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How to reap the benefits of socializing no matter how busy you are.

By Sandy Fernandez October 24, 2013

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Why We Crave Social Interaction

Have you ever frittered away an afternoon trolling through friends' updates on Facebook? Or failed to tear yourself away from family to finish that report? UCLA psychology professor Matthew Lieberman has a very simple explanation: Your brain made you do it.

For over 20 years, Lieberman — now the director of the [Social Cognitive Neuroscience lab \(http://www.scn.ucla.edu/\)](#) at UCLA — has been using neuroimaging and other tools to study the biological basis of social behavior. The bottom line: Connecting is such a central human need, it's actually built into the architecture of our brain and may have been a major driver in *homo sapiens'* evolution. "This is what our brains were wired for: reaching out to and interacting with others," Lieberman writes in his new book, "[Social: Why Our Brains Are Wired to Connect \(http://www.amazon.com/Social-Why-Brains-Wired-Connect/dp/0307889092\)](#)." It's not incidental. "These are

design features, not flaws."

So what does that mean in everyday life? "There's a tendency to put socializing last, to focus on our careers or making more money instead," says Lieberman. "I've certainly been guilty of it. I've moved away for a job, for example. But building more 'social' into your life can really improve your well-being."

Inspired by the book, here are seven ways to do just that.

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PDP • a day ago

This is a really good article but I don't have time to do a lot of socializing unless it is connected to my work. It's all my choice. I socialized enough for many people when I was younger. Now I care about getting ahead and staying there. I don't care about how much money I'm worth I'm not gonna spend it socializing and that includes dinner, gifts or whatever. For example I'm on a strict budget. I buy groceries and I prepare the meals myself.

I do a lot of networking but that's for business and it doesn't always involve spending money and picking up the check. I'm a simple person. I don't buy or do things to impress people. Basically I'm just too tired to socialize. Socializing is last in my life.

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Karla → PDP • an hour ago

Hi there! I totally get it, you should prioritize yourself. The #2 Suggestion of standing events would probably work really great for you. It wont take much time to organize and you can plan a low budget get together, like a potluck or happy hour.

Happy Socializing!
www.hippieinheels.me

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