

## MEASUREMENT OF THE STAGES OF RELATIONSHIP AS AN INSTRUMENT OF SOCIAL INTERACTION

### Relationship as the psychological assess for cooperation

Social psychology as a science is studying all aspects of any interactions between social subjects. It considers the behavior of social subjects in numerous circumstances and interactions. Scientists conduct a lot of experiments with separate individuals, social groups and parties, all kinds of survey of opinion and questionnaires in order to obtain a data that might be applied to the general activities of individuals, organizations, institutions, and even governments and countries.

Any interaction of social subjects involves a relationship. The proper evaluation of the relationship, or the level of the relationship, allows one to appropriately choose the correct goals, tasks, proposals, and so on for the negotiation in order to maximize a positive reaction and further development of the relationship. If you know how to "measure" the relationship, what level the relationship is at, how to develop the next level of the relationship then you are able to lead direction and development of the relationship in your favor.

The modern theory of interactions explaining a person's actions or behavior uses the concepts of interests, needs, and motives. Unfortunately, these three parameters for lack of practical base can not be correctly measured. Describing them scientists ordinarily use words and expressions, such as active, passive, light, big, small, and so on. Meanwhile, social psychology for the analysis of the situation in any interaction uses a principle of consideration of the goals. For example, if you examine the goals in the interaction of any social subjects, you can determine that these goals are the most objective and, moreover, they can be measured, compared and calculated.

The motive of any action is very easy to measure within the goal. The more valuable goal is for a person, the stronger is the motive for his actions. In the interaction of two social subjects, when a relationship is forming, the stronger motive is derived from the more valuable personal goal in the relationship. If both parties are looking to achieve their goals through the forming relationship, it means they are establishing personal cooperation.

So, it is very important to make the conclusion: The development of relationship always progresses simultaneously with the development of cooperation, and the relationship is the psychological assess, or evaluation for the actual process of cooperation characterizing by common benefit.



If it is possible to measure a cooperation process based on the established goals and recognizing the similarity between relationship and cooperation processes, then it is possible to measure a relationship. Thus, goals, which determine the level of cooperation, will also determine the level of the relationship.

### The cooperation process as a scale to measure the relationship

It's useful now to consider the several principal tenets of social psychology.

1. No one is doing anything without his or her interests or goals.
2. Any cooperation is arising on the basis of mutual interests or goals.
3. Any personal structure between social subjects is always founded on actual, stated functions.

A relationship appears from the first personal contact of social subjects who find interests to continue their interaction willingly, i.e. each party is independent and has the choice to cease or continue their interaction. So, forming a personal relationship between two social subjects lies in the ability and willingness to begin their future cooperation. Thus, the process of the developing personal relationship and the development of cooperation, based on personal goals, directly correlate to each other.

The process of cooperation consists of several stages, determined by the corresponding goals.

The first stage is characterized by the goal of providing the first personal contact in such a way that both social subjects get positive impression from each other. This is very important for their future interaction since each of them has a choice to continue or to stop it.

The second stage is determined by the goal of openly-exchanged information that covers the spheres of their life activities.

The third stage is determined by selecting an area of mutual interest, where both parties might benefit from their interaction.

The fourth stage is determined by selecting an interim mutual goal in the area of such mutual interest that might be reached jointly with the personal contribution from each party. At this stage of cooperation both parties practically develop the system allowing them to evaluate the actions and behavior of each other while attending interim mutual goals in social setting.

The fifth stage is determined by the "life vital" goals of each party that smoothly replace interim goals in the cooperation.



The sixth stage is determined by demands of the personal contributions from both parties in achieving their life vital goals.

Now, using these stages of the development of a cooperation process as a scale for measuring of the personal relationships, it is possible to determine the levels of the developing relationship of any interacting social subjects and plans for their further development. The development of the relationship process depends on the development of cooperation and vice-versa.

