



UNIVERSITATEA DE STAT DE MEDICINĂ ȘI FARMACIE „NICOLAE TESTEMIȚANU”

CATEDRA MANAGEMENT ȘI PSIHOLOGIE

Lecture 1.

Human behavior core elements



Subject: HUMAN BEHAVIOR

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Structure

- Human behavior basic concepts
- Human behavior components
- Common types of behaviors human beings can have
- Behavioral styles
- Social behavior
- Behavior addictions





- Understanding human behavior can become simple if we could understand how they behave in certain situations.
- In other words, understanding human behavior is crucial to understating the mental state of human beings.

Behavior components:





- ✓ ***“Behavior can be defined as the actions or reactions of a person in response to external or internal stimulus situation.”***
- ✓ To understand the behavior of a person we have to understand what that person will do if something happens.
- ✓ Approving or disapproving human behavior is known as evaluating behavior.
- ✓ Many of us evaluate others based on their actions and reactions to different stimuli.
- ✓ Behavior is **mostly influenced by the nature of the person and the nature of the situation.**

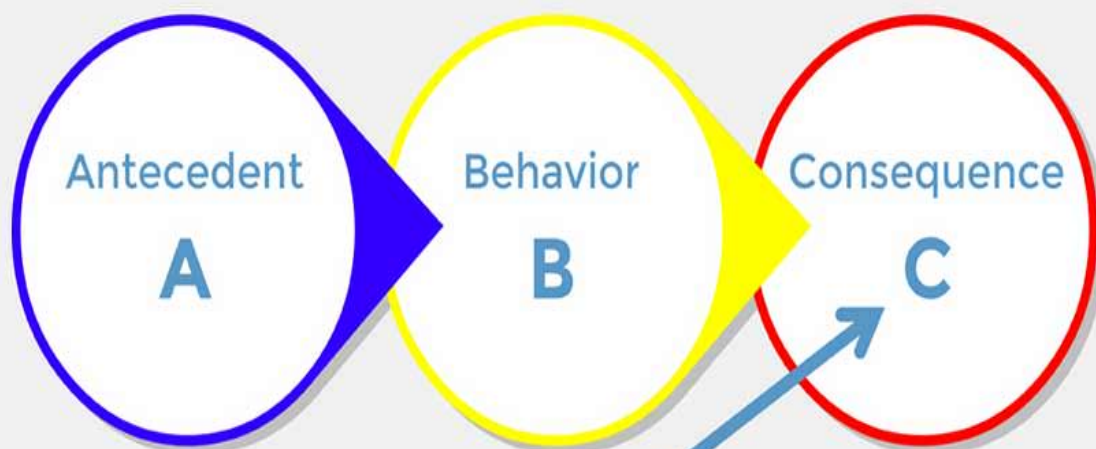
Our behavior is shaped by:

- Our personality traits (temperament, character, attitudes)
- Education
- Values, beliefs,
- Goals, motivation
- Persons around us
- External and internal life conditions
- etc



Behavioral scheme

The Behavioral Equation:
Determining the Function



The function of a behavior is determined by the consequences that follow the behavior.

Do you
know
your

ABCs?

