Social Behavior as a Main Category of Sociological Science

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Abstract

In the article discussed theoretical approaches to the study of social behavior in the humanities. Within the framework of the identified research approaches, a structural model of the interaction of objective and subjective factors that determine social behavior is presented. It has been revealed that the active actions of a person or group aimed at interaction and transformation of the social environment are called social behavior. This behavior depends on the circumstances in which it occurs and causes the choice of a specific behavioral strategy.

Keywords: Social Behavior; System Analysis; Determinism; Functionalism; Neo-Behaviourism

Introduction

Currently, in sociological sciences, social behavior is one of the key categories, since this phenomenon is complex in nature, affecting all areas of activity. If we assume that economic sociology is interested in social behavior aimed at making a profit for certain subjects, then the object of political sociology is electoral behavior, as well as manipulative technologies of the electorate. The sociology of law is interested in the social behavior of people, regulated by certain laws of formal or informal law. Unlike individual behavior, social behavior is a collective act. Has many different interrelated determinants. Even in ancient times and the Middle Ages, many thinkers began to analyze the quintessence of social behavior. Although they did not directly use this concept.

Literature Review

One of the thinkers of Central Asia during the first Renaissance, who revealed his understanding of social behavior was Al-Farabi Abu Nasr Ibn Muhammad. Farabi considered the emergence and activity of the state of such a social institution as the state as the result of the natural desire of people to unite. He believed that the ultimate goal of every person is to achieve true happiness, but a person cannot achieve it alone. This requires the joint efforts and actions of many people, a certain social organization that would create the necessary actions. Such an organization is the state. Abu Reyhan Muhammad ibn Ahmed al-Biruni was one of the first to illuminate world history and culture from the point of view of the

geographical location of a particular country. To a certain extent, he can be called the father of geopolitics [1, 22].

Based on this, it can be assumed that Abu Rayhan Beruni, in the context of interpreting social behavior, paid more attention to the geographical factor. He believed that it is geographic determinism that influences the social behavior of people living in a particular country. In the process of mutual existence of people, Abu Raikhan Beruni [2] paid great attention to the formation of mutual assistance and peaceful existence in society. This is the key to the well-being and well-being of the people.

Another famous scholarly encyclopedist of the East during the Renaissance was Abu Ali ibn Sino [3]. In his works, the philosopher substantiated the need for people to live together. If, the thinker wrote, "everyone did everything himself, then a burden that would be too heavy, hardly feasible, would fall on everyone's shoulders. Therefore, an agreement between them is necessary. Abu Ali ibn Sino analyzed social behavior in the context of the individual's communication environment. In the concept of the environment where personal communication occurs, it includes the living conditions of people in which communication occurs. At the same time, he notes that a person in society is not free, but depends on living conditions and the influence of his own kind. The thinker introduces the concept of social determinants, which determine human behavior, and directs his research into the social sphere.

Based on the analysis of the views of Central Asian thinkers, we can come to the conclusion that although they did not use the concepts of social behavior, they identified geographical social determinants that influence social behavior. It should also be noted that social behavior was interpreted by the learned encyclopedists of the first Renaissance from the standpoint of morality.

Today, the scientific literature presents a great deal of conceptual and applied experience in theoretical, instrumental and applied aspects of the study of social behavior of a person, social group and community. In turn, the multidimensionality and structural regulation of social behavior, the sharp expansion of technology, the deformation of normative and modal forms of social behavior characteristic of modern open societies, increases the risks of unpredictability of human behavior and makes disciplinary studies of social behavior not always adequate in the context of the social realities in which people live. humanity today.

In this regard, interdisciplinary research of social behavior can act as an alternative valid strategy for human social behavior, which requires the development of an appropriate methodological construct using the entire variety of available different scientific concepts.

It should be noted that a systematic scientific study of the phenomenon of social behavior in the social sciences begins to take shape in the 20th century. In this context, the most established research schools in this direction include such schools as neobehaviorism, the theory of determinants, the theory of disposition, the situational approach, the theory of cognitive dissonance, the institutional approach, as well as the concept of pragmatic sociology and ethnomethodology.

