COMMUNICATION AND EDUCATION TECHNOLOGY

HUMAN RELATION

UNIT III

INTRODUCTION

- Human relations are fundamental in a civil society and in each profession (including psychology, social work and health care).

- Nurses are one of the largest groups in health care workforce and are constantly interacting with patients, their relatives, colleagues as well as other members of the multidisciplinary health care team inside and outside the health care organization.

CONTD...

- Nurses must, therefore, be well equipped and skilled in the science of human relationships to carry out their personal and professional responsibilities more efficiently.

- Knowledge of human relations enables an individual understand human behavior and develop a positive attitude towards his profession and the society.

DEFINITION

- Human relation is an area of management practice which is concerned with the integration of people into a work situation in a way that motivate them to work productively, cooperatively and with economic, psychological and social satisfaction. -keith Davis

- Human relation refers to the science of applying principles of social psychology in improving the working of an organization to make it more productive and in making the worker happier to improve efficiency and satisfaction.

- Human relations are the relations between human beings that are affected by many other factors and helps in the accomplishment of goals of an organization.

HUMAN RELATIONS IN NURSING

- Human relations in nursing refer to the relationship of nurses with colleagues and other department personnel and of nurses with patient. In other words, it is intradepartmental, interdepartmental and interpersonal (nurse and patient/family) relationship to provide the quality care to their patients.

- A nurse-patient relationship is the relationship between a nurse and a patient who interact with each other to face a health deviation, share and bring it to a resolution and discover ways of adapting to the situation.

CONTD...

- Human relations in nursing also develop when two health care personnel interact with each other to achieve the primary goal of maximum patient satisfaction and health promotion irrespective of their field of work.

DIMENSIONS OF HUMAN RELATIONS IN NURSING

1. Nurse-patient helping relationships

2. Nurse- health team relationships

3. Nurse- community Relationships

4. Nurse-family relationships

STRATEGIES TO PROMOTE CARDINAL HUMAN RELATIONS

- Common Organizational goals

- A sense of oneness

- Group Cohesiveness

- Training & skill building in human relations

- Effective communication practices

- Policies to promote coordination and cooperation among employees

- Defined organizational structure

UNDERSTANDING SELF

- Self-concept is a person's understanding of how and what someone thinks about him or her .

- An individual is not born with self-concept , rather, it evolves as the individual constantly interact with people.

- Understanding the self is the ability to understand one's own thoughts, and actions.

DEFINITION: UNDERSTANDING SELF

- Understanding self represents the sum total of people's conscious perception of their identity as distinct from others. It is not a static phenomenon, but continues to develop and change throughout our lives. -George Herbert Head

JOHARI WINDOW: TOOL TO UNDERSTAND SELF

	Known to self	Not known to self
Known to Others	The areas of your life that are the so-called open book.	The blind spots – we all have them.
Not Known to Others	The things you know about yourself but will not share with others.	The things about you that no one knows, not even you.

SOCIAL BEHAVIOUR

- The interaction that takes between members of the same species or the behavior directed towards the society is known as social behavior.

- Communication between members of two different species is not social behavior, social behavior is followed by social actions, is directed at other people and designed to provoke a response.

TYPES OF SOCIAL BEHAVIOUR

1. Aggression: intent to harm, humiliate

2. Altruism (willing to do things that bring advantages to others. Selflessness)

3. Scapegoating (unfairly blamed for something that others have done.)

4. Shyness: feeling of discomfort, nervousness, lack of confidence and awkwardness

FACTORS INFLUENCING SOCIAL BEHAVIOUR

1. Social Norms: daughter in law doesn't communicate freely in the presence of father in law

2. Culture And Social Custom: do not communicate with elders with eye contact

3. Values: not obeying or arguing with any superior

4. Traditions: newly wed woman are expected to wear a particular type of dress

5. Motives: individual's motives governs the psyche of an individual.

6. Drives: state of heightened tension in individuals that sets off reactions and sustains the reactions for increasing the general activity level of individual.

Individual And Group

- Individual is a single unit in a group and a group is a collection of many individuals with a common purpose.

- A group is a number of units of anything in close proximity to one another.

Definition Of A Group

- A group may be defined as two or more individuals interacting with one another for an identifiable purpose and who at least one goal.

- A group is a social unit which consists of a number of individuals who stand in definite status and rare relationship to one another and which posses a set of values or norms of its own regulating the behavior of individual members at least in matters of consequence to the group.

