Interpersonal Theories

Social Support
Social Networks
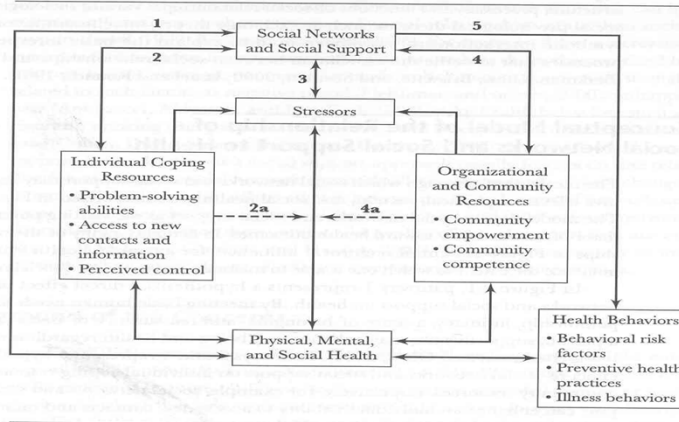
PUBLIC POLICY
national, state, local laws

COMMUNITY
relationships among organizations

ORGANIZATIONAL
organizations, social institutions

INTERPERSONAL
family, friends, social networks

INDIVIDUAL
knowledge, attitudes, skills

Social **Support** & Social **Networks**

FIGURE 9.1. THE RELATIONSHIP OF SOCIAL NETWORKS AND SOCIAL SUPPORT TO HEALTH.

Social Networks and Social Support

Stressors

Individual Coping Resources
• Problem-solving abilities
• Access to new contacts and information
• Perceived control

Organizational and Community Resources
• Community empowerment
• Community competence

Physical, Mental, and Social Health

Health Behaviors
• Behavioral risk factors
• Preventive health practices
• Illness behaviors

Building Social **Relationships**

Many social relationships are built upon a
<u>foundation of reciprocity</u>.

What is reciprocity?

Building Social **Relationships**

Reciprocity=

Extent to which
resources and *support*
are both *given* and *received*
in a *relationship*

Building Social **Relationships**

RELATIONSHIPS:
- Family
- Friends
- Work networks
- School networks
- Social groups

They play a major role in whether:

- ✓ someone acts in a way that is either risky or good for health
- ✓ What kinds of social support a person has available to them for help

Social **Support**

| Constructs	Definitions
Emotional Support	Expressions of empathy, love, trust and caring
Instrumental Support	Tangible aid and service
Informational Support	Advice, suggestions and information
Appraisal Support	Information that is useful for self-evaluation

Social **Support**

Social Support and All Cause Mortality - Relative Risk

High: 1
Low (Men): 2.3
Low (Women): 2.8

N=6,900
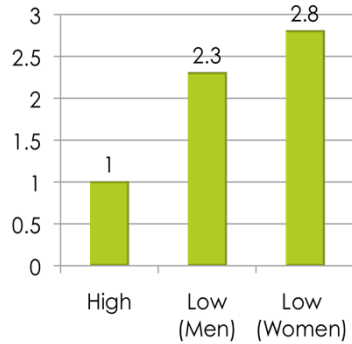
Study found:
✓ High levels of social support = low relative risk of death from any cause.
✓Low levels of social support= higher risk of death from any cause.
✓Low level negative outcome relationship is even stronger for women than for men.

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Measuring Social Support

TABLE 3
Six-item short form of the Social Support Questionnaire (SSQ6); full-scale SSQ item numbers in parentheses

Whom can you really count on to distract you from your worries when you feel under stress? (9)

Whom can you really count on to help you feel more relaxed when you are under pressure or tense? (17)

Who accepts you totally, including both your worst and your best points? (19)

Whom can you really count on to care about you, regardless of what is happening to you? (20)

Whom can you really count on to help you feel better when you are feeling generally down-in-the-dumps? (23)

Whom can you count on to console you when you are very upset? (25)

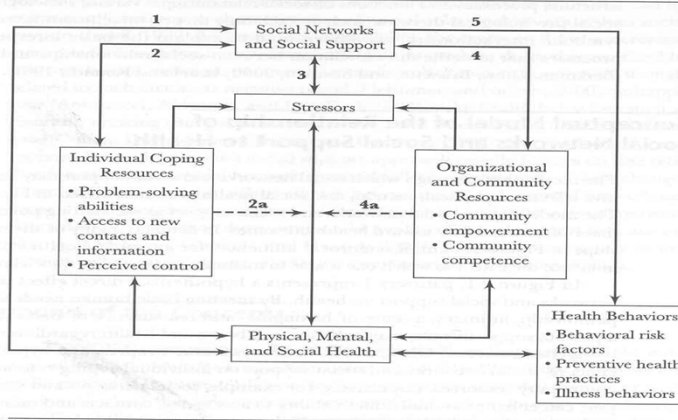3/29/2011   Theoretical and Behavioral basis of Health Education   8