ANTecedent

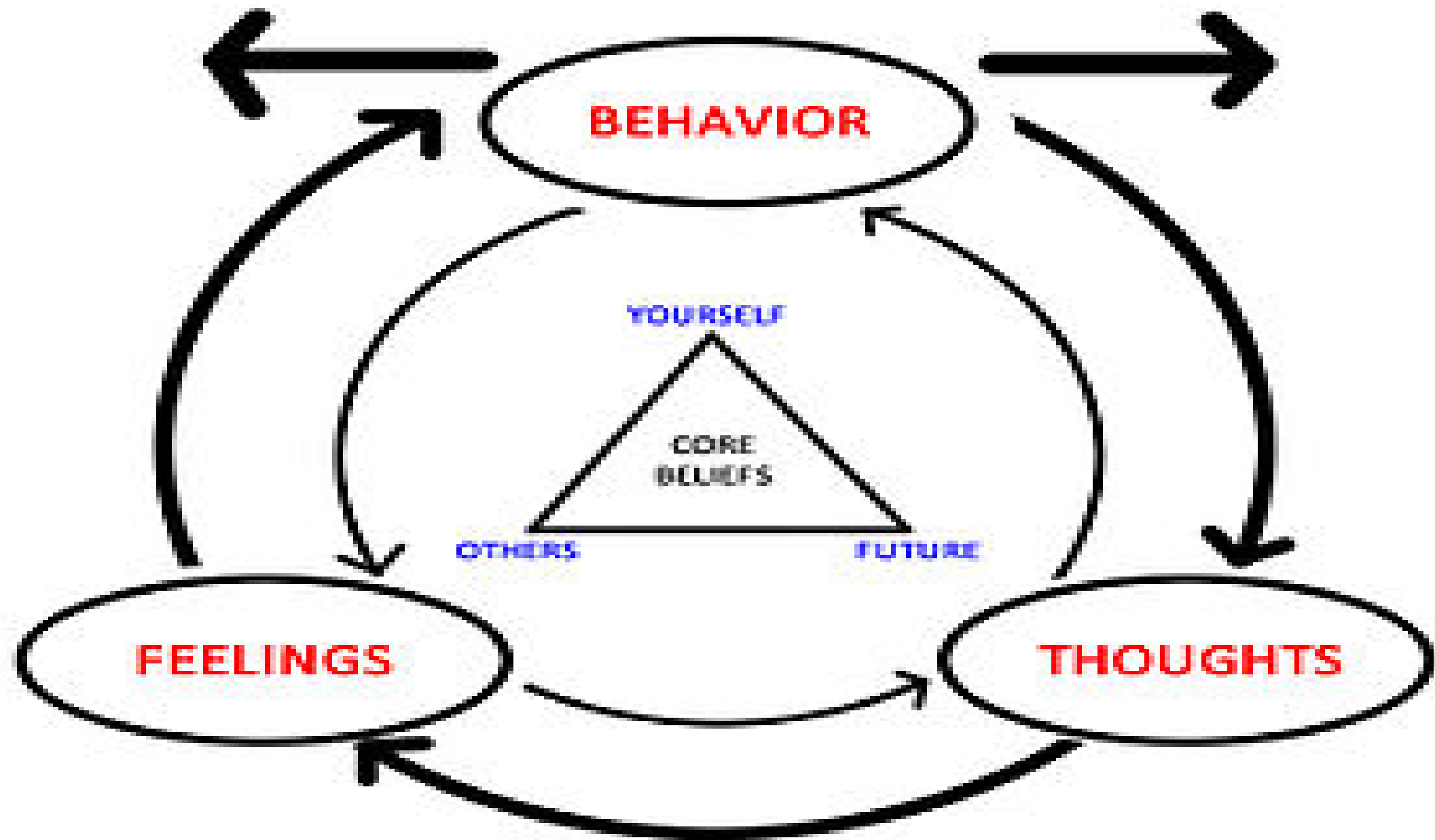
What happened before the behavior occurred?

BEHAVIOR

What did the student/child do?

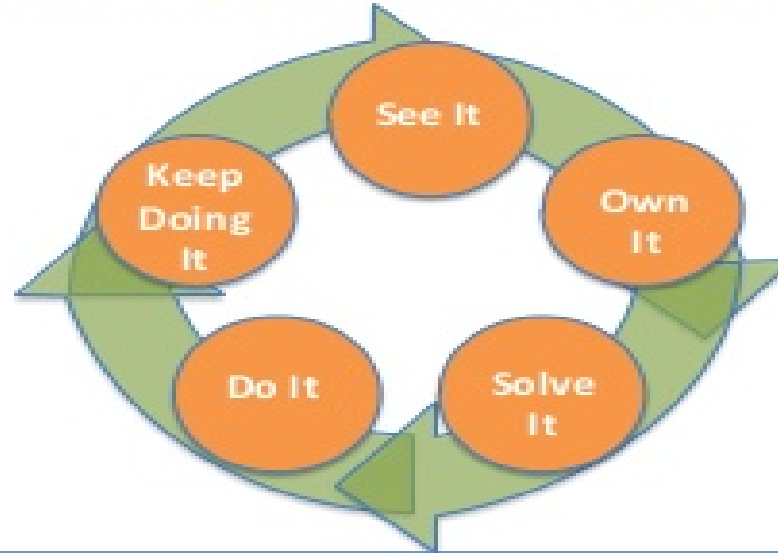
CONSEQUENCE

What happened after the behavior occurred?



