

How Does Group Membership Affect People

People are motivated to affiliate with others and form groups. Evolutionary psychologists make the argument that groups facilitated survival. It was critical to identify who was a member of your group (the ingroup) who would help you, and members of other groups (the outgroup) who may be a competitor for resources (food, water, mates, etc.).

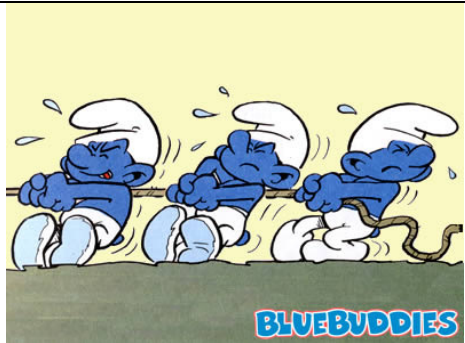

For members, of our own group, we are more likely to favor them (the **ingroup bias**) and invoke the reciprocity norm. It takes very little to establish ingroup and outgroups. Even a random flip of coin (this coin flip was even shown to participants) were enough to create an ingroup bias (see Tajfel and Turner's minimal group paradigm). Once groups are formed, we tend to see members of our group as diverse and members of other groups as homogeneous (**the outgroup homogeneity effect**).

Social Loafing

The tendency to expend less effort on a task when it is a group effort ([page 478](#)).
Warning: this could be counter intuitive.



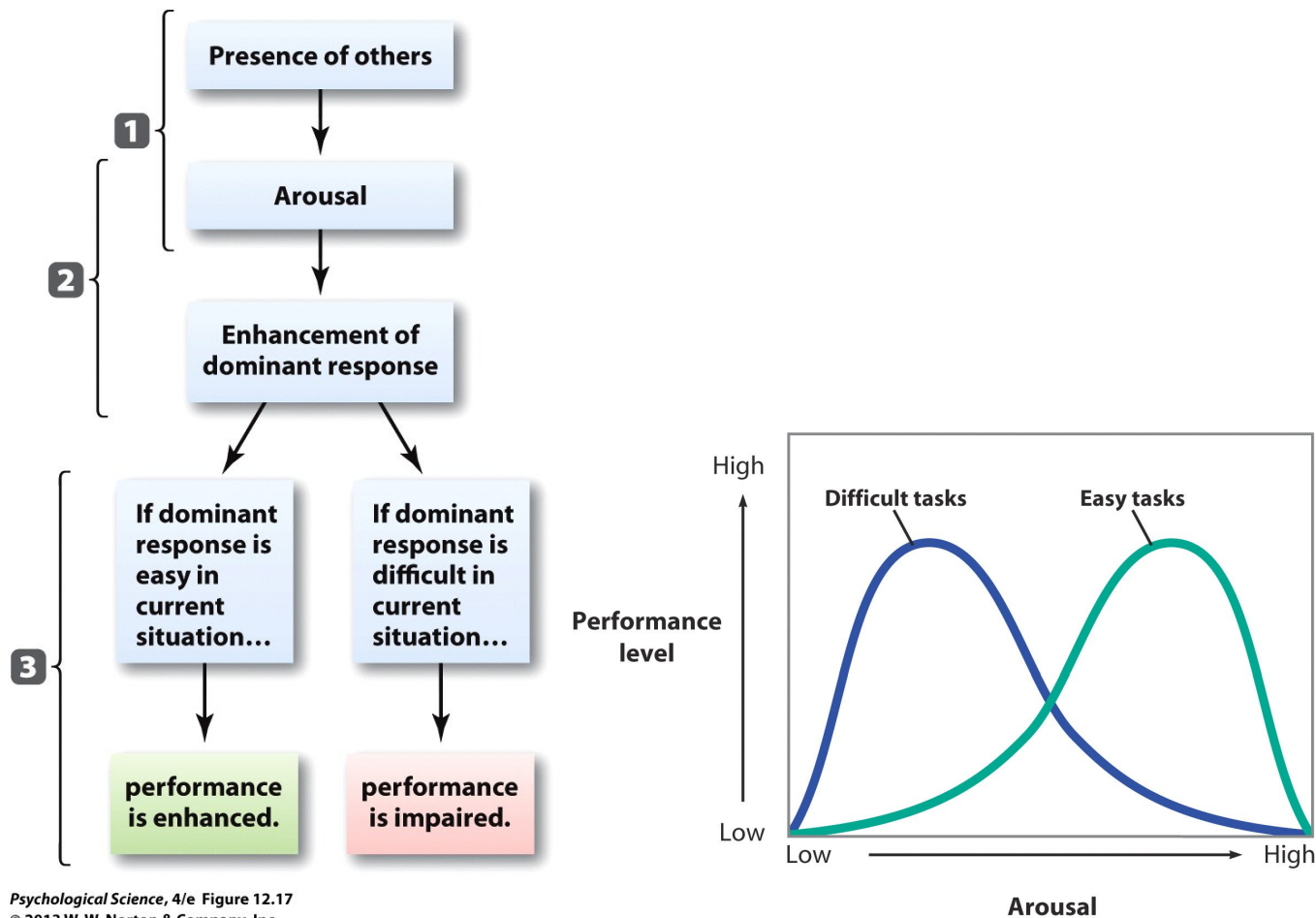
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you work less hard in a group	than by yourself
Pull of 100 lbs.	Pull of 110 lbs.

