

# Introduction to Group



# What is a Group?

- Definition:
  - Two or more individuals who are connected to one another by social relationships.
  - Size: dyads and triads to large collectives (this class, mobs, audiences)
  - Connected: members are linked, networked
  - Social, interpersonal connection: not categorical

# GROUP

- A group refers to two or more people who share a common meaning and evaluation of themselves and come together to achieve common goals.
- In other words, a group is a collection of people who interact with one another; accept rights and obligations as members and who share a common identity.

# What is Group Dynamics?

- Group dynamics deals with the attitudes and behavioral patterns of a group.
- Group dynamics concern how groups are formed, what is their structure and which processes are followed in their functioning.
- Thus, it is concerned with the interactions and forces operating between groups.
- Group dynamics is relevant to groups of all kinds – both formal and informal.

# Types of Groups:

- One way to classify the groups is by way of formality – formal and informal.
- Formal groups may take the form of command groups, task groups, and functional groups.
- **1. Command Groups:** Command groups are specified by the organizational chart and often consist of a supervisor and the subordinates that report to that supervisor. An example of a command group is a market research firm CEO and the research associates under him.
- **2. 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.

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- **3. Functional Groups:** A functional group is created by the organization to accomplish specific goals within an unspecified time frame. Functional groups remain in existence after achievement of current goals and objectives. Examples of functional groups would be a marketing department, a customer service department, or an accounting department.

# INFORMAL GROUPS

- Informal groups can have a strong influence in organizations that can either be positive or negative.
- Informal groups can take the form of interest groups, friendship groups, or reference groups.
- **i. Interest Group:** The goals and objectives of group interests are specific to each group and may not be related to organizational goals and objectives. An example of an interest group would be students who come together to form a study group for a specific class.
- **ii. Friendship Groups:** Friendship groups are formed by members who enjoy similar social activities, political beliefs, religious values, or other common bonds.
- **iii. Reference Groups:** A reference group is a type of group that people use to evaluate themselves. The main objectives of reference groups are to seek social validation and social comparison.