

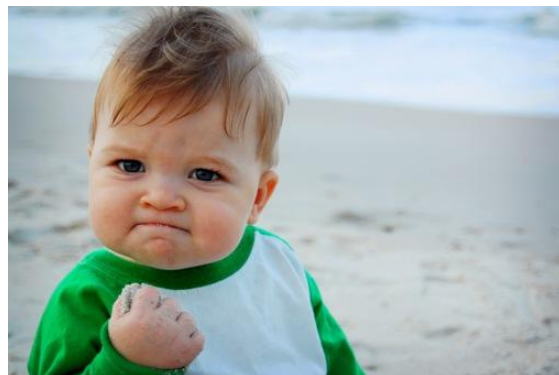


# GROUP DYNAMICS

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# WHY IS “DYNAMICS”?

- ***dynamics***’ comes from a Greek word meaning force
- **‘group dynamics’** refers to the forces operating in groups
  - what gives rise to them
  - what conditions modify them
  - what consequences they have, etc. (Cartwright, 1951)
- group behaviour, should be the main focus of change (Bernstein, 1968; Dent and Goldberg, 1999)



# WHY WE NEED STUDY IT?

- ▣ *Group dynamics is a system of behaviors and psychological processes occurring within a social group (intragroup dynamics), or between social groups (intergroup dynamics).*
  
- ▣ Useful in:
  - understanding decision-making behavior
  - tracking the spread of diseases in society
  - creating effective therapy techniques
  - following the emergence and popularity of new ideas and technologies
  - understanding racism, sexism, and other forms of social prejudice and discrimination



# THE HISTORY OF GROUP DYNAMICS

- 1920s: social groups studying - 'the whole is greater than the sum of its parts.' (*Wundt, Le Bon, McDougall etc.*)
- Kurt Lewin coined the term ***group dynamics*** to describe the positive and negative forces within groups of people → 1945: The Group Dynamics Research Center at the Massachusetts Institute of Technology



## KURT LEWIN'S IDEAS:

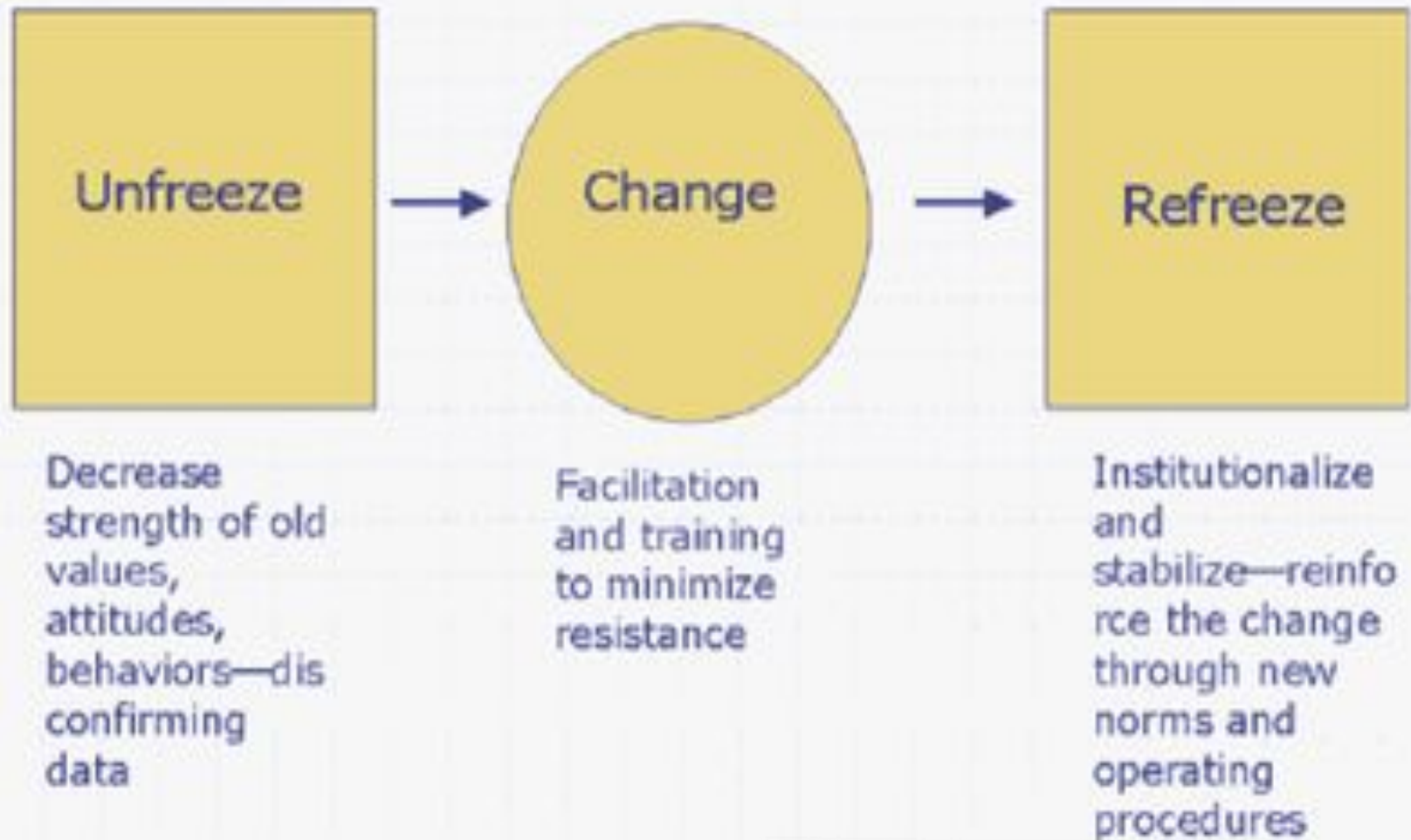
*Two key ideas emerged out of field theory that are crucial to an appreciation of group process:*