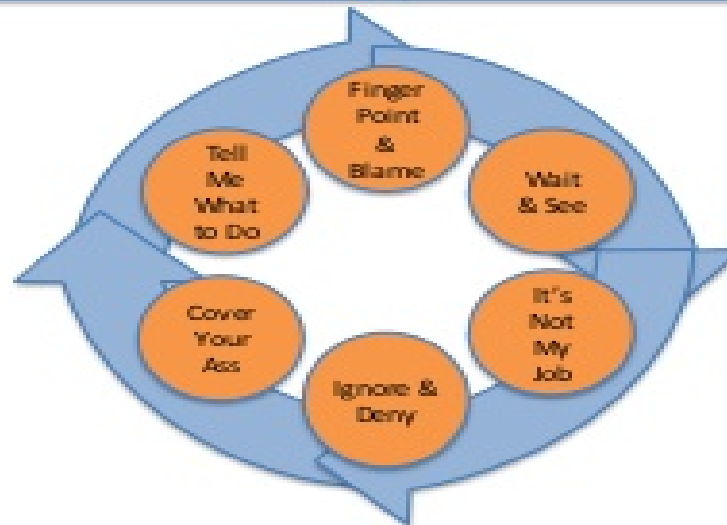
Holding yourself and others accountable

Virtuous Circle



The Line

Vicious Cycle



CAPABILITY

Awareness of risk of falls, awareness of injury and benefits of taking action, and knowledge of required strategies e.g. gradually regain function, use of social supports, exercise.

MOTIVATION

Belief in benefits of undertaking strategies, has confidence and self-efficacy to develop and enact plan to undertake strategies.

OPPORTUNITY

Social and physical enabling of social and environmental support, home hazard minimisation, and graduated return of function.

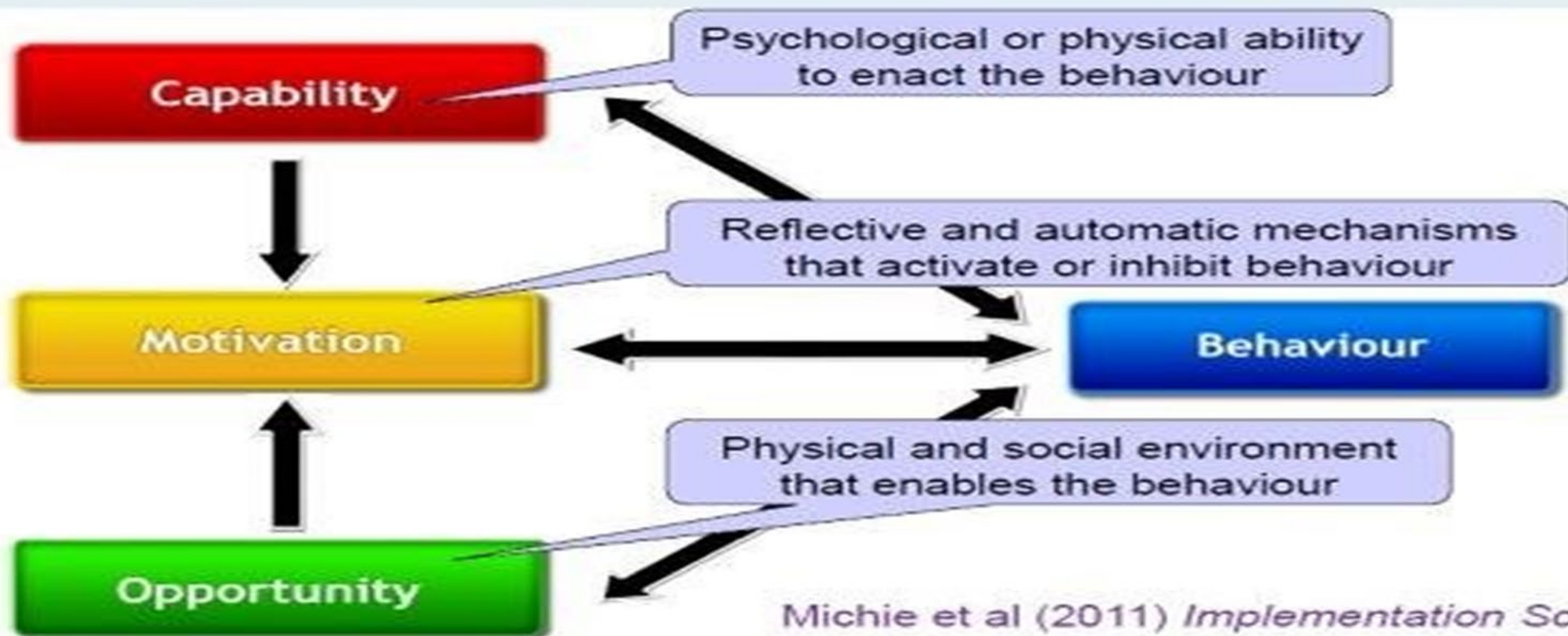
BEHAVIOUR

Initiates or accepts social and environmental supports, engages in safe habits including mobility, graduated return of function and exercise. Avoids falls.



