



Social Commitments in a Depersonalized World (Paperback)

By Edward J. Lawler, Shane R. Thye, Jeongkoo Yoon

Russell Sage Foundation, United States, 2011. Paperback. Condition: New. Language: English . Brand New Book. As individuals ties to community organizations and the companies they work for weaken, many analysts worry that the fabric of our society is deteriorating. But others counter that new social networks, especially those forming online, create important and possibly even stronger social bonds than those of the past. In *Social Commitments in a Depersonalized World*, Edward Lawler, Shane Thye, and Jeongkoo Yoon examine interpersonal and group ties and propose a new theory of social commitments, showing that multiple interactions, group activities and, particularly, emotional attachment, are essential for creating and sustaining alignments between individuals and groups. Lawler, Thye, and Yoon acknowledge that long-term social attachments have proven fragile in a volatile economy where people increasingly form transactional associations--based not on collective interest but on what will yield the most personal advantage in a society shaped by market logic. Although person-to-group bonds may have become harder to sustain, they continue to play a vital role in maintaining healthy interactions in larger social groups from companies to communities. Drawing on classical and contemporary sociology, organizational psychology, and behavioral economics, *Social Commitments in a Depersonalized World* shows how...



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