**SOCIAL BEHAVIOUR AND SOCIAL CULTURE**

**ABSTRACT**

This project has considered the social behavioural factor in terms of understanding the behaviour of individuals. This has helped in understanding the impact of the social behaviour in terms of applying the social behavioural theory. Along with that, it has also helped in understanding the behavioural pattern that varies according to the social context as well as the aggression and the mild behaviour is also evaluated. Different observational process has been carried out for the purpose of evaluating the major impact of the social factors. The non-participant observation process has been applied in this case, so that office colleagues do not get any information regarding the study. This has also facilitated in analysing the behavioural pattern in an effective manner.

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# Introduction

Globalisation has a significant impact on the social behaviour of individuals. A proper branch of study that is ethnography highlights the culture of individuals as well as their associated phenomenon considering a particular point of the subject. A particular research has been conducted for the purpose of recognising social behaviour of a particular person in a particular situation. It highlights the ethnographic process of evaluating the social behaviour or the pattern of behaviour of a particular individual. Analysing the pattern of the behaviour can help in identifying the proper behavioural pattern that an individual conducts in the social world. This particular study has also highlighted the cultural phenomena of the individual as well as the importance of social culture that are depicted by individuals. In this particular context the social learning theory has been considered. Shaffir, Dietz & Stebbins (1994) stated that social learning theory helps in recognising the behavioural pattern of individuals. This study will highlight the social learning pattern and the behavioural factors of individuals publicly.

## Limitations

One of the prime limitations of this particular study is the coordination process with the individual. This is because it was unable to analyse or co-ordinate with the individual in every place as this particular research was conducted in the public place. This is considered as one of the significant limitations that have been experienced in conducting this particular social behaviour analysis. In addition to that as this research was conducted publicly it was not possible to recognise each of the behaviour of the individual in each place. Another aspect is that, Greener (2018) stated that limited time of the research is also considered as a major limitation that is experienced. This is because this social and behavioral study requires an ample amount of time for understanding different perspectives of the individual. However, a limited time period has restricted the starting of different perspectives in terms of socially and culturally of the individual and this is considered as one of the significant limitations.

## Methodology

Non-participant observation is considered as the observation of participants without participating actively. This particular aspect helps in analysing the social worlds system by staying separated from different activities that are prevalent within the system. Hill, Pilling& Foxcroft (2018) mentioned that non-participant observation method helps in better evaluation in terms of analysis of the world by staying separated from different activities. It also facilitates in understanding the dynamic of the situation that is unable to conduct to other methods. In this particular contact the non-participant observation process has been considered for the purpose of observing an individual who is out with friends for dinner. Different reactions have been considered which is the prime aspect in this particular study. In this particular context the participants in terms of a particular person have been considered for conducting the study. One of the office colleagues has been selected for the study in terms of identifying the behaviour during the weekend dine out hosted by the management of the organisation. This particular dine-out has been selected as a proper participation can also be prevalent as well as observation in terms of the behaviour can also be recognised in a proper manner. No such participant number was considered in the respective experiment as mass population attending the dine-out was considered for the purpose of analysing the social behaviour in that situation.

As a non-participant observation method was implemented in this research operation for conducting it was not required in a proper manner. This is because the observation was carried out by not informing participants present in that social gathering so that they are unable to get the information regarding the experiment and maintain their own behaviour. However, proper operation has been accumulated from the library in terms of providing the books regarding the social and cultural aspect as well as a social behavioural factor of individuals. I had observed the behaviour from a distance and took it while sitting in that particular place. On the other hand, while in the office I have considered the behavioural pattern of my colleagues and I had taken the notes later and developed the scratch which is beneficial while conducting the study. With the help of proper field notes I was able to understand the behavioural pattern and understood the important point that was associated with this study (Shaffir, Dietz& Stebbins, 1994). The behavioural pattern of the office colleague if selected in this particular study as it can be analysed in a proper manner. As we all work in the same organisation therefore selecting colleagues was an easier step for the purpose of highlighting the behavioural pattern in understanding the changes in the behaviour that takes place within an individual. The dining out situation is also considered for the respective study for the purpose of identifying the difference in the behavioural pattern in the social world. This has also facilitated in terms of identifying the changes of behaviour that takes place among the individual considering the surrounding situation in which the individual is present. In this particular context other procedures are not involved. Non-participatory observation processes are only involved in this case where the participant is not present but are involved actively for the purpose of accumulating the information associated with the study.