The COM-B Model

The COM-B system: Behaviour occurs as an interaction between three necessary conditions



Common types of behaviors human beings can have:

- **1. Molecular and Moral Behavior**

- **Molecular Behavior:** It is an unexpected behavior that occurs without thinking. One example is suddenly closing eyes when something is about to hit the eyes.
- **Moral Behavior:** Unlike molecular behavior, this type of behavior occurs after thinking. For example, a person changes the way when she or he sees a harmful thing.

- **2. Overt & Covert Behavior**

- **Overt Behavior:** It is a visible type of behavior that can occur outside of human beings. Eating food, riding on a bicycle, and playing football are some examples.
- **Covert Behavior:** Unlike overt behavior, this type of behavior is not visible. Thinking is a good example of covert behavior because no one can see us thinking.

- **3. Voluntary and Involuntary Behavior**

- **Voluntary Behavior:** It is a type of behavior that depends on human want. We can characterize walking, speaking, and writing as voluntary behaviors.
- **Involuntary Behavior:** Unlike voluntary behavior, this type occurs naturally and without thinking. Breathing air is a perfect example of involuntary behavior.

According to some experts, more than 90% of individuals can be classified under these categories.

- **1. Optimistic:**

About 20% of the people living in this world are believed to have this personality. An optimistic person stays hopeful in all situations and keeps trying no matter how hard circumstances get. Furthermore, these people can be pessimistic in some situations.

- **2. Pessimistic:**

There seems to be some balance in different personality types. About 20% of people in the world are estimated to have this personality. A pessimistic person may doubt everything around him or her. Moreover, these people can be optimistic in some situations.

- **3. Trusting:**

About 20% of the people living in this world are believed to have this personality. One of the major traits of trusting people is to trust others. These people do not need a major reason to believe others. There are situations when these people may not trust people.

- **4. Envious:**

The number of people having this kind of personality varies from society to society. According to research we are discussing here, about 30% of people in the world are estimated to have this personality. Envious people are not always like this; they can be supportive as well.



- **It is important to mention that a single person may become optimistic, pessimistic, envious, and trusting.**
- **It is due to the reason that these traits exist in all human beings.**

Four Ways Behavior is Maintained

- ✓ Record Review
- ✓ Systematic observation of the behavior, antecedents, and consequences
- ✓ Parent/Teacher/Student Interviews and/or Questionnaires
- ✓ Environmental analysis of the setting
- ✓ Data Collection

- Escape/ Avoidance
- Attention
- Automatic Reinforcement
- Tangibles



Behaviour styles

- Aggressive
- Submissive
- Manipulative (Aggressive/passive)
- Assertive





Exercise: Characteristics of behaviour

Think about the three following categories, try to identify the characteristics of each type of behaviour:
AGGRESSIVE – SUBMISSIVE – ASSERTIVE

You should discuss the differences

- ❑ Body language
- ❑ Eye contact
- ❑ Speech (words / tone of voice etc.)



Comparison of Passive, Assertive and Aggressive Behavior

	Passive	Assertive	Aggressive
Style	<ul style="list-style-type: none"> • Not expressing needs • Self-devaluing • Waiting to be led 	<ul style="list-style-type: none"> • Honest, open, direct • Recognizes own rights • Listens to others' needs 	<ul style="list-style-type: none"> • Domineering, insisting • Win/Lose • Not listening
Non-verbal behaviour	<ul style="list-style-type: none"> • Small posture • Quiet, hesitant voice • Little eye contact 	<ul style="list-style-type: none"> • Upright, balanced pose • Firm, clear voice • Steady eye contact 	<ul style="list-style-type: none"> • Interrupting • Loud • Staring, pointing
Language	<ul style="list-style-type: none"> • <i>Sorry to bother you ...</i> • <i>I can't seem to ...</i> • <i>It's only my opinion</i> 	<ul style="list-style-type: none"> • <i>I believe/need/I'd like</i> • <i>No (when appropriate)</i> • Open questions 	<ul style="list-style-type: none"> • <i>That won't work</i> • <i>You can't be serious</i> • <i>Your problem/fault</i>

