

# ON THE SYSTEM OF SOCIAL BEHAVIOR\*

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Today, social psychology aims at the overall study of social behavior and closely linked with sociology and cultural anthropology. This field of interdisciplinary study may be designated as Science of Social Behavior or Social Behavioristics. The subject-matter of Social Behavioristics is the total system of human social behavior. The efforts exerted on the part of present day social psychology for contributing to Social Behavioristics are still insufficient.

Influenced by Max Weber, several American sociologists have recently started the interdisciplinary study of the social system as a whole. As the representative work along this line we may mention the research carried through by Talcott Parsons and his collaborators, and the study by Hans Gerth and C. Wright Mills.<sup>1</sup> In the study of Parsons and his group, however, the historical aspect of the social system is not thoroughly clarified, and the Gerth and Mills study does not take into consideration the recent achievement of behavior theory. Here we cannot enter into detailed criticism of those studies, but, we would like to discuss the system of social behavior with a different viewpoint from those mentioned above.

The total society, which may be represented best by a modern state, consists of various functional groups, and these groups satisfy the needs of group members within the framework of the group life. Several of these functional groups make up a functional *social sub-system* that carry on the main functions of social life. These sub-systems can be divided into the following:

## I. *Social Sub-System*

### 1. *System of economic behavior.*

This is the system of group behavior for providing the material basis necessary for the preservation of group and individual life, and the social production through collective labor forms the core of this system.

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\* The viewpoint expressed in this paper was originally presented in Hiroshi Minami, *Systematic Social Psychology* (Taikei Shakai Shinrigaku) 1957, Chap. 13, pp. 585-604.

<sup>1</sup> For example, Talcott Parsons, *The Social System*, 1951; Talcott Parsons and Edward A. Shils (ed.), *Toward a General Theory of Action* (1952); Hans Gerth and C. Wright Mills, *Character and Social Structure*, 1954.

2. *System of social control.*

This is the system of controlling and regulating group behavior by a certain power (political, legal or psychological) and the system of conforming behavior.

3. *System of sexual and family behavior.*

A system of reproduction of the members of the society through marriage and the family system.

4. *System of daily activities.*

A system pertaining to the physical and somatic aspects in the daily activities of the individual members of society.

5. *System of ideational activities.*

Ideational activities brought about by symbols and ideas.

The above social sub-systems include the following *institutions*, i.e., the functionally differentiated groups of social behavior.

1. *Institutions of economic behavior.*

Production, distribution and consumption.

2. *Institutions of social control.*

Political, legal (normative) and military institutions, police, mores, folkways, fashion.

3. *Institutions of sex and family.*

Sex, love, marriage, family, kinship.

4. *Institutions of daily activities.*

Daily life (clothing, food, shelter), physical culture (health, recreation, sports), hobbies (physical).

5. *Institutions of ideational activities.*

Information, education, science, propaganda (advertising, publicity), entertainment, hobbies (ideational), arts, religion etc.

Each institution includes *organizational relations*, *communicative relations*, *psychological relations* and these three put together are called *human relations*. Human groups in which human relations are organized are *social groups*. Social groups with their physical foundations (land, facilities, properties etc.) are called *social organizations*.

Following are the relations within the above-mentioned institutions.

(A) *Organizational relations.*

Each institution includes the organizational relations, i.e., the interrelations of the statuses and roles of the members of society.

1. *Organizational relations in economic behavior.*

Class relations; relations of statuses and strata (economic or occupational); relations between producers and consumers etc.

2. *Organizational relations in social control.*

Relations of dominance-submission in political, legal and military institutions; relation of restraint-conformity in mores, folkways and fashion.

3. *Organizational relations in sex and family behavior.*  
Sexual relation, love relationship, family and kinship relations.
4. *Organizational relations in daily activities.*  
Relations between neighbors, friends and colleagues; relations in organizations for physical culture etc.
5. *Organizational relations in ideational activities.*  
Relations in organizations for information, propaganda, entertainment (communicator and communicatee); relations in educational, scientific, artistic and religious organizations etc.

The basic structure of a total society is the economic organization and the organization of social control for its maintenance. The patterning of the economic organization and the social control organization is called the *social structure* of a total society. According to the pattern of social structure, a society can be classified either as a classless society, (primitive communism, socialism), or, as a class society. (ancient slavery, feudalism, capitalism). In the class society, the class relations are determined by the ownership of the means of production. In either case, the institutions in the sub-system of an established social structure are characterized by its characteristic features.

(B) *Communicative relations.*

1. *Communicative relations in economic behavior.*  
Relations in productive processes (management, plant etc.), relations in distribution (banking, transactions, barter etc.); relations in consumption (advertising, publicity etc.)
2. *Communicative relations in social control.*  
Political communication (political debate, political propaganda, governmental publication etc.), legal communication, military and police communication; communication in mores, folkways and fashion.
3. *Communicative relation in sex and family behavior.*  
E.g. honorific expression according to the difference in status, age, sex etc.
4. *Communicative relations in daily activities.*  
Expression of respect through formal dress, manners, gifts etc; communication in physical culture (signals and signs during games or sport matches etc.)
5. *Communicative relations in ideational activities.*

(C) *Psychological relations.*

This is the pattern of psychological interaction developed between the members of social group who have some contact with each other through organizational and communicative relations.

