

Group dynamics

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GROUP DYNAMICS

- A branch of social psychology which studies problems involving the structure of a group.
- The interactions that influence the attitudes and behavior of people when they are grouped with others through either choice or accidental circumstances.

OBJECTIVES OF GROUP DYNAMICS

- To identify and analyze the social processes that impact on group development and performance.
- To acquire the skills necessary to intervene and improve individual and group performance in an organizational context.
- To build more successful organizations by applying techniques that provides positive impact on goal achievement.

PRINCIPLES OF GROUP DYNAMICS

- The members of the group must have a strong sense of belonging to the group.
- Changes in one part of the group may produce stress in other person, which can be reduced only by eliminating or allowing the change by bringing about readjustment in the related parts
- The group arises and functions owing to common motives.

PRINCIPLES OF GROUP DYNAMICS

- Groups survive by placing the members into functional hierarchy and facilitating the action towards the goals
- The intergroup relations, group organization and member participation is essential for effectiveness of a group.
- Information relating to needs for change plans for change and consequences of changes must be shared by members of a group.

ELEMENTS OF GROUP DYNAMICS

- *COMMUNICATION*
- *CONTENT VS PROCESS*
- *DECISION*
- *INFLUENCE*
- *TASK VS RELATIONSHIPS*
- **ROLES**
- **MEMBERSHIP**
- **FEELINGS**
- **NORMS**
- **GROUP ATMOSPHERE**
- **GROUP MATURITY**