this previous slide if there are so many levels of

Attraction then based on the level of attraction also there are certain factors which define that what is what this process takes on that is how and in what Manner this process starts on so social psychologists have talked about certain factors the first one is the power of proximity we

have discussed this term earlier, also in the first module that when two people are in physical proximity they are geographically close to each other or physically close to each other or

There is special proximity that we are sitting close to each other in the classroom or in the office then there are more chances that people are attracted to each other and they are expanding their interaction at different level now the idea is that when that proximity is there that is a different thing but when that proximity is repeating every now and then then interpersonal attraction also becomes very strong that means

Whenever we are getting exposed to one stimuli every now and then for example a student sitting next to his classmate in the seat or the workspace we are getting exposed to a new stimulus or to a fearful stimulus but as soon as that exposure becomes frequent in day to day life then we become familiar with that stimulus and we are attracted to that person or stimulus in the environment and that assessment of that new stimulus is

So frequent that the assessment becomes positive now this assessment can be mildly positive positive mildly negative and completely negative also so the idea is that when the person is getting exposed to one stimuli frequently then there are chances that the person becomes well acquainted with the stimulus and there is interpersonal attraction so we can say that's repeated exposure to any mining negative neutral or positive stimulus results in an increasingly

Positive evaluation of that stimulus now there is another aspect to this factor of repeated exposure of the stimulus that means when the assessment also becomes positive then the facial muscles also get triggered and the Brain also evokes positive emotions this is the most important part when we are talking about the power of proximity that the facial muscles becomes triggered the brain also becomes triggered and evokes positive responses now this triggering can also be

Negative and the Brain can also evoke negative emotions but yes there is a neuro psychophysical reaction to the limited repeated exposure of the stimulus the other is the effective basis of attraction that means that what is the intensity of that emotion that we feel towards the other person so the idea is when we are talking about the effective basis of Attraction it also talks about an individual's emotional state how you are feeling in a particular moment and how you are

Reacting to the other person in that particular moment that means when we are happy when we are sad when we are fearful when we are gloomy then all these effective states of an individual also impacts the assessment of the other person and that affects the process of interpersonal attraction so when we are talking about effective basis of Attraction then let us Define that what is effect

First of all so effect is an individual's emotional state what you feel in a particular moment I am feeling happy I am feeling sad I am feeling fearful I am feeling very gloomy so I am not feeling well as well because physically when you are unwell then, also it affects any individual's emotional state so when when we are in a particular emotional state our evaluation of the other person in that situation or the assessment of the situation in that particular moment also

Varies extensively so the effective basis of interaction talks about that in whatever effective or emotional state we are in that influences our perception that, influences our motivation that influences our decision making for example if I am in a very bad mood and I have to assess the other person maybe my bad mood will influence my assessment or perception about the other person or it can be vice versa that if I am in a good mood

Then maybe the assessment of that other person will be positive evaluation so this is an effective basis of , interaction now here the effective basis of interaction has two major aspects the intensity and the direction that means the strength of the emotion pain is very high low or you are extremely happy or you are just contented and the direction that is whether the emotion is positive or negative that means what is the intensity of your emotion and in which direction it is

Going emotion is, happy or sad it depends on the direction so when we are talking about the effective basis of interaction then intensive and direction are the two major aspects that we discuss in a very significant manner so effect influences attraction in four different ways just now I said that in what emotional state we are in and how we assess evaluate the other person or situation with the in the, same emotional state that will Define that to what extent we are in a

Direction to establish a negative interpersonal relationship or a positive interpersonal relationship negative we are interpersonal relationships means that there will be conflict between two people and if it is positive in her personal relationship then it is actually a healthy relationship between two people so when, we are talking about that what is the influence of that effect on establishing a social relationship then we can discuss this in three major ways the