1. *Psychological relations in economic behavior.*  
Relations (co-operation and antagonism) among members of the different classes, statuses, occupations.
2. *Psychological relations in social control.*  
Dominance-submission, leadership-followership, restraint-conformity etc.

3. *Psychological relations in sex and family behavior.*
4. *Psychological relations in daily activities.*  
Relations between neighbors, friends and colleagues; team-work, esprit de corps, in physical culture etc.
5. *Psychological relations in ideational activities.*  
Relations between communicators and communicatees; relations between educator and student; relations between members in scientific, artistic and religious organizations etc.

Within the framework of human relations mentioned above, the members of a society mobilize *social intelligence* in order to satisfy and control their *social needs*. The experience of subjective estimation of success or failure in this process of need control is the *social feeling*.

(I) *Social needs.*

Every adult member of a society has social needs determined by human relations in which he carries on his daily activities.

1. *Economic needs.*  
Need of productive activities, "profit motive," need of consumption etc.
2. *Needs for social control.*  
Needs for domination, honor, success; need for submission, need for conformity etc.
3. *Needs for sex and family.*
4. *Needs for daily activities.*  
Need for physical comfort, need for sociability, need for recreation, need for physical exercise etc.
5. *Needs for ideational activities.*  
Need for knowledge, need for creative activities, need for appreciation, need for religious activities etc.

(II) *Social intelligence.*

The intellectual abilities and their products for the purpose of satisfying social needs are social intelligence. Social intelligence takes the form of *ideology* and of *social consciousness*. Ideology is a definite system of ideas with a view point pertaining to basic social structure. In contrast with ideology, social consciousness is somewhat vague and unstable system of ideas with no definite economic or political viewpoint, and is not directly determined by basic social structure. Any ideology has as its core the basic economic, political ideologies and these fashion the contents of the ideology pertaining to the sub-systems other than economic and political one. For instance, the political ideology of a certain artist may have a profound influence on his artistic ideology. Contrarywise a person's basic (economic, political) ideology may be determined by his religious ideology, and for such person the modification of his political ideology will be very difficult unless it is accompanied by the modification of his religious ideology. In this way the pattern of each person's ideological system becomes

quite complicated.

(A) *Ideology.*

1. *Economic ideology.*

Class, status, or occupational ideologies held by a member of a certain class, status or occupation, or by the people who subjectively identify themselves with those classes, statuses or occupation.

2. *Ideology of social control*

Ideologies of the ruling class and the ideologies of the revolutionary; nationalistic, chauvinistic, internationalistic, militaristic ideologies.

3. *Ideology concerning sex and family.*

Libertinism, asceticism, "familialism" etc.

4. *Ideology concerning daily activities.*

View of life ("epicurianism," "stoicism" etc.); Emphasis upon physical health, nudism etc.

5. *Ideology concerning ideational activities.*

Scientific, artistic, religious ideologies. etc.

(B) *Social consciousness.*

1. *Economic consciousness.*

Producer's consciousness (e.g. emphasis on profit), consumer's consciousness (e.g. interest in price control); class consciousness held by capitalists, landlords, workers, farmers etc.; status consciousness held by aristocracy, "common man" etc.; occupational consciousness held by bureaucrats, "white collar workers", teachers, small shop-owners, etc.

2. *Consciousness of social control.*

Political consciousness (political interest vs. political apathy, conservative vs. progressive consciousness); legal consciousness, consciousness of norms; consciousness of fashion.

3. *Consciousness of sex and family.*

Sanctifying vs. practical viewpoint, etc.

4. *Consciousness of daily activities.*

Consciousness of life (optimism vs. pessimism, nonchalance vs. rigorism etc.); sanctification of sports vs. practical view-point etc.).

5. *Consciousness of ideational activities.*

Consciousness concerning information ("sensationalism" in journalism etc.); educational, scientific, artistic, religious consciousness. etc.

## II. *Social Feeling.*

Social feeling has as its basis an evaluative feeling of human relations including the estimation of relationship between social environment and self. It is mainly the compound feeling experienced in the interpersonal relations. Unlike social intelligence, social feeling does not depend directly on economic and

political human relations. Its main content is determined by the bodily condition and situation of the daily life. Here the individual's personality traits are the important factors.

1. *Feeling of economic behavior.*

Feeling of productive activities (pleasure, monotony, boredom etc.); feeling of consumer (displeasure of waste, pleasure of shopping etc.); class feeling (hated of the exploited against the exploiter, friendly feeling among workers etc.).