Speaks clearly and confidently

Honest

Deals directly with anger

Appropriate

Considers the rights of the other person

Deals with the problem

Active

Cares about self

Cares about results

Cares about the situation



The six elements of human behavior that drive social media

- **Altruism**
- **Hedonism**
- **Homophily**
- **Memetics**
- **Narcissism**
- **Tribalism**

Altruism



- The unselfish devotion to the welfare of others. Application: Social network users readily share information with other users. They share information simply because they believe it may be helpful. This behavior occurs even when the users do not know who benefits from the information being shared. Example: A study showed that altruism is a primary reason why many travelers selflessly share experiences to help others have a more enjoyable vacation.

Hedonism



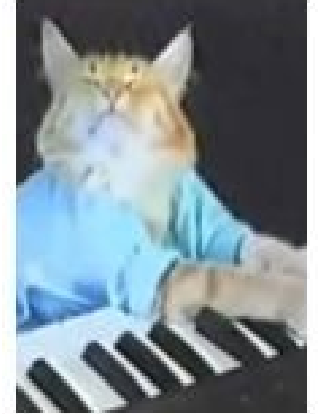
- A belief that pleasure is the main — or only — goal in life
Application: Hedonism can affect social media in two ways: 1) People use social media because doing so is an enjoyable activity. 2) People use social media because it provides a novel way of accessing activities that give them pleasure, such as meeting people. Example: To the dismay of idealists, research shows that young people are usually not using the social web to change the world. They are using it to experience a digital nirvana of a vast supply of movies, music, instant communication and of course, sexual opportunity.

Homophily



- The tendency of human beings to associate with others similar to them. “Birds of a feather flock together.” Application: People tend to join and become attached to social networks whose users share similar interests or beliefs. Example: There are many recent studies revealing the power of peer recommendations on purchasing behavior and product discovery.

Memetics



- The replication of ideas, habits and beliefs across individuals. Commonly known as a “meme.” Application: For a marketing message to go viral, it will need to exhibit the following characteristics:
 - 1) be assimilated by a social media user
 - 2) be retained in that user’s memory;
 - 3) be replicated by the user in a way that is observable by other users;
 - 4) be transmitted to other users (who, in turn, assimilate, retain and further replicate the message). Example: Here are some of the best Internet memes of 2011.

Narcissism



- Excessive fascination with oneself. Application: Social networks provide an outlet for individuals to engage in self-promotion. Specifically, research suggests that Facebook users are more likely to be extraverted and narcissistic. Example: Recent research from the University of Georgia showed that narcissistic personalities had higher levels of social activity in the online community and more self-promoting content. Strangers who viewed the Web pages of these users judged the page owners to be more narcissistic.