First is the direct effect it is the indirect effect and the associative effect and the last is stigma sometimes we try to just take on the perception of the whole world and society and then we try to discuss or evaluate the other person, that means based on some preconceived notions of the group of the society and we try to evaluate the other person that is the stigma it is a negative term based basically which refers to any personal characteristics that at least some other

Individuals perceive negatively what others think about one person I will also start thinking in the similar way that means that Target stigma is, there about the assessment of that particular person now this stigma can be based on physical characteristics it can be based on individuals Behavior dispositions that he is not an honest person he is not a simple person or he has some physical disability or based on some race remarks so let us move on that how effect

Influences attraction in four different ways now this is the diagram , that discuss about that how effect effective state influences interpersonal attraction in four different ways direct indirect Associated and stigma if I go by this diagram so there are three aspects the stimulus condition the emotional response and the attraction response here the attraction response is actually the evaluation or assessment of the person or the situation so if I go by , the

First example that effect arousing stimulus that means what is the situation or what is the stimulus in the situation that is arousing a particular response for example in this diagram it is that effect arousing stimulus is a delicious chocolate cake how you will feel in the bakery shop that there is a delicious cake in the on the counter definitely when you are fond of sweets then, there is assessment or evoke evoking of a positive response or it we can take up in a very

Different manner that it is your birthday and we are going to celebrate it and your friends are there for the cake cutting ceremony now obviously you are in a very positive state of mind or your effective state or emotional state is very positive because you are happy definitely your response is, also happy and the people around you even they are stranger to you your assessment will be positive why because I am happy and your emotional state is so happy and positive that even a

Stranger who is there in the situation you will assist that person as a positive person so this is the direct effect of stimulus on the emotional or attraction response of the person that means effect, arousing stimulus is positive then your response towards the other person or the stimulus is also positive now if we talk about the associated effect then if I go by this diagram next to effect arousing stimulus is the association association of positive effect with the neutral

Stimulus and the effect will be indirect in a way that the neutral person in the environment will also be, evaluated positively and the assessment or the attraction response will also be very positive in nature so this is how direct indirect and Association is being established when a person is in a particular effective or emotional state this is one example the other example can be based on negative emotional state suppose a person is suffering from severe

Toothache right so what will be, the assessment or evaluation of that particular situation by the person who is suffering from toothache the person would say that I don't like this toothache right this is the direct response this is the assessment of an individual situation in the same

situation if a neutral stimulus or neutral person is also there because the pain is dominated by the individual

Then that assessment of, that individual or the neutral person will also be negative because the pain is dominating the individual and the assessment will also be negative about that person so the person will immediately say that I don't like this person at all and ultimately the assessment is that I am not liking this person at all so ultimately the direct impact is that I don't like this to take definitely, nobody wants to go through any kind of pain but assessment is like

That and this assessment is being associated with the other stimulus in the same environment and the assessment is also negative about that stimulus in the environment that I don't like this person at all and I am not liking this person to be here so this is the negative assessment of an effective state so this is how the, direct indirect Associated effect are being described that how an emotional state defines an individual's process of evaluation of a particular situation

Or environment and the last is stigma which I discussed before starting about direct indirect and Associated effect that whenever we are in the process of assessment of this person or situation sometimes we believe the preconceived, notions about that person based on his physical characteristics based on his behavior dispositions that means what we have heard about that person we try to assess the same person on those Notions only

Now those Notions can be positive it and it can be negative and based on these Notions the assessment is also accordingly so this is how the effective basis of inter attraction forms the , interpersonal relationship right next is the need to affiliate since every person is a social animal everybody wants to affiliate everybody wants to satisfy the need of belongingness and everybody wants to get Association and support from the whole society so to satisfy this urge to affiliate

This becomes a basic motive of every individual and the person tries to maintain interpersonal , relationships imagine yourself that you are completely isolated and how you will satisfy your social requirement because we are social animals we need to talk to each other we need to interact with each other we need to share with each other our feelings emotions our knowledge every time we are connected to some or the other person in our day-to-day life be it your personal