Social loafing tends to occur when your behavior is not monitored and your efforts cannot be directly accounted for.

Social Facilitation

The tendency for the presence of other people to enhance individual performance ([page 489](#)).



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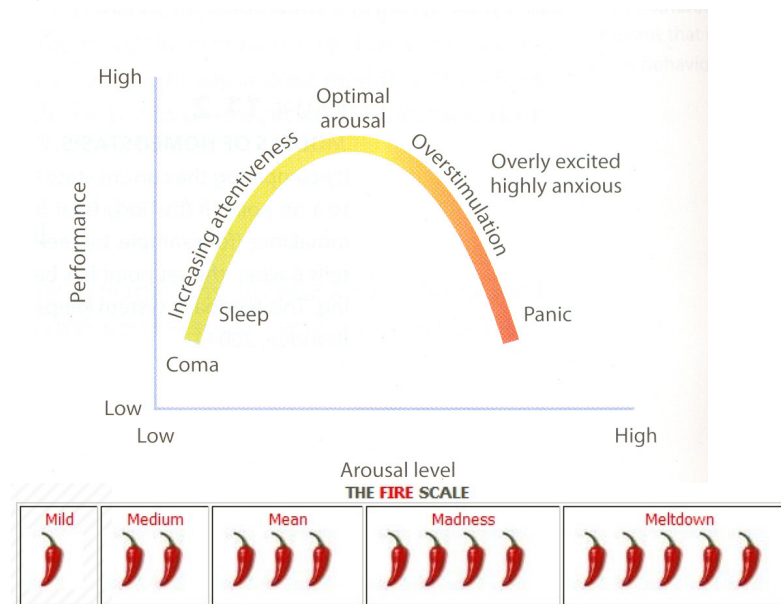
Social Psychology, 2/e Unnumbered 14 p536
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Social Facilitation and Arousal Theories

Arousal theories are based on the observation that people find both very high levels of arousal and very low levels of arousal quite unpleasant.

- When arousal is too low, we become motivated to increase arousal by seeking stimulating experiences
- When arousal is too high, we become motivated to reduce arousal by seeking a less stimulating environment.