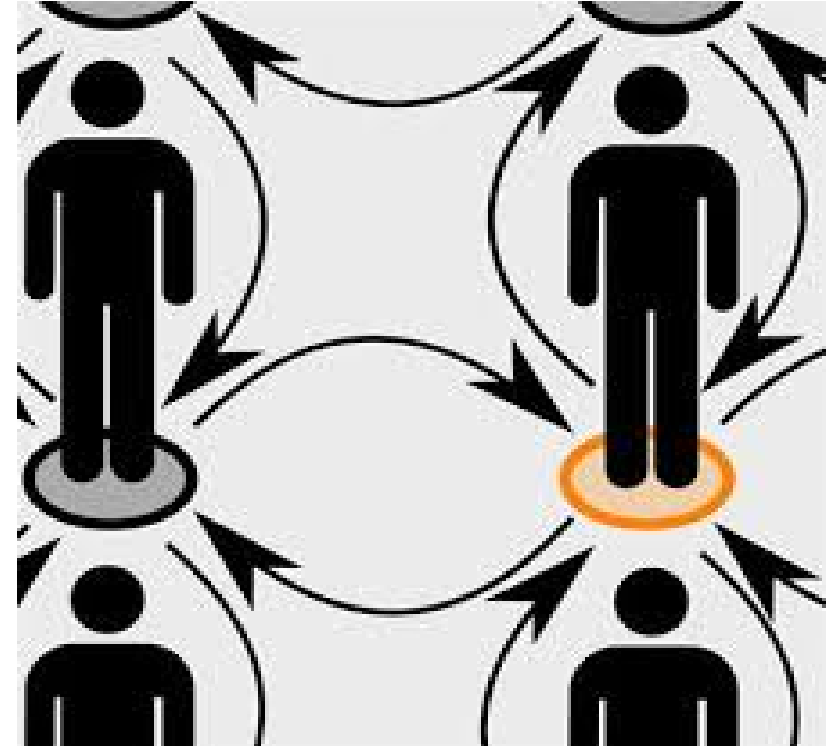
Tribalism



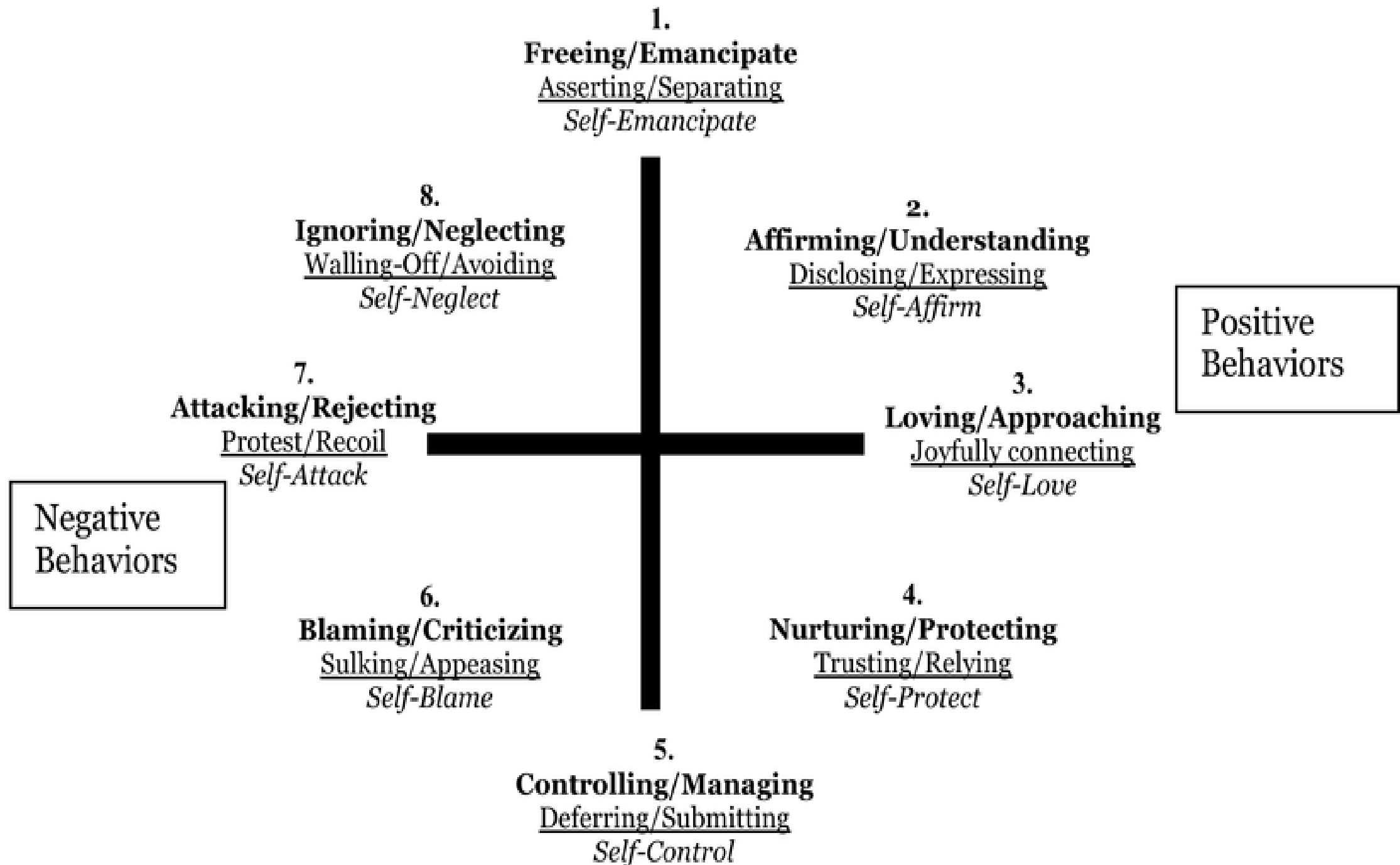
- A person's strong feeling of identity and loyalty towards a specific group (the tribe). A person derives social value from participating in that community. Application: Social media enables continued interactions between supporters of a brand, and between the consumers and the companies, thus increasing engagement. Example: Research in the U.K. shows that restaurants and hotel chains who successfully make customers feel part of an exclusive clan engender loyalty. Tribe members want to contribute to the success of the tribe.