The development of cooperation, what is mainly practical actions, is controlled by the personal relationship through emotional feelings and psychological assessment. Each level of a personal relationship correlates with the appropriate level of cooperation and its goals. If one side has expressed its life vital goals in a first or second stage of cooperation, his or her partner will not be ready to accept them, because the relationship has not reached the same level. The partner will feel discomfort, tension and alert. The development of cooperation and relationship will cease.

One can agree that only when an interim mutual goal is determined, it is possible and appropriate to negotiate certain conditions (i.e. money, time, documents, materials, communications, reports, and so on) that is necessary to enable both parties to fulfill their goals. Any earlier negotiations on these conditions have no foundation.

### Universal application of the process of relationship development

The importance of relationship measurement might be depicted in the level of international relationships between two countries. If government reports indicate mutual understanding and interests, they are at the second stage of relationship development. If they discover mutual goals and sign some form of agreement, then they are at the fourth stage. At the same time, if the life vital goals for one of the countries were negotiated and an agreement was met to act upon those goals, then they are at the fifth stage. The sixth stage of the relationship level appears to exist between the USA and the UK as both countries have expressed their vital goals in the same regions and have agreed to work together on them.

Relationship development between the sexes also passes through the same six stages. It is very important for men and women to understand this process and follow it. Everyone knows that first personal impression is very important or even vital. That's why first personal contact appears to be the first stage of relationship development. During the second stage the partners are experiencing a vast exchange of information about their life, work, studying,



home, hobbies, movies, artists, cars, neighbors, relatives, friends, and so on. After they found out and determined the field of mutual interests, they will reach the third stage of their relationship. Having determined an interim mutual goal within the field of interests, they move to the fourth stage. An interim mutual goal might present working or studying together, sexual relationship, attending social events, etc. During this stage of the relationship both partners are developing a very important element of cooperation, for each one estimates and evaluates the contribution of the other (amount of money, time, work and efforts) along with their attitude toward these goals. When the relationship raises to the life vital goals, such as getting married, having children, etc, then they reached the fifth stage of their relationship. The sixth stage occurs, when both partners work continuously for their mutual life important goals with the family and children.

The universal character of the development process for the social relationship and the universal principle for measuring of this process provide an immense opportunity for social psychology to develop new approaches to study, follow up, control, predict, and analyze any interactions between social subjects on the scientific basis.

### Recruiting as directed process of relationship development

As far as the goals are used as an instrument for relationship establishing and measuring, the system of goal analysis and evaluation takes the side of particular importance. It is clear that in any situation, if an interim mutual goal does not hold the same value for each partner, their actions will be different. The higher value placed upon an interim mutual goal the stronger is the motive of actions in the relationship. It means that analyzing and proper estimation of the personal value placed upon the interim mutual goal give the great possibility for correct evaluation and prediction of a participant's actions, that is very important in any social interactions.

From another point of view, if one of the participants wants the other to act in a certain way or direction, he may propose an interim (but not necessary mutual, in this case) goal that might hold a much higher value for the another person. This creates the possibility for one of the partners, while forming the relationship, to establish such a type of cooperation that initially favors only another one. Recognizing the stages and rules governing relationships, one can now direct the relationship development toward his own dominant goal.

In other words, if one knows the area of interests of the other, he is able to create the situation when both will have an "interim mutual" goal within the other person's interests. So, the other person will be more receptive to interaction and will have much stronger motivation to reach the goal jointly. Besides, the fact of one's participation in a process of obtaining the goal (the other is interested in)



forms the other's motive of cooperation and the strenght of this motive depends on his or her wish or necessity of its obtaining. Using the above instrument for measuring and establishing of necessary relationship level, one can direct the relationship in such a way to achieve then his own goal as well.

Using such a powerful method to influence social subjects, a leader who follows these principles of relationship measuring and developing is able to be very successful in any social interaction. These principles may be successfully used in any social subjects' interactions, such as international relationships, personal relationship, public relations, transfere technology, labour conflicts, economic relationships, teaching, sociology, sales, police, and so on.

A practical implementation of the above was very successful in many social interactions.

Any questions, proposals, contacts are cordially welcomed.

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