Domain, or professional domain but when we are talking about the need of need to affiliate then two patterns are being followed definitely affiliation is there but two patterns of Attraction are being followed the first is superficial acquaintance and the other is close acquaintance now superficial acquaintances that again I am just repeating with the same example that I know this person and we, are just exchanging greetings in the hallway but in close acquaintance there is a

Desire to share bits and pieces of information expand knowledge have some common plans and then working on those plans then the acquaintance is very much close so this is how the person affiliates with the other person but in both the case there is one common point that common point is that whether , acquaintance is superficial or acquaintance is close ultimately sense of affiliation is there even exchanging greetings in the hallway there is some sort of affiliation

Although superficial or very small degree and the other is closely acquaintance which is actually a deep acquaintance there is deep down level more attachment more connection more expansion of knowledge between two people, now when we are talking about this need to affiliate then people tend to express this motives in three different forms because this is a basic motive of an individual then it is actually about how a person satisfies those motive even it is close acquaintance

Or superficial acquaintance how the person tries to satisfy those motives he has three different ways the person has three, different ways to satisfy those motives the first is explicit motive that it is a need for positive stimulation the person will approach people they to interact to share information and get more support from the external world that means explain he is more outgoing and sociable to gather that support and satisfy his need for affiliation the other is

Implicit motive there is a need for, social support and people to interact in close context that means the person is very much silent in his move although the need for affiliation is there but the person is very much activated in a very subtle manner that how the person can satisfy maybe the person is docile but yes in a very certain manner the person will maintain his interaction with the external world and the other is, social comparison even when two people are having close

Acquaintance still they will gather maximum information from each other and also from the external world and they will try to compare and understand their own emotional state with that of the external world now in that comparison the X there is expansion of emotions within the person which helps an individual to actually understand, and recognize one's own feelings that the other person's feelings that means this kind of approach gives more cognitive Clarity for oneself and

The external world so the idea is that when we are talking about affiliation involving three approaches that is explicit implicit and social comparison it is more of having better cognitive Clarity to understand one's own feelings and the other, person's feelings so this is how the need for affiliation is satisfied now when there is more expansion of knowledge based on sharing knowledge and having interaction with the other person there is there is expansion of mental phenomena

As well what you think you get different perspectives for your own thinking and that is how we tend to expand our approach while talking or interacting, to other people and the other factor is observable character heuristics which is very much based on physical attractiveness that means that in the first instance whenever we are interacting with the with any person we will try to evaluate that person based on his physical characteristics that means how the person looks

And generally we have this impression that the person who is well, dressed who is poised or Rich may be considered as a well-mannered or a knowledgeable person now these are the Impressions based on the societal Notions but from inside how the person is interpreting the information about Who and the other person we have no idea so when we are talking about observation observable characteristics in terms of physical attractiveness this aspect is, completely related to

An individual's appearance that people regard as visually appealing and and unappealing that means to what extent the person is considered as attractive or unattractive based on his physical characteristics so when we are talking about physical attractiveness it actually sometimes leads to appearance anxiety for example when we are trying to introduce ourselves for, the first time before any group

Then people are very much concerned at how will I look before the other group members now that how one looks before the other person can also sometimes leads to appearance anxiety so that is the undue concern with how one look or it is apprehension whether one's physical appearance is adequate or about the evaluation of other people that means whether the , evaluation of mine will be adequate or not so this is appearance anxiety so these are the factors which actually Define

The process of interpersonal attraction if you are attractive people will approach you or the other person is attractive we will approach the other person based on our motives based on our emotional state based on our based on physical proximity so these are the four , factors which defines which defines that how interpersonal attraction is responsible in different situations next comes moving towards friendship

Once that interpersonal interaction or sorry interpersonal attraction is established that means when two people have positive or negative assessment of each other and if the assessment is positive about the other person then that level of , interaction moves to the next level that is similarity and they try to establish friendship and then have a mutual liking so this is a step-by-step social process a versus