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Social Support

Duke-UNC Functional Support Questionnaire					
Here is a list of some things that other people do for us or give us that may be helpful or supportive. Please read each statement carefully and place an X on the blank that is CLOSEST to your situation.					
HERE IS AN EXAMPLE: I get….enough vacation time	As much as I would like _	_	X	_	Much less than I would like _ _
If you put a check where we have it, it means that you get almost as much vacation time as you would like, but not quite as much as you would like. Answer each of the following items as best you can. There are no right or wrong answers					
I get..	As much as I would like _	_	_	_	Much less than I would like _
People who care what happens to me					
Love and affection					
Chances to talk to someone about problems at work or with my housework					
Chances to talk about money matters					
Invitations to go out and do things with other people					
Useful advice about important things in life					
Help when I am sick in bed					
Help with transportation					

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Social **Support** & Social **Networks**

FIGURE 9.1. THE RELATIONSHIP OF SOCIAL NETWORKS AND SOCIAL SUPPORT TO HEALTH.

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Social **Network Theory**

- How social network theory explains health behavior:
  - Specific or unique characteristics of individuals (e.g. attitudes, beliefs, values, skills, etc.) are NOT important to the theory
  - RELATIONSHIPS between and among individuals are important as is how the nature of those relationships influences beliefs and behaviors

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Social **Networks**

Constructs	Definitions Extent to which:
Reciprocity	resources and support are both given and received in a relationship
Intensity	social relationships offer emotional closeness
Complexity	social relationships serve many functions
Density	network members know and interact with each other.
Homogeneity	network members are demographically similar
Geographic Dispersion	network members live in close proximity to focal person.

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Social **Network Theory**

SNT requires research on social networks of interest related to the health issue

✓ID people in the network

✓ID frequency of interactions between people in the network

✓ID types of interactions between people in the network

✓ID differences in relational roles

✓ID groups or cliques in the larger network

Social **Network**

Kinds of network qualities that you might look for in assessing role of a network:

✓Centrality vs marginality of individuals in the network

✓Reciprocity of relationships

✓Complexity or intensity of relationships

✓Homogeneity or diversity of people in the network

✓Subgroups, cliques, and linkages

✓Communication patterns in the network

Social Support and Social Networks

Table 4 Associations between social support variables and participant characteristics with poorer health-related quality of life by gender[a]

	Men		Women	
	n	Odds ratio (95 % CI)[b]	n	Odds ratio (95% CI)[b]
Social support variables				
Number of close friends				
Less then 2	919	1.49 (1.23, 1.81)*	1,339	1.53 (1.27, 1.83)*
3–9	2,153	1.27 (1.09, 1.48)*	3,862	1.20 (1.04, 1.38)*
10 or more	1,426	1.00 (reference)	1,747	1.00 (reference)
Number of close friends seen once a month				
Less than 2	1,432	1.41 (1.17, 1.71)*	2,322	1.24 (0.98, 1.56)
3–9	2,129	1.23 (1.03, 1.47)*	3,619	1.04 (0.84, 1.30)
10 or more	937	1.00 (reference)	1,007	1.00 (reference)
Living situation				
Alone	446	0.92 (0.63, 1.35)	1,486	1.07 (0.82, 1.38)
With spouse (no family)	3,598	0.77 (0.56, 1.06)	4,309	0.93 (0.74, 1.17)
With family (no spouse)	172	0.80 (0.50, 1.29)	547	1.17 (0.87, 1.57)
Spouse and family	211	1.00 (reference)	435	1.00 (reference)
Other/unknown	71	0.98 (0.49, 1.97)	171	1.82 (1.12, 2.94)*
Overall level of social support[c]				
High	3,199	1.00 (reference)	4,262	1.00 (reference)
Moderate	938	1.24 (1.04, 1.49)*	1,509	1.19 (1.03, 1.38)*
Low	315	1.35 (1.01, 1.81)*	1,079	1.30 (1.09, 1.55)*
Demographic and health habit characteristics				
Age group (years)				
Less than 55	1,372	1.00 (reference)	2,389	1.00 (reference)
55–69	1,667	1.35 (1.13, 1.62)*	2,452	1.56 (1.36, 1.79)*
70 or greater	1,459	2.41 (1.95, 2.98)*	2,107	2.86 (2.42, 3.39)*
Education				
Less than high school diploma	638	1.00 (reference)	974	1.00 (reference)
High school diploma	1,862	0.62 (0.48, 0.79)*	3,086	0.62 (0.50, 0.76)*
Some college/college grad	1,929	0.39 (0.30, 0.50)*	2,800	0.37 (0.30, 0.46)*
Body mass index (kg/m²)				
Less than 25	920	1.00 (reference)	2,195	1.00 (reference)
25–29	2036	1.17 (0.97, 1.42)	2,345	1.31 (1.14, 1.51)*
30 or greater	1453	2.13 (1.73, 2.62)*	2,285	3.22 (2.77, 3.73)*
Smoking status				
Never	1,849	1.00 (reference)	4,238	1.00 (reference)
Former	1,993	1.18 (1.01, 1.38)*	1,828	1.17 (1.02, 1.34)*
Current	307	1.94 (1.46, 2.58)*	516	2.04 (1.64, 2.54)*
Number of adverse health problems[d]				
0	2,332	1.00 (reference)	3,926	1.00 (reference)
1 or 2	1,618	3.06 (2.61, 3.58)*	2,244	2.78 (2.45, 3.17)*
3 or 4	96	5.86 (3.23, 10.62)*	124	13.79 (5.54, 34.33*)