2. *Feeling of social control.*

Political feeling (enthusiasm vs. indifference); legal feeling (respect vs. contempt); feeling of mores (anxiety caused by tabu); feeling of fashion (admiration for the "new look") etc.

3. *Feeling of sex and family.*

4. *Feeling of daily activities.*

"Life feeling" (feeling of stability, feeling of tension, feeling of excitement); feeling of physical culture (feeling of good health, thrill and excitement experienced in sports matches) etc.

5. *Feeling of ideational activities.*

Feeling of intellectual superiority and security; feeling of intellectual inferiority; feeling of intellectual uncertainty, insecurity; skeptic feeling; artistic feeling; religious feeling etc.

The complex of social needs, social intelligence, social feeling give birth to the *social traits of personality*.

### III. *Social Traits of Personality*

1. *Economic traits.*

Traits of workers, capitalists farmers, landlords etc.; traits of consumer (spendthrift, miser etc.); class traits (bourgeois traits, petty-bourgeois traits, etc.); occupational traits etc.

2. *Traits of social control.*

Traits in "authoritarian personality"; submissive vs. rebellious traits; conforming vs. deviating traits etc.

3. *Traits of sex and family behavior.*

4. *Traits of daily activities.*

Exactness vs. looseness; asceticism vs. epicurianism; etc.

5. *Traits of ideational activities.*

Rational vs. irrational; creative vs. imitative; purist vs. philistine; devout vs. atheistic etc.

Individual personality, as the pattern composed of the above traits, is formed through the dynamics of the human relations in the total society, and is determined basically by class relations and social control relations. These determining

factors of personality formation may be divided into historical, national and universal (humanity) factors.

(A) *Historical factor*

In the final analysis the personality of an individual member of a society is determined by the historical conditions of the society to which he belongs. Basic social structure and personality, however, do not show a simple correspondence. When the basic economic and political structure is changed by historical conditions, the human relations in the economic and political institutions will be modified accordingly. At the same time, the human relations in other institutions may change, but, still other human relations will remain unchanged or change very slowly. These discrepancies show characteristic features according to the specific society in transition, and we must examine in detail the dynamic change in human relations during the period of transition affecting the total system of social behavior. As an approach to this problem we may study the interrelationship of social consciousness, ideology, social feeling, etc. in the personality dynamics of the individual member of the society in question. For example, a worker, as a union member, may have a progressive economic ideology and be very earnest in economic struggle. However, he may not possess a firm political ideology and may have no definite political attitude, and have only vaguely a progressive political idea. His consciousness pertaining to sex, family and daily activities may be more or less feudalistic and his ideational activities may be tinged with old fashioned, feudalistic sentiments, which, for example, make him cherish traditional music. In this way a man living in the time of transition may have no integration between ideology, social consciousness and social feeling and show an unstable personality composed of inconsistent contradictory elements. If, at a time of transformation in the basic social structure, we try to transform personality as a whole by forcibly modifying the ideology through one-sided "brain washing," there will surely be brought about psychological distortion and disorganization of personality which will result in a trait of "over-conformity." In an attempt to transform the total personality, a method of smooth transformation of the social needs, social intelligence and social feeling as a whole must be considered. Through a political education appealing to political consciousness and ideology, and political propaganda appealing to political feeling, political needs must be developed. When the political needs are born, it links itself with political ideology, political consciousness, political feeling, and by strengthening each other it becomes the source of "political energy."

(B) *National factor.*

A nation, which may be defined as a community made up of people (usually made up of many races) living in the same area, leading a common economic life, using a common language, with common personality traits (modal personality traits), was first formed in the historical period when the community in question reaches the stage of capitalism. Within a nation like ours, however with its land isolated as an island country, with a comparatively homogenous language and many common

elements in personality traits, the national traits are deep-rooted even in the social behavior of present day citizens. For instance, we have ambivalent feeling toward sex (sanctification and contempt); "home (household)-centeredness" ("familism"); artistic arrangements in daily activities (flower-arrangements, tea-ceremony etc.), irrational "empiricism" (emphasis upon "comprehension", practiced intuition etc.) delicate aesthetic sense (emphasis upon inexpressible mood or delicate nuance etc.); comparative lack of religious consciousness etc.

(C) *Universal (humanity) factor.*

Universality of social behavior appears as institutions, human relations, social traits which can be seen in any era of history and in any part of the world. For instance, the social control of sexual behavior ("incest tabu" between mother and son), or the products of ideational activities (e.g. Greek sculpture, works of Shakespeare, ancient Japanese architecture etc.) can be considered as containing the humanity factor which will survive throughout the historical development of mankind.

The organizational relations, communicative relations and the psychological relations, that run "vertically" through all institutions, constitute human relations and characterize social psychological aspects of each society.

In order to grasp the dynamics of human relations, social behavioristics must carry on the analysis of social system as a whole with the close cooperation of the various fields of social sciences. In this sense, social psychology may be considered as a constituent branch of social behavioristics dealing mainly with the problem of personality aspect of the system of social behavior.