First of all we are attracted to the towards the other person once we experience some kind of similarity with the other person then we move on to the next stage of attraction or establishing social relationship that is, friendship so the next step is that after that close proximity is involved established then comes a more level or higher level of sense of communication between two people that is the degree to which the interacting individual

Discovered the areas of similarity and the extent to which they indicate Mutual liking by what they say and what they do just now I said that it is a social, process as well as a very slow process initially the attraction is there may be positive evaluation or negative evaluation is there acquaintance will be superficial then gradually it will reach a close acquaintance as soon as the close acquaintance is there more positive evaluations are there and any and the next step

Will be that people try to communicate with each other they try to , interact with each other and when that communication level increases it raises its Spar people tend to realize that there is so much of similarity between two people and they have they develop more liking for each other so it is a process basically that how step by step a person goes slowly to establish a social relationship so similarity is there there is a better sense of friendship, and there is more sense of

Mutual liking now how that similarity is being defined that also depends on certain factors the first is similarity the other is effective or emotional basis of similarity and the other is mutual liking and slime effect now this these factors are something which also defines a degree of similarity it is not only one term that we are using that if we are, interacting we are communicating with the other people and we are experiencing that there is so much of similarity

Then we are liking each other or we can have friendship that similarity term also has various Notions in the whole process of interpersonal attraction so when we talk about similarity it actually causes interaction no doubt but the extent to which two individuals share same , attitudes about a range of topics is referred as attitude similarity two people are attracted to each other they have positive evaluations of each other but maybe out of 10 topics maybe four topics are

Very much similar and the six topics they are very dissimilar so that means the attitude similarity also plays a major role that in What proportion two people are having similar similarity, in their attitude so higher the promotion proportion the higher are the chances that it will be converted to friendship and future liking so sociologists have not only talked about attitude similarity but they have also talked about proportion of similarity that means the number of topics

On which two individuals hold the same views divided by the total number of topics on which they, compare their views that means the more the higher the proportion the higher the chances of establishing a relationship it is not that there is similarity and definitely the relationship will

move on to the next level of mutual liking or friendship so similarity converts to attitude similarity and proportion of similarity next comes effective or emotional basis of similarity

Initially it, was effective basis of Attraction right here it is a very different concept we are discussing about it is about effective or emotional basis of similarity which is actually based on balance Theory which we discussed earlier in the first module by Newcomb and Hider that how people when they are attracted to each other or they are in group how they tend to make efforts to maintain that, balance in the similarity

So Newcomb has talked about three levels of similarity uh sorry three levels of emotional basis of similarity the first is balance the second is unbalanced and the last is non-balance so balance is the most ideal situation as the term implies so this formulation states that people naturally organize their likes and dislikes in a symmetrical way that means when, people understand they have maximum number of similarities based on the topics of attitudes ideas beliefs value system

Then they try to make or maintain and restore that balance for in long run so that the relationship can be converted to Friendship so this formulation states that people naturally organize their likes and dislikes in a very symmetrical fashion and that is when two people, like each other and find that they are similar in some specific aspects this represents balance that means similarities still exist between two people but they are maintain gaining the proportion of similarity

In a very balanced manner that means this similarity also exists but they are focusing more on the similarity that is emotionally Pleasant now in if the situation we reverse that , similarities are there but we are more focusing on dissimilarities then it leads to conflict and people try to experience unbalance in that relationship so when two people like each other and find that similar in some specific aspects the result is imbalance which is emotionally unpleasant and

In in this case they strive to restore balance by changing one or the other mindsets and, behaviors in order to be more similar and restore balance that means if balance similarity is there two people will make maximum efforts to restore that balance if the situation is vice versa that people are more focusing more on dissimilarities then they fail to maintain that balance because the similarities are leading to conflicts and unpleasant emotions this leads to conflicts and, at

