

Chapter-2

Understanding Individual Behaviour

Individual behaviour

- Refers to the response of the person in reference to various perspectives in a situation (organizational).
- Every individual is different in nature, and thus understanding individual behavior is complex.
- Thus, it is difficult to predict due to interplay of different variables.
- Lookout:
 - <https://www.behavioraleconomics.com/why-do-people-behave-the-way-they-do/>
 - <https://www.healthline.com/health/left-brain-vs-right-brain#:~:targetText=The%20theory%20is%20that%20people,thought%20to%20be%20right%2Dbrained>
 - <https://psychlens.com/types-of-behavior-in-psychology/>

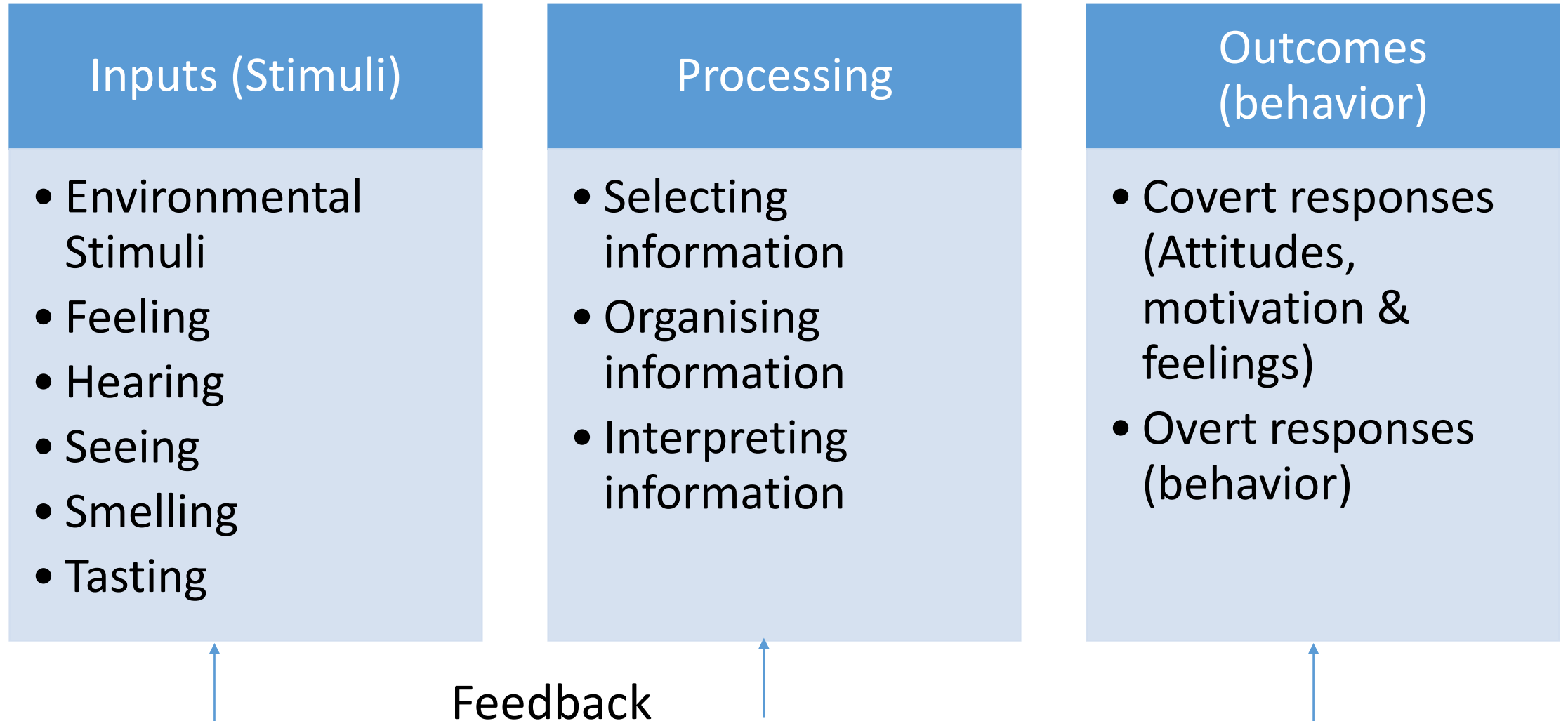
Foundation of Individual Behaviour

<p><u>The person</u></p> <p>1. Personal biographical factor:-</p> <ul style="list-style-type: none">a. Sex ,b. Age , C. Educationd. Abilities, e. Marital status.	<p><u>The environment</u></p> <p>1. Environmental factors:-</p> <ul style="list-style-type: none">a. Economic condition ,b. Political situationc. Cultural d. Social norms.
<p>2. Psychological factors :-</p> <ul style="list-style-type: none">a. Personality ,b. Perception ,c. Attitudes ,d. Values ,e. Learning	<p>2. Organizational factors:-</p> <ul style="list-style-type: none">a. Physical facilities,b. Organizational structure,c. Organizational design ,d. Learning style ,e. Reward system.