- ❑ **Interdependence of fate**
- ❑ **Task interdependence.**

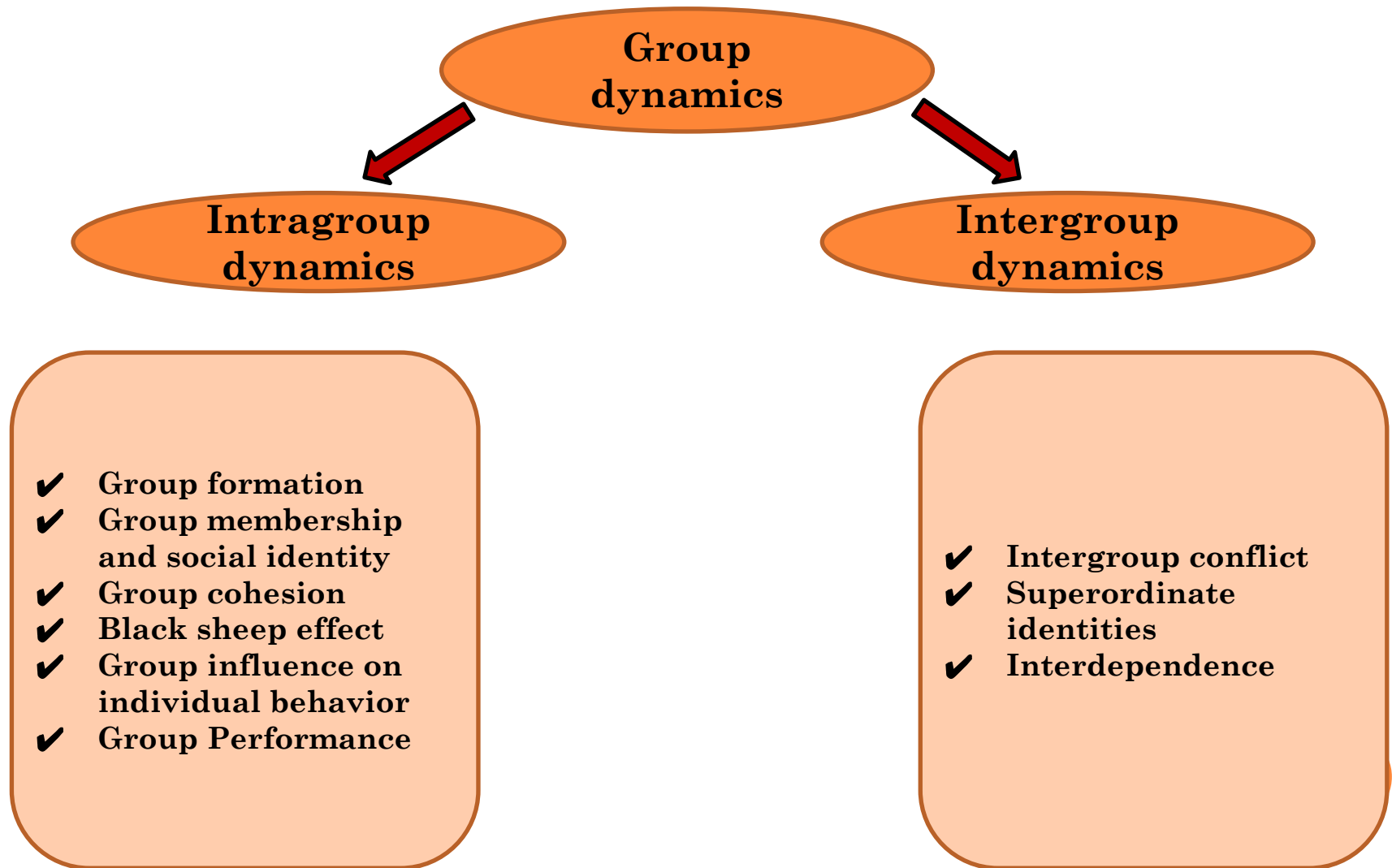
**Interdependence (of fate and task) also results in the group being a 'dynamic whole'.**



