

Module 4.1: Human Behavior



Foundations of Individual and Group Behavior



Attitudes and Behavior

- Citizenship behaviors
- Absenteeism
- Turnover
- Word-of-mouth
- Tardiness



Personality and Behavior

- Key word:

Preferences



Perception and Behavior

- **Perception:**
 - a process by which you organize and interpret cues from your environment.
 - Your perceptions impact your behavior.



Self-Fulfilling Prophecy

You form expectations of your subordinate.

Those expectations will impact how you treat your subordinate.

How you treat a subordinate will impact his or her behavior.

The cycle is then repeated.



Attribution Theory

Behavior is a function of internal causes and external causes.

When we observe behavior (i.e., our behavior or the behavior of others) we make judgments about the causes of the behavior. In other words we 'attribute' causes to behavior we observe.



Learning and Behavior

- **Future behavior is a function of consequences from past behavior.**
- **Some consequences cause behavior to be repeated, others cause it to be stopped.**



Group Basics

- Developing Roles and Norms
 - Norms
 - Roles
- Being aware of group dynamics
 - Subgrouping
 - Social loafing



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