Characteristics Of A Group

1. It involves 2 or more people.

2. Each group has its own identity.

3. Each member of group have a shared goal.

4. Group members have a conscious identification with each other.

5. Group members need each others help to accomplish the purpose.

6. Group members influence, interact and communicate with each other.

Classification Of Groups

- Involuntary groups: family, kinship, friendship

- Voluntary groups: free to withdraw membership at any time.

- Primary group: have emotion and has face to face communication

- Secondary group: no emotions for the group

- Unsocial group: largely lives on itself and for itself. Doesn't participate in larger society.

- Pseudosocial group: participates in social life but for its own gain

- Antisocial group: acts against the interest of the society

- Prosocial group: works for larger interest of the society

Tasks Or Role Of An Individual In A Group

- Initiator

- Information seeker

- Information giver

- Opinion seeker
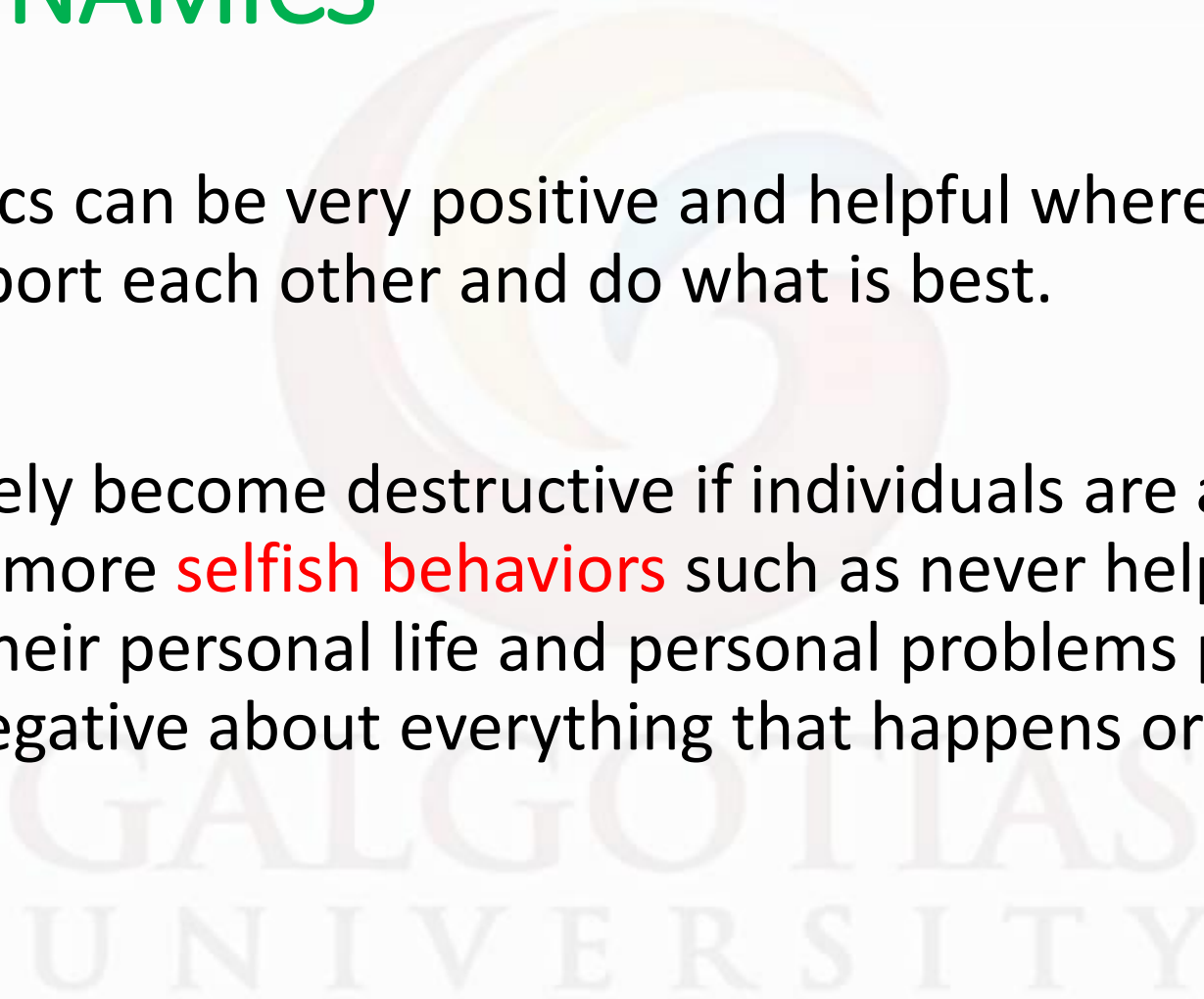
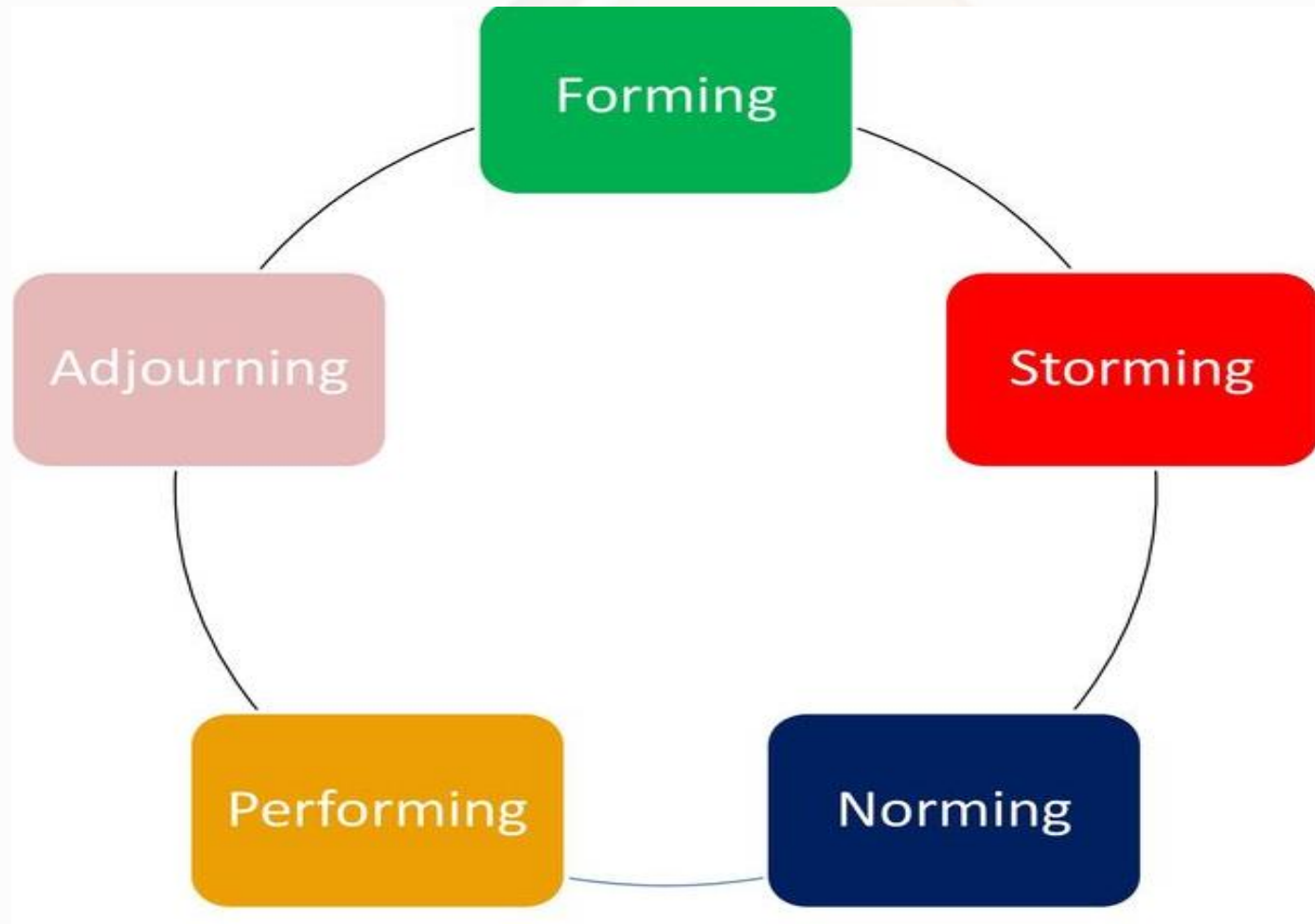- Coordinator

- Evaluator

- Energizer

GROUP DYNAMICS

- It is the study of groups and a general term for a group process.

- It refers to an insight into the behavior of group members and to incline their behavior towards the achievement of group goals.

- A branch of social psychology which studies problems involving the structure of a group.

- The interactions that influence the attitudes and behavior of people when they are grouped with others through either choice or accidental circumstances.

GROUP DYNAMICS

- Group dynamics can be very positive and helpful where team members support each other and do what is best.

