

## Social/Cultural Perspective of Human Behavior

According to this perspective of human behavior, people act the way they do because of the social and cultural context. It relies on social forces influencing individual behavior. Furthermore, it views culture as a program of shared rules that govern the behavior of members of a community through set values, attitudes and beliefs.<br />



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### **Behavior is influenced by Social and Cultural forces**

Behavior affected by people on Social-book and Culture

This perspective states that the person acts how they do because of the influence of others around them. Spouses, friends, parents, bosses and strangers help to make up social forces helping to determine an individuals behavior. The shared values, beliefs and attitudes of a culture also help mold behavior of an individual.