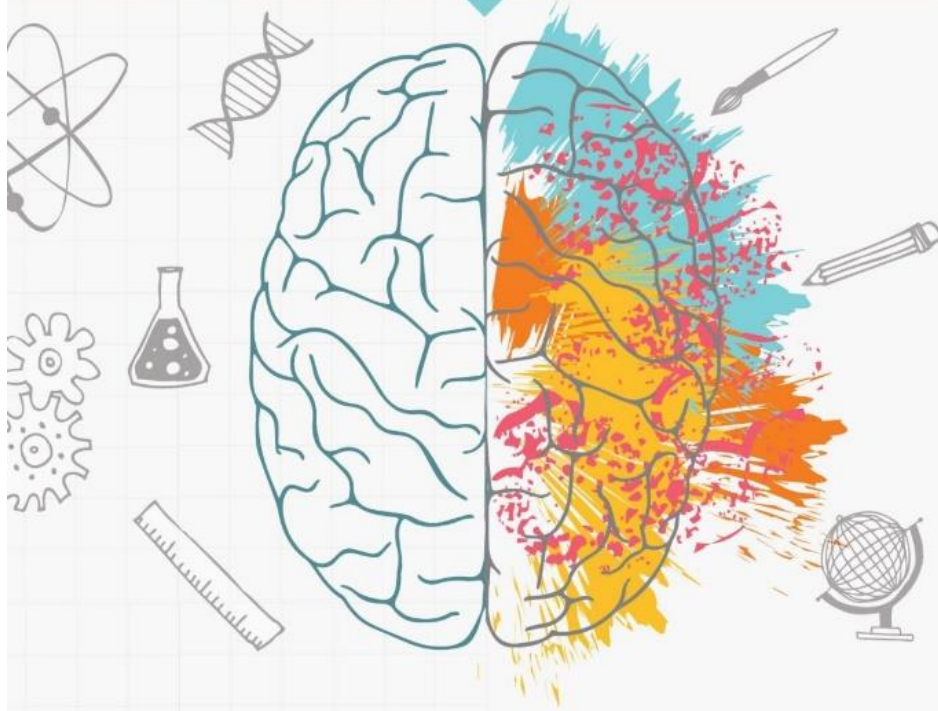
Human Behaviour - defined

- Human behavior is the potential and expressed capacity (mentally, physically, and socially) of human individuals or groups to respond to internal and external stimuli throughout their life.
- It is driven by thoughts and feelings, which provide insight into individual psyche.
- Human behavior is shaped by psychological traits, as personality types vary from person to person, producing different actions and behavior.
- Also, an individual may behave differently in person and in a group or even socially.
- Social behavior, a subset of human behavior that accounts for actions directed at others, is concerned with the considerable influence of social interaction and culture.

Behaviour as Input-Output system



Left brain vs. Right brain



THINKING IN WORDS

sequencing

linear thinking

MATHEMATICS

facts

LOGIC

FEELINGS VISUALIZATION

IMAGINATION

intuition

RHYTHM

holistic thinking

ARTS

Mental process

It is a cognitive process, which is the way people process information.
It consists of:

- Beliefs
- Attitudes
- Values
- Needs
- Motives and behavior
- Sensation
- Emotions
- Cognitive dissonance

Basic steps in Mental process

- MP is the performance of composite cognitive activity.
 - Analyse
 - Purpose
 - Research
 - Decide
 - Hypothesize
 - Initiate

... system. It is a system used to identify or verify a person and is used in security systems. Mexican government had used this system to match the identity of their voters with their database for verification and minimizing frauds.

The confused brain



Read aloud the text below. Take the names of the colours that you see and not the words that are written.

YELLOW BLUE ORANGE
BLACK RED GREEN
VIOLET YELLOW RED
ORANGE GREEN BLACK
BLUE RED VIOLET
GREEN BLUE ORANGE

Higher order of MP

- Critical thinking, reasoning, and decision-making are considered higher-order mental processes compared to concept formation and problem solving.

Outputs in terms of OB

- Increase in productivity
- Low absenteeism
- Reduced turnover
- Increased job satisfaction
- High job involvement
- Organisational Citizenship Behavior (OCB)

IS IT OKAY TO SHOW ANGER AT WORK?

YES	NO

Some useful links

<https://www.quizony.com/what-emotion-are-you-feeling-right-now/index.html>

https://knilt.arcc.albany.edu/Four_Functions_Of_Behavior

<https://www.bbc.com/news/world-asia-china-57328508>

<https://www.iedunote.com/fundamental-concepts-of-organizational-behavior>

<https://www.verywellmind.com/learn-psychology-2795592>