- It can alternately become destructive if individuals are allowed to continue with more selfish behaviors such as never helping someone else, making their personal life and personal problems permeate their work, being negative about everything that happens or complaining all the time.

STAGES OF GROUP DEVELOPMENT

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1. **Forming**: The group comes together and gets to initially know one other and form as a group.

2. **Storming**: A chaotic vying for leadership and trialling of group processes

3. **Norming**: Eventually agreement is reached on how the group operates (norming)

4. **Performing**: The group practices its craft and becomes effective in meeting its objectives.

5. **Adjourning**: The process of "unforming" the group, that is, letting go of the group structure and moving on.

Strategies To Improve Group Functioning

- Group must have a clear understanding of individual goals as well as group objectives so that their interaction is goal oriented.

- Members participating in the group must have a clear understanding about their responsibilities.

- Members participating in the group must follow the principle of positive competence.

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- Appropriate control over the functioning of the group.

- The success of the group depends upon the collaboration of the functions of its members.

- Effective communication is essential.

- Coordination between individual tasks is essential in achieving efficient group functioning.

Teamwork

- A team consist of more than one person and each person typically has different responsibilities.

- Teamwork is the action performed by a team towards a common goal.

- Teams should have as identifiable output, inclusive membership, leaders with authority, agreement on purpose, rules of procedure and measurable goals, resources and feedback.

Elements Of A Team

1. Common purpose

2. Interdependence

3. Clarity of role and contribution

4. Satisfaction from working together

5. Mutual and individual accountability

6. Empowerment

Principles/Strategies To Build A Successful Team

1. Clear expectation

2. Commitment

3. Competence

4. Control

5. Collaboration

6. Communication

7. Coordination

Health Team

- It is a dynamic process involving two or more health care professionals with complementary background and skills, sharing common health goals and exercising physical and mental efforts in assessing, planning or evaluating patient care in health care.

- Its functional classification is as follows:

1. Health care team: team with indirect contact. (community health)

2. Medical care team: team with or without direct contact

3. Patient care team: team with direct contact

Advantages Of Teamwork

- Gives better end result and high quality performance

- Involves every person and his expertise and responsibilities

- The execution of new ideas can be more effective

- Wider Communication

- Increases learning in team

- People can share common goals & interest.

- A team increases the accuracy of problem solving.

Disadvantages Of Teamwork

- It may lead to unequal participation of members in a team.
- Teamwork may limit creative thinking because teamwork is everyone's work.
- Teamwork may face some inherent conflicts.
- Peer pressure
- A team can sometimes take longer to produce desired results.

Measures Taken By The Nurse Manager To Facilitate Nurses

- Motivation is the process of arousing the action, sustaining the activity in process and regulating the pattern of activity.

- Motivation refers to the status within a person that drives behaviors towards some goals.

- motivation can be defined as any idea, need, emotion or organic stage that prompts a man to action

Motivational Approach

- 1. Be strong approach: reward in terms of money (penalty cases)

- 2. Be good/paternalistic approach: reward in terms of job security, good working conditions along with money

- 3. Effort reward approach: a benchmark is set and to achieve it, employees work. Reward is given according to performance.

Maslow's Priority Model Of Motivation

Self-Actualisation
Morality, Creativity, Spontaneity, Acceptance. Experience purpose, meaning and inner potential

Self-Esteem Needs
Confidence, achievements, respect of others, connections, need for individuality

Love and Belongingness Needs
Friendship, family, intimacy, connections

Safety and Security Needs
Health, employment, property, family, stability

Physiological Needs
Air, food, water, shelter, clothing, sleep

Maslow's Hierarchy of Needs

An Introduction to the Theory

According to human psychologist Abraham Maslow, our actions are motivated in order to achieve certain needs. His hierarchy suggests that people are motivated to fulfil basic needs before moving on to other, more advanced needs. People need to satisfy their most important needs first, then when they achieved this, they can move onto the next important need.

Maslow first introduced his theory of hierarchy in his 1943 paper "A Theory of Human Motivation" and his subsequent book "Motivation and Personality".

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- Maslow's Hierarchy of Needs has often been represented in a hierarchical pyramid with five levels.

- The four levels (lower-order needs) are considered physiological needs, while the top level of the pyramid is considered growth needs. The lower level needs must be satisfied before higher-order needs can influence behavior.

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1. Physiological Needs

The basic physiological needs are probably fairly apparent—these include the things that are vital to our survival. Some examples of physiological needs include:

- Food
- Water
- Breathing
- Homeostasis

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2. Security and Safety Needs

As we move up to the second level of Maslow's hierarchy of needs, the requirements start to become a bit more complex.