An important role in the process of establishing research traditions of the phenomenon of social behavior was played by neobehaviorism, which arose within the framework of American psychology, represented by such scientists as: K. Hull, B. Skinner. The analysis of social behavior according to the position of behaviorism is based on the following classical concepts:

Table 1. Classical ideas of social behavior in behaviorism

Classic performance	Examples
Environmental determinism, which involves the interaction of the organism and the environment.	Fundamentals of ecology, interaction of factors and organisms, ecological systems.
The principle of evolution, according to which	Classical evolutionary biology is built on the idea

behavior is carried out on the basis of appropriate mechanisms in the process of evolution.	of the mechanism of speciation, i.e. differentiation. Stable human communities are built on the basis of social boundaries that separate one society from another (Perepelkin 1999; 2011).
Objective observation as a tool for understanding reality	A successful methodological technique that activates children's thinking during observation is comparison, comparing the characteristic features of objects or phenomena by similarity and contrasting by difference.
Interaction analysis and explanation functionality.	During the assessment of the functions of problem behavior, including aggression and self-harming behavior (self-injury), it is possible to increase the risks for the person and others. One of the approaches that gives accurate results that help reduce risks is functional analysis.

One of the key categories that allows us to interpret the conceptual foundations of social behavior is the concept of social action. The founder of the theory of social action is the famous German sociologist M. Weber 4, 67.

M. Weber gave great importance to this theory. According to M. Weber 5, 67, sociology is a science that interprets social actions. M. Weber defines social action as an action in its meaning directed at another and oriented towards him. He conventionally draws a line between the concept of action and behavior. He believes that social action is much broader than social behavior, since almost every human action is directly related to what other people do. An important aspect of understanding social action according to M. Weber is to give meaning to social actions, to realize their correlation with the world and to be oriented towards others.

Another scientist who made a great contribution to the theory of social sciences, including the theory of social action, is the founder of structural functionalism T. Parsons 6, 28. It was thanks to him that the concept of "structure of social action" was introduced into use in sociological science. According to T. Parsons 7, 48 the following elements can be distinguished in the structure of social action:

1. Actor, an integral person who makes a choice and performs an action.

2. Situation: a set of conditions within which the actor acts.

3. Orientation: motives and values.

It is orientation as a structure-forming element of social actions that is key in the process of analyzing social actions, since thanks to the orientation structure the following types of social actions according to T. Parsons 8, 52 can be distinguished:

1. Human intellectual activity "emotional intelligence", this social action is determined by cognitive orientations;

2. Expressive activity: it reflects the search for direct satisfaction of needs;

3. Moral agency: it is associated with values and principles, that is, with a wider range of motives for action;

4. Instrumental activity: this type of activity is associated with other types of activity.

It most likely prepares and accompanies other social actions of a person.

Also, only T. Parsons introduces the concept of reference variables of social action. He defined them as dilemmas that accompany choices when acting in a certain situation.

He introduced five such elections:

• Affective: carries momentary impulses of desires;

• self-orientation, collective orientation in this case, the collective is considered as a "broad group";

• Universalism particularism cognitive determined by others or distinctive action (which he chose himself);

• Quality of activity. This quality is associated with an object, in accordance with which the actors have to perform certain actions. It focuses on the characteristics of objects or the activities they perform;

• Specificity diffuseness based on the degree of importance the actor reacts to the situation. First of all, he has a dilemma of his desires or the desires of others;

According to the scientist, reference variables operate at three levels:

1. Specific within the framework of this action.

2. Personal at the team level.

3. At the cultural level.

Another category that has organically merged into the processes of describing social behavior is the category of social attitude. The tradition of studying social attitudes originates from the works of representatives of the Chicago school W. Thomas and F. Znanecki [9, 113]. who studied the adaptation of Polish Christians who immigrated from America to Europe. The expediency of introducing the term social attitude into scientific sociological discourse is determined, according to W. Thomas and F. Znanecki, by the need to explain the connection between objectively existing cultural elements of social life and the subjective characteristics of members of a social group. Moreover, social attitudes, in their opinion, cannot be considered in isolation from the social values, the embodiment of which at the individual level they are. But if value characterizes a certain external object, value is a fact that has empirical content and meaning for an individual or group, then a social attitude describes the internal state of an individual and a psychological process. At the same time, values are such that they are capable of influencing people's behavior due to the social attitudes expressed in them.

W. Thomas and F. Znaniecki [10, 117] using the concept of social attitude describe the subjective orientations of individuals as members of a group towards certain values that prescribe for them certain socially accepted ways of behavior.

The definition of "social attitudes" given by W. Thomas [11, 183] and F. Znaniecki suggests its interpretation as a process of individual consciousness that determines the individual's activity in the real or potential social world, as the individual's psychological experience of values and values. The meaning of a social object or as a state of consciousness of an individual regarding some social value.

By the middle of the 20th century, in social psychology and sociology, an understanding of the social attitude was formed as a certain state of consciousness of the nervous system, which is expressed in

the individual's readiness to react and has a guiding influence on behavior based on the formed previous experience. Based on this understanding, key approaches to understanding the social attitude have emerged, depending on its components.