## Description of observation

In the following context the behaviour of the person in a particular environment has been considered. Here the behaviour of my office colleagues has been considered and they were all present in dine out that was hosted by the management of the organisation. The observation process commenced from the beginning of the journey in the restaurant and it ended while the total program was finished. The environment where dine out took place was a cool environment with office colleagues present in it. A total relaxation process was provided by the office in order to reduce the stress factor that takes place while conducting the work. In this particular environment every individual was in the mood to relax and reduce the stress factor from life. For conducting this study my office colleagues were selected for analysing the behaviour and the pattern of behaviour that is conducted by him while he is with his friends in a dine-out environment. The participant in terms of my office colleagues were both male and female, and their age ranges from 25 to 35 years old. Office colleagues were friendly in that particular environment with other people as they also belong from the same group in terms of ethnicity as well as more or less the same age group of people were present in that particular outing. This particular factor has also facilitated in analysing the behavioural pattern with friends in terms of the nature of talking as well as the behaviour towards the friends or the love for the food in that particular situation. Haya*et al.* (2015) mentioned that analysing the behavioural pattern helps in recognising the attitude of a person towards other people.

Verbal behaviour, action as well as the front and the backstage behaviour of the concerned individual has been considered in this study. The verbal behaviour in terms of the behaviour with other colleagues has been considered in this study. This has facilitated in understanding the behaviour and attitude of the concerned person with other colleagues in that particular situation. Along with that action in terms of small actions that are taken by the concerned person in that particular situation has also been considered in this particular study. These actions are taken into account for the purpose of analysing the behaviour pattern in a proper manner. The behaviour of the respective individual is considered from the beginning in terms of the commencement of the journey towards a particular spot. In addition to that the backstage behaviour in terms of the relaxation mood as well as the proper enjoyment mood of the respective individual has been considered. It is essential to consider the verbal behaviour as well as the actions of the individual for identifying the changes that take place in the behavioral pattern of an individual (Shaffir, Dietz& Stebbins, 1994). On a similar note the action and the different behavioural pattern of the concerned individual has been considered for the purpose of conducting the study in a proper manner. Different activities of the respective person in the dine-out situation have also been considered for identifying the behavioural pattern in a proper manner.

## Analysis of results

It has been evaluated that the behavioural pattern of the concerned individual has changed considering the situation as well as other social aspects. It has been identified that the mood of my office colleagues was quite cool in terms of highlighting the happy mood as well as the sad mood in terms of talking about the stress life of office. This particular factor has facilitated in analysing the difference in the behavioural pattern of the respective individuals. Along with that I have also collected information and noted in the field notebook regarding the behavioural pattern of individuals. In addition to that, Fong & Snape (2015) mentioned that the function of the reflex is also considered in terms of understanding the stability of the behaviour in an environmental situation of an individual. This particular factor has helped in understanding the response and activities that are similar to the environment as well as that are conducted by the individual. On a similar note the function of the reflex has been considered for the purpose of analysing the behavioural pattern of the concerned individual. Frey*et al.* (2017) evaluated that the front stage behaviour of an individual highlights the role that is played by the individual in daily life. It also highlights different kinds of behaviour depending on the time of the day in terms of the familiar behaviour or the routine behaviour depicted by the individual. On a similar note the front stage behaviour of the respective individual has also been taken into account for this study. In this case the love for food is considered as a routine behaviour of the respective individual which was also highlighted in that particular situation.