At this level, the needs for security and safety become primary. People want control and order in their lives, so this need for safety and security contributes largely to behaviors at this level.

- Some of the basic security and safety needs include:

- Financial security

- Heath and wellness

- Safety against accidents and injury

Contd...

3. Social Needs

The social needs in Maslow's hierarchy include such things as love, acceptance, and belonging. At this level, the need for emotional relationships drives human behavior. Some of the things that satisfy this need include:

- Friendships

- Romantic attachments

- Family

- Social groups

- Community groups
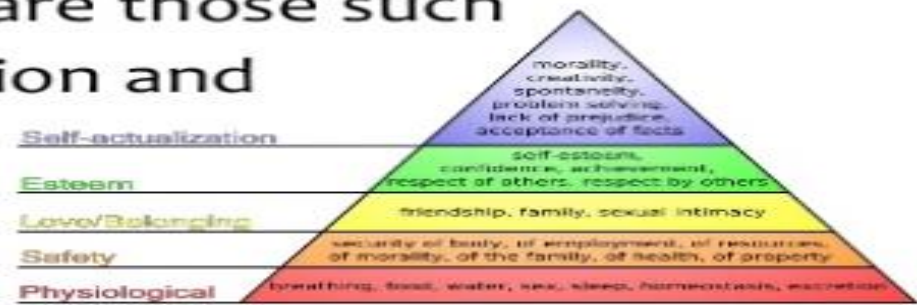
- Churches and religious organizations

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4. Self Esteem Needs

- It becomes increasingly important to gain the respect and appreciation of others. People have a need to accomplish things and then have their efforts recognized.

- People need to sense that they are valued and by others and feel that they are making a contribution to the world. Participation in professional activities, academic accomplishments, athletic or team participation, and personal hobbies can all play a role in fulfilling the esteem needs.

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The Fourth Stage of Hierarchy – The Esteem Stage

Once a person feels like they belong, the need to be important can arise. **Esteem** needs can be classified as external or internal. Internal esteem needs are related to self-esteem, such as the need to respect yourself and achieve. External esteem needs are those such as social status, reputation and recognition.
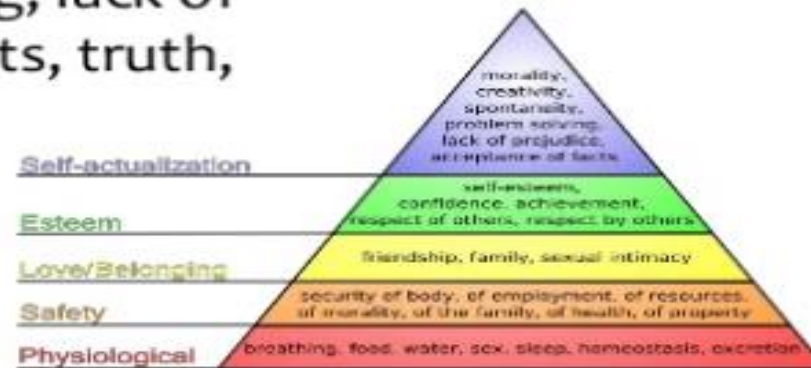
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5. Self-Actualization Needs

- It may be loosely described as the full use of talents, capabilities, potentialities, etc. Such people seem to be fulfilling themselves and to be doing the best that they are capable of doing. They are people who have developed or are developing to the full stature of which they capable.

- Self-actualizing people are self-aware, concerned with personal growth, less concerned with the opinions of others, and interested fulfilling their potential.

Contd...

The Fifth Stage of Hierarchy – The Self-Actualisation Stage

Self-actualisation is the summit of Maslow's hierarchy of needs. It can be defined as the quest of reaching your full potential. Unlike some of the lower needs, this need is never fully satisfied due to the fact that people can 'grow' and change and continue to

challenge themselves. People in this

stage tend to have needs such as: morality, creativity, spontaneity, problem solving, lack of

prejudice, acceptance of facts, truth,

justice, wisdom and

meaning.

The Criticisms of the theory include the following

- The needs may not follow a definite hierarchical order. For example, even if safety need is not satisfied, the social need may emerge.

- The need priority model may not apply at all times in all places.

- The level of motivation may be permanently lower for some people. For example, a person suffering from chronic unemployment may remain satisfied for the rest of his life if only he get enough food.

Any query

- Thank you

QUIZ

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