

# Need to belong



Interpersonal behavior  
Topic 2

# Quiz (need to belong)

1. What does “belongingness hypothesis” mean?

- ➡ A. People have a need for frequent, affectively pleasant interactions with a few other people.
- B. The need to belong is an initial human motivation.
- ➡ C. People need to perceive that there is an interpersonal bond or relationship marked by stability, affective concern, and continuation into the foreseeable future.

2. A fundamental motivation should ... (nine statements)

- produce effects readily under all but adverse conditions,
- have affective consequences,
- direct cognitive processing,
- lead to ill effects (such as on health or adjustment) when thwarted,
- elicit goal-oriented behavior designed to satisfy it
- be universal in the sense of applying to all people
- not be derivative of other motives
- affect a broad variety of behaviors
- have implications that go beyond immediate psychological functioning

# Class structure

- The need to belong as a fundamental human motivation
- Review of empirical findings. Task for mini-groups
- Presentation

# The need to belong. Conceptual background

- article goals
  - evaluate how well the hypothesis fits the data
  - demonstrate the broad applicability of the need to belong for understanding human motivation and behavior
  
- the “belongingness hypothesis”:
  - frequent positive interactions
  - +  
● persistent caring

# The need to belong. Empirical findings

- forming social bonds:
  - anthropology: people of all cultures quite naturally form groups
  - Robbers Cave study (Sherif et al., 1961, 1988)
  - minimal intergroup situation (Tajfel et al., 1971)
  - infants form attachments to caregivers very early in life (Bowlby, 1969)
  - proximity as potent factor of relationship formation (Festinger et al., 1950)
  - formation of social attachments under adverse circumstances (negative experience, attachments with former rivals or opponents)

# Different approaches to the NTB

- Psychological need for affiliation = a concern for establishing and maintaining positive relationships with another person or group (McClelland, 1985)
- People differ in the strength to which they have this need, but its origins remained unclear
- Individuals high in the need for affiliation were energized to behave in an affiliative way, were more sensitive to affiliative cues, and learned affiliative associations faster than individuals with a low need for affiliation (Atkinson & Walker, 1958; Boyatzis, 1972; Constantian, 1981; Lansing & Heyns, 1959; McClelland, 1975, 1985).
- Self-determination theory (Deci & Ryan, 2000): people hold a basic psychological need to relate to, to connect, to care for and be cared for by significant others and satisfying it provides optimal functioning

# Different approaches to the NTB

## Belongingness Orientation Model

- Four major propositions:
  - belongingness need is innate in humans and thus universal
  - two distinct orientations exist as to how the need for belongingness guides one's interaction with the social world (growth orientation and deficit-reduction orientation)
  - prior social experiences will dictate how the need for belongingness will develop into one of the two belongingness need orientations
  - people's belongingness orientations not only lead to different social experiences but also influence how they are actually perceived and treated by others

# The need to belong. Empirical findings

Task for mini-groups:

- Create a poster based on Baumeister's and Leary's article for a conference section. Poster should include:
  - basic theoretical assumptions
  - main arguments that prove author's ideas
  - critical section (limitations)
- Be aware of:
  - well balanced structure
  - timing (20 min)



# The need to belong. Empirical findings

Task for mini-groups:

- Group 1:
  - paragraphs from 1 to 3 (from “Forming social bonds” to “Cognition”)
- Group 2:
  - paragraphs from 4 to 5 (“Emotion” and “Consequences of deprivation”)
- Group 3:
  - paragraphs 6 and 7 (“Partial deprivation: Relatedness without Interaction” and “Interaction without a Bond of caring”)
- Group 4:
  - paragraphs 8 and 9 (“Satiation and substitution” and “Innateness ...”)

# References

- Core reading:
  - Baumeister, R.F., Leary, M. R. (1995). The need to belong: Desire for interpersonal attachment as a fundamental human motivation. *Psychological Bulletin*, 117, 497-529.
- Interesting to read as an addition to core article:
  - Heine, S.J., Markus, H.R., Lehman, D.R., Kitayama, S. (1999). Is there a universal need for positive self-regard? *Psychological Review*, 106, 766-794.
  - Ryan, R.M, Decy, E.L. (2000). Self-determination theory and the facilitation of intrinsic motivation, social development, and well-being. *American Psychologist*, 55, 68-78.
  - Lavigne, G. L., Vallerand, R. J., & Crevier-Braud, L. (2011). The Fundamental Need to Belong: On the Distinction Between Growth and Deficit-Reduction Orientations. *Personality and Social Psychology Bulletin*, 37(9), 1185-1201.