The same time the balance is converted to imbalance so they decide either to restore balance with their own efforts while changing each other or sometimes the efforts fail and people tend to decide to disband or they try to depart that we cannot continue with this kind of similarity or the similarity in the attitude and they try to depart from each other now if this tendency arises, that people tend to decide to disband or depart from each other

Then actually it creates a state of non-balance now this state of non-balance will only arise when people make very less efforts to restore that balance till imbalance people will restore will make efforts to get resumed at balance and again enjoy the benefits of balance in terms of pleasant emotions but if they decide not, to move ahead with that relationship then it leads to non-balance that is neither present or unpleasant because each individual field indifferent about

The similarity or dissimilarity between each other the different based on similarity also means that although they know that similarity is there but maybe dissimilarities dominate more between the two people and they fail to understand, that how that balance can be maintained so this is the emotional base of similarity that how an individual makes effort to restore the balance in spite of having this similarity between two people now

Once this balance is being maintained and friendship is being maintained it leads to Mutual liking that is once to individual discover that they are sufficiently similar to each other they, move towards establishing a friendship friendship and mutual liking are parallel once it's friendship based on Mutual acting established people tend to be pleased and receive positive feedback and displeasure to receive negative feedback or evaluation that means when two people based on the

Similarities maintain a balance then it moves to the next level of relationship in terms of mutual, liking or friendship now at this level two people who are very much similar to each other experience Pleasant or positive emotions but at the same time they also experience getting feedback from each other in terms of positive feedback and negative feedback but still the complexity of human behavior or instrumentality of human behavior actually exist in every situation even

When two, friends give feedback to each other a friend who is giving negative feedback to the other friend will always and will definitely feel bad about it but still P2 people are focusing on the similarities that is why they have moved on to the next level of attraction in terms of mutual liking and friendship but yes under such at this stage the assessment is positive most of the time the next, is slime effect

Now this factor is related to very much Mutual liking that sometimes mutual like when the mutual liking is existing between two people then sometimes the positive feedback also becomes transparently insincere please note the word carefully transparently insincere that means that if positive feedback is there then it can be an extreme process of evaluation which is, transparently insincere that even a positive evaluation can be inaccurate for the other person for example it can

Be a clumsy attempt at flattery that even knowing that the other person is wrong or the other person or one person has some personal motives to satisfy the person will indulge in the process of flattery to impress the other a person and gets the things done from the wrong, person itself or sometimes a person who is indulgent flattery is also wrong at his own end because he wants that my work should be done so this is a slime effect that sometimes positive evaluations also

Becomes an extreme process so at the at this point the person either is transparently in insincere or it can be a clumsy attempt at flattery but at the same time for example an employee, who is nice to his superiors but he is very bad his behavior is bad with his subordinates then under circumstances the subordinates will not like that person that means the flattery is dislikable by the subordinates and this effect is

Known as slime effect that means the whole process of giving positive evaluation to the higher ups and not giving regard to the subordinates is not, likeable by the subordinate it subordinates itself so this process of giving positive evaluation to the other person is termed as line effect that means this this involves clumsy attempt at flattery it can be in form of ingratiation where the person tries to uh impress the other person in a way that the person the other person will

Be pleased and the people who might be useful to you so, you are pleasing the other person to get your things done to achieve your motives so this is slime effect unnecessary giving positive feedback or giving extreme feedback to the other person to satisfy your own interest is the process of slime effect which is actually an extreme form of mutual liking So This Is How They I will just go back to the slide that this is how when interpersonal, attraction established

Then two people move towards friendship and how different factors Define this friendship to a larger extent it can be based on similarity it can be based on effective or emotional basis of similarity Mutual liking and most importantly slime effect so the idea is that even friendship is there even positive emotions are there Pleasant emotions are there still , extreme responses can also be detrimental for any friendship or any social relationship next comes social relationships

This we will continue in the next discussion. thank you so much