# 3-STEP MODEL OF CHANGE



# THE KEY CONCEPTS OF GROUP DYNAMICS



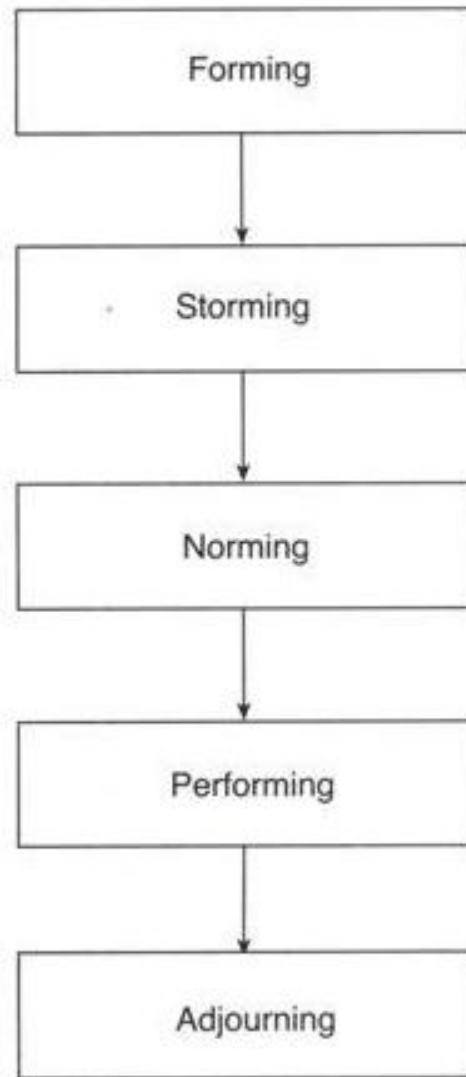
# REASONS FOR BECOMING A GROUP

- Social exchange theory: implicit expectation of mutually beneficial exchanges based on trust and felt obligation
- Social identity theory: sense of identity and self-esteem based upon their membership in salient groups
- + business needs





# PROCESS OF GROUP DEVELOPMENT (B. TUCKMAN MODEL)



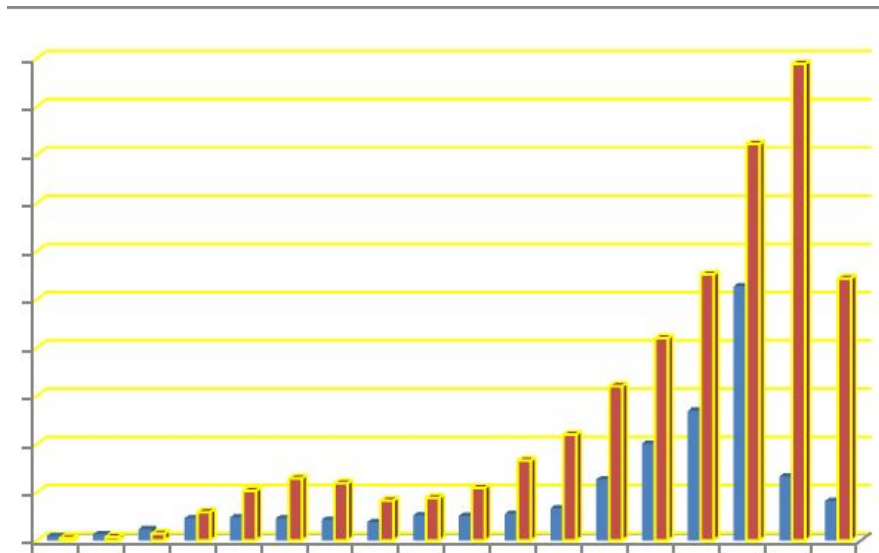
# GROUP DYNAMICS IN PRACTICE

- In a group with poor group dynamics, people's behavior disrupts work. As a result, the group may not come to any decision, or it may make the wrong choice, because group members could not explore options effectively.
- **Causes Poor Group Dynamics:**
  - *Weak leadership*
  - *Excessive deference to authority*
  - *Blocking*
  - *Groupthink*
  - *Free riding*
  - *Evaluation apprehension*



# STRATEGIES FOR IMPROVING TEAM DYNAMICS:

- Know Your Team
- Tackle Problems Quickly
- Define Roles and Responsibilities
- Break Down Barriers
- Focus on Communication
- Pay Attention





# REFERENCES

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- Levine. (1998). *The Handbook of Social Psychology*.
- Backstrom, L.; Huttenlocher, D.; Kleinberg, J.; Lan, X. (2006). "Group formation in large social networks". *Proceedings of the 12th ACM SIGKDD international conference on Knowledge discovery and data mining - KDD '06*. p. 44.
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