Table 2. Understanding the social attitude, depending on its components

Author	Theory
L. Thurstone	Social attitude in terms of value relations: positive or negative reactions
M. Smith	Dividing an attitude into three components (three-component structure theory)
Heckhausen, K.Lewin, W.Thomas, LRoss, I.Nizbet et al.	Social behavior is defined as a set of theoretical methodological concepts based on two basic principles: situationism and subjective interpretations of situations
A. Heizer and H. Eser	Social behavior from the point of view of the sociology of everyday life
E. Gerfelgen, H. Sachs, R. Votsen	Social behavior from the point of view of ethnomethodology

The first group includes a theory in which social attitudes are considered as value relations, expressed in the readiness for positive or negative reactions of social objects. Among the famous authors is L. Thurstone, who developed his own scale of social attitudes. L. Thurstone defined a social attitude as a multidimensional psychological product that carries with it the evaluative load of any phenomena. According to L. Thurstone, the evaluative load is a more important element of the social attitude than the cognitive element □12, 139□.

The second group of theories involves dividing the attitude into three components (three-component structure theory). The three-component structure theory was first defined by M. Smith. The structure of the attitude here includes a) a cognitive component: awareness of the object of a social attitude, b) an affective component: an emotional assessment of the identification of feelings, sympathy, antipathy towards it, c) a behavioral component - consistent behavior towards the object.

It should be noted that the three-component structure of understanding a social attitude has a psychological essence. It explains the behavior of an individual when reacting to random circumstances.

Another important approach in the process of interpreting social behavior, which has had a great influence on modern sociology and social psychology, is the situational approach. This approach is presented mainly by American and German researchers such as H. Heckhausen, K. Levin, W. Thomas, LRoss, I. Nisbet and others.

In this approach, social behavior is defined as a set of theoretical methodological concepts based on two basic principles: the first principle of situationism, which focuses on situational and contextual influences on human behavior. The second principle is subjective interpretation of situations. A situation in which the situation must be described based on the subjective perceptions of its participants. An important methodological principle of the situational approach is the consideration of social behavior in the context of the unity of the individual's experience and the current situation. Thus, representatives of the situational approach overcame the traditional methodology of the rigid opposition of intrapersonal and external situational factors □13, 23□.

It should also be noted that the category of social behavior was developed within the framework of one of today's trending areas of modern sociology, "sociology of everyday life." Thus, the German sociologist A. Heiser developed a model of sociological explanation of analysis, which involves a

transition from the analysis of the social situation to a comprehensive analysis of the logic of the situation, the logic of choice. In this context, H. Eser puts forward a hypothesis about the conditioning of social behavior by the definition of the situation and develops a theory of frame selection. In the concept of selection logic, spontaneously automatic activation of a frame can reflexively calculating behavior. The choice between them is carried out automatically ☐14, 25☐.

Another paradigm that interprets social behavior within the framework of the school of sociology of everyday life is the paradigm of ethnomethodology, mainly represented by such leading American sociologists as E. Gerfelgen, H. Sachs, R. Votsen, which considers social actors as unique constructors of social reality. Thanks to the concept of background expectation, which includes the property of everyday life, the socially approved attitudes of individuals, allows one to predict his behavior. Thanks to the school of ethnomethodology, sociology has the opportunity to reveal the mechanism of formation of one or another model of human social behavior in the course of constructing social reality ☐15, 26☐.

And also among modern sociological approaches that study social behavior, one should name the "theory of practices", for which the fundamental principle is the absence of distinction between behavior and its context. The conceptualization of "everyday practices" is characteristic of one of the most famous sociologists today, E. Giddens. Social action, in the terminology of E. Giddens, is not individual acts, but a continuous flow of behavior. He formulates the following basic provisions in his concept. First, behavior is related to the characteristics of the actor. Secondly, behavior is associated with the constant intervention of subjects in the surrounding social world. Thirdly, the social world is not always amenable to the influence of the social subject.

Conclusion

Based on the above described sociological approaches to social behavior, we can draw the following conclusions that social behavior is a complex socio-psychological, as well as sociological category, implying the objective nature of external conditions, as well as the understanding of the actor of social behavior as a constructor of social behavior. And another approach is that social behavior is directly related to the processes of socialization and inculturation of the individual. The presence of various schools of understanding social behavior and the absence of generally accepted paradigms in the sociological and psychological sciences is determined by the complexity of understanding this process. Despite the fact that social behavior is directly related to formal and informal social norms, in some cases it has both deviant and delinquent manifestations. At the same time, deviant and delinquent manifestations of social behavior have their own specifics in different cultures, as well as in social groups of society.

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