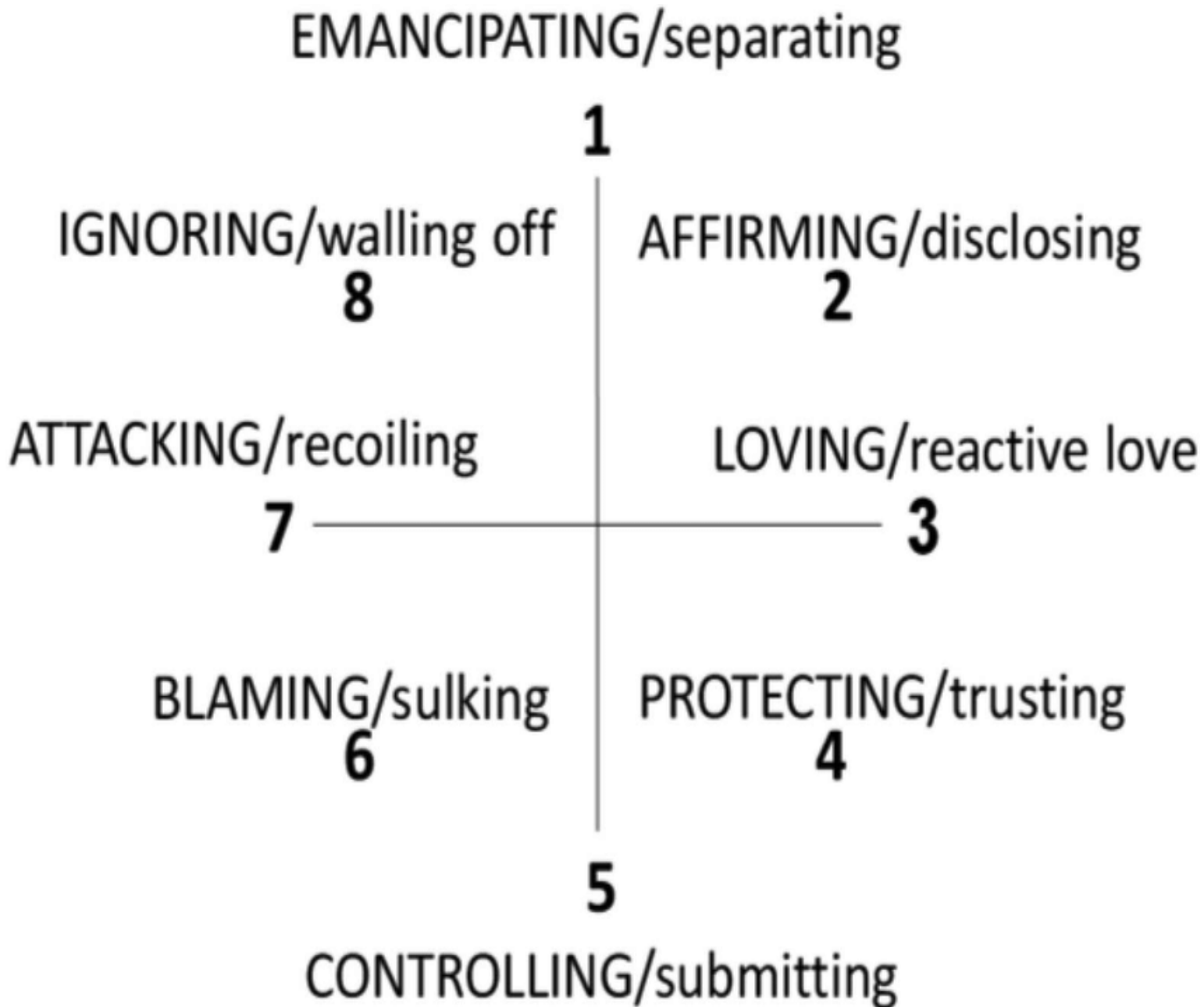
Social behaviour

- **Social behavior** is **behavior** among two or more organisms within the same species, and encompasses any **behavior** in which one member affects the other.
- In regards to **humans**, **social behavior** can be determined by both the individual characteristics of the person, and the situation they are in.



SASB





- **The Structural Analysis of Social Behavior (SASB):**
- The eight cluster version modeled after Benjamin and Cushing (2000). Observer rated SASB cluster. Capital letters indicate a focus on other; the therapist focus on the patient; lowercase letters indicate a focus on self, and the patient focus on the patient.