Individuals are aware of the following stage behaviour in terms of a proper awareness is developed among them regarding the situation and the knowledge influences them for performing a particular behaviour. In this particular case, the impact of the front stage behaviour on the respective individual was negligible. It has been evaluated that the respective individual was not depicted for playing the role of a particular behaviour. Office colleagues were in a normal mood in terms of playing routine behaviour that is the love for food as well as other social gatherings and the behaviour that needs to be depicted in a particular setting. Stokoe & Sikveland (2020) added that backstage behaviour is considered as the behavioural pattern where expectation and norms are not prevalent. In this context people are relaxed and comfortable and they also behave in their own way instead of a normal and routine behavioural pattern. On a wider note it has been evaluated that the concerned individual selected for this experiment was highlighting the backstage behavioural pattern in terms of remaining in the relaxed and comfortable mood in that particular situation. Individuals were also in a relaxed and stress-free mood due to the gathering of the physically and the dine-out factor. This particular aspect has also highlighted the change of talking pattern within the group. This is because the participants maintained a formal relationship while they were present within the organisation but in this particular setting he was in a relaxed and more informal mood while talking with other colleagues. This particular factor has also facilitated in analysing the changing in the backstage behavioural pattern of the respective individual.

In the following context the social learning theory has been incorporated for the purpose of analysing the behavioural pattern of individuals. Lee, Moak & Walker (2016) mentioned that social learning theory highlights the impact of the culture on the individual as well as the behavioural pattern and the aggregation is also considered. In this particular context social learning theory highlights the mental state and the motivation level of the individual is considered and the influence of these factors on the behavioural pattern of the individuals is evaluated. Masoomeh *et al.* (2020) mentioned that with the help of social learning theory, the new behaviour and the observation of factors of the individual are considered in an effective manner. From the field notebook the normal behaviour of the concerned individual is verified with the behaviour of the individual in that particular day. This has facilitated in analysing the difference of the behaviour that was prevalent on that day. The social learning theory helps in observing the behaviour as well as a similar behaviour pattern that is prevalent among individuals. It also facilitates in highlighting the aggressive and the non-violent behaviour towards certain people. In this particular context it has been highlighted that the concerned individual was not addressing towards another individual and a friendly relationship and atmosphere was maintained in that particular situation. With the consideration of the social learning theory the behavioural patterns of the respective individual are analysed in terms of highlighting the front stage and the backstage behaviour within the individual. The backstage behaviour in this context was analysed by the friendly behaviour of the respective individual in that particular situation. In this context it can be illuminated that the respective individual was free with his thoughts and enjoying the fullest in that particular situation. A potential presentation in terms of the presentation and the conversation process was followed by the individual who has highlighted the cultural aspect of the individual.

## Hypothesis

Behavioural pattern of office colleagues changed and varied considering the social situation.

# Conclusion

Thus, it can be concluded that has emerged from the analysis. This is because in the analysis section a proper interpretation of the results in terms of the behavioural patterns of the individual has been discussed. The expectation does not differ from the observational process. This is due to the fact that the concerned individual maintains the formal relationship in the organisational setting and an informal but presentable relationship with others in the environment of relaxation such as dine out. This behavioural pattern has facilitated in conducting the study in a proper manner as well as it has also helped in analysing the behavioural change considering the social context of the individual in a proper way. Further research in terms of analysing more than one person can take place for the purpose of understanding the behavioural pattern in a proper manner. In addition to that one of the behavioural factors can be considered for the purpose of conducting the study in a precise manner.

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# Appendices

**Appendix 1: Scratch notes**

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| Field notes   * Behavioural pattern of the individual * Front stage and backstage behavioural analysis * Front stage normal behaviour * Backstage is similar to others * No other behavioural pattern is observed * Formal and the informal relationship pattern is considered * Aggressive and the non-violent behavioural pattern is observed |

**Appendix 2: Field notes**

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| Field notes   * Consideration of the social behavior * Social learning pattern * Analysing situation for applying social learning theory * Reactions of the individual needs to be considered * Proper observational factor * Potential social context is considered * Changes of the behavioural pattern |

**Appendix 3: Personal notes**

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| Personal notes   * Selection of the individual * The behavioural change needs to be considered * The social factor is also essential * The environment and the setting are also need to be considered * Ethnicity and the age group needs to be considered * Attitude of person is also needto be taken into account |