* $P < 0.05$

Social **Support & Networks**

The effect of social relationships on health:

✓is not specific to any one disease process

✓does not follow a linear dose-response curve

✓Social networks reciprocity and intensity were found to be link to positive mental health

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Social **Network Theory**

- SNT requires research on social networks of interest related to the health issue
  - ID people in the network
  - ID frequency of interactions between people in the network
  - ID types of interactions between people in the network
  - ID differences in relational roles
  - ID groups or cliques in the larger network

Social **Network Theory**

- Kinds of network qualities that you might look for in assessing role of a network:
  - Centrality vs marginality of individuals in the network
  - Reciprocity of relationships
  - Complexity or intensity of relationships
  - Homogeneity or diversity of people in the network
  - Subgroups, cliques, and linkages
  - Communication patterns in the network

Social **Network Theory**

- Using SNT
  - Most useful in health promotion as a strategy to use for a limited or defined groups of people (not for large scale interventions)
    - Step 1: research to identify the important characteristics of the network
    - Step 2: develop an intervention that specifically works with the network as a facilitator

Social **Network Theory**

Discovering Social Networks

- Can you tell me the names of five individuals whom you are close to?
- What five people would you seek out if you needed help?
- Who would you ask if you had a question about your health?

Social **Network Theory**

Measuring Intensity

- For each of the people you identified before, on a scale of 1 to 5 with 5 being often and 1 being never, how often do you seek information from _____?

TABLE 2:   Valued Data Presented in a Matrix Format (bi-directional)

	Bob	Julie	Sam	David	John	Kim	Ralph	George	Kent	Byron
Bob		1	5	1	2	1	1	2	1	5
Julie	1		4	1	2	2	5	2	1	1
Sam	5	5		1	2	3	1	5	5	4
David	1	4	2		3	5	1	4	1	1
John	2	5	5	2		3	5	5	5	5
Kim	1	1	4	5	2		1	2	1	1
Ralph	5	1	5	5	3	5		5	3	5
George	1	1	3	1	5	1	1		1	1
Kent	1	1	5	1	3	5	1	2		1
Byron	5	1	5	1	5	2	1	2	1	

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Social **Network Theory**

Discovering Density

- Once a perceptual map has been created, density can be determined.
- Density is the level of interconnectedness in the network. It can be described as:

    _____l_____   where "l" is the total number of lines in the network

    n(n-1) and "n" is the total number of nodes

It produces a result from 0 to 1. A score of 0.55 would indicate that 55% of the total possible connections have been made.

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Social **Network Theory**

Contemporary Trends in the US

- Decrease in personal cohesive social networks

    - Robert Putnam, Bowling Alone (Social Capital)

- Increase of non-personal communication
    Increased use of impersonal Information/Communication Technologies

Social **Network Theory**

Implications for Health Education

- Interventions that work to increase characteristics of social networks (vis-à-vis Social Capital): Density, complexity, intensity, etc.

- Policy change targeted to increasing participation and acknowledgment of crucial role social networks play Focusing on determinants of health

- Potential to harness emergent Information Communication Technologies for health education; Increase social capital, as well as increased ICT literacy

Social Support

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TABLE 9.1. TYPES AND CHARACTERISTICS OF SOCIAL NETWORKS AND SOCIAL SUPPORT.

Concepts	Definitions
Social network	A person-centered web of social relationships
Selected social network characteristics:	
Reciprocity	Extent to which resources and support are both given and received in a relationship
Intensity	Extent to which social relationships offer emotional closeness
Complexity	Extent to which social relationships serve many functions
Density	Extent to which network members know and interact with each other
Homogeneity	Extent to which network members are demographically similar
Geographic dispersion	Extent to which network members live in close proximity to focal person
Social support	Aid and assistance exchanged through social relationships and interpersonal transactions
Types of social support:	
Emotional support	Expressions of empathy, love, trust, and caring
Instrumental support	Tangible aid and service
Informational support	Advice, suggestions, and information
Appraisal support	Information that is useful for self-evaluation

Source: Based on Israel, 1982; House, 1981.