TYPES OF SOCIAL BEHAVIOUR

Aggression

Altruism (willing to do things that bring advantages to others. Selflessness)

Scapegoating

(unfairly blamed for something that others have done.)

Shyness

Where are you?



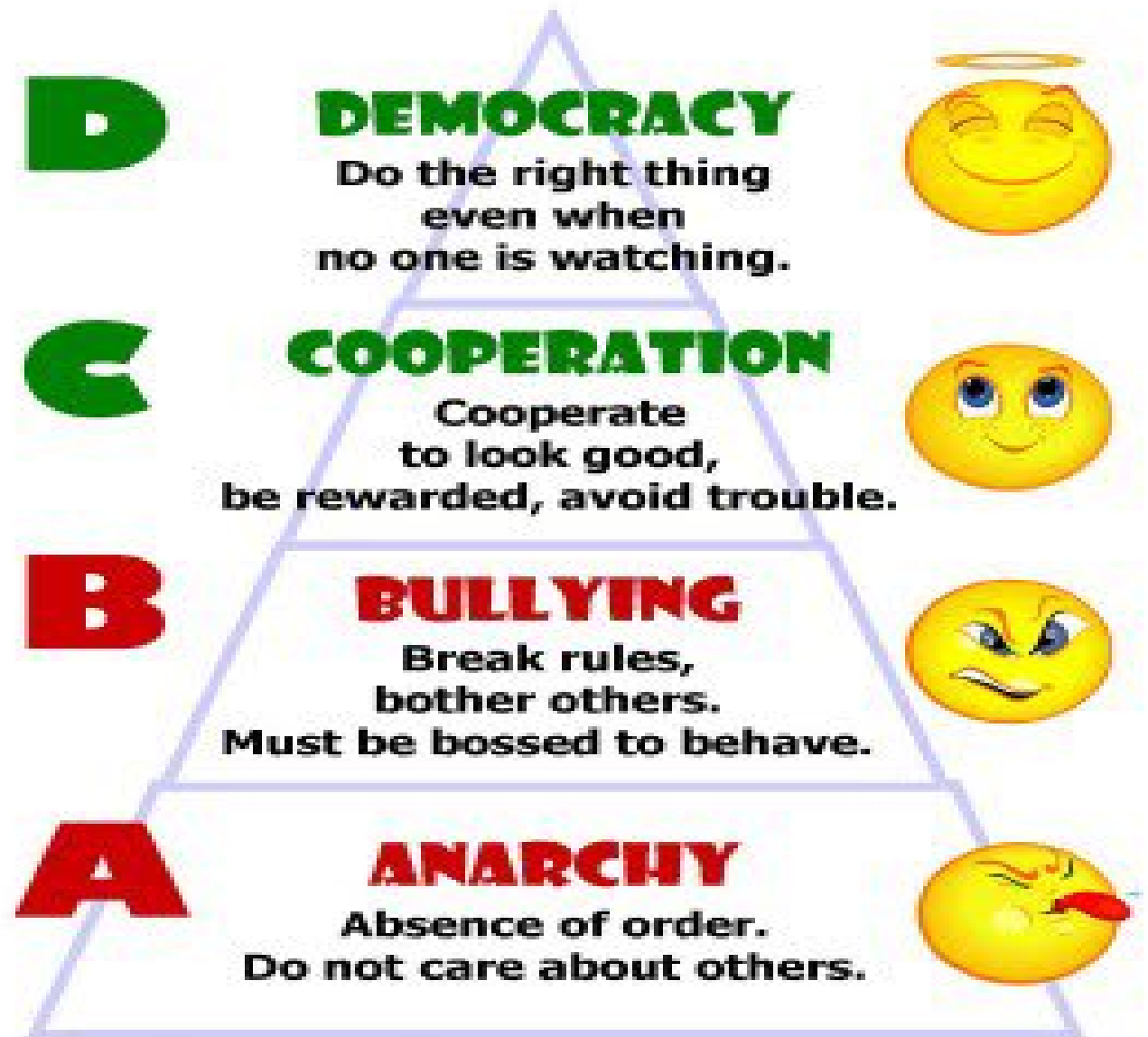
ABOVE the line

- Responsibility
- Curiosity
- Learning
- Fun

BELOW the line

- Reaction
- Denial
- Blame
- Seriousness

Levels of social behaviour



What's your level?



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Thank you!