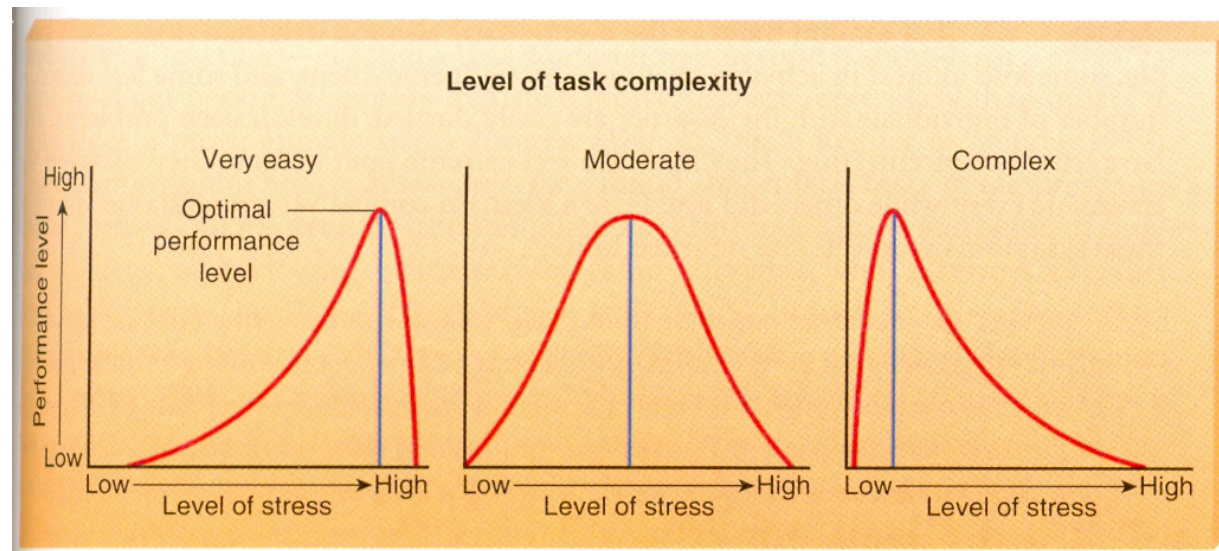
People are motivated to maintain an optimal level of arousal—one which is neither too high nor too low.

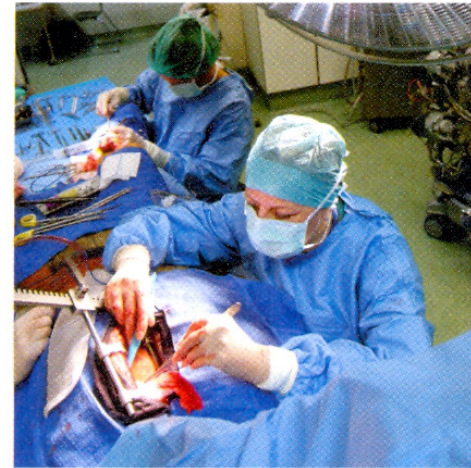


Social Facilitation and Arousal Theories

Arousal and Task Complexity

For easy tasks that are more automatic and well practiced, arousal and stress enhances performance, while for difficult tasks that require conscious effort, arousal and stress impair performance.





The Yerkes-Dodson law in action The worker on the left uses a knife to cut bread at a restaurant in Italy, while the surgeon on the right uses her sharp instrument to perform open-heart surgery. According to the Yerkes-Dodson law, a high level of physical arousal will help the restaurant worker's performance but probably not the surgeon's.

Social Facilitation and Arousal Theories

What are the implications of social facilitation and arousal theories?

In February 2009, this man, was able to be “graceful under pressure”.



Due to his experience, he was able to handle a stressful situation, calmly and in control. The stress (arousal) did not hamper his performance in what he had to do that day. He was able to land his US Airways airplane on the Hudson River with both engines out.



Arousal Theory, Social Perception and the Workplace

I was at Burger King the other day around noon. The person taking lunch orders appeared to be very "stressed out", made several mistakes and was having a hard time dealing with the mistakes. I'm glad I managed to get my order in so I don't have to wait in line like all those other people. She said, "I normally do not take the orders, but work in the back." I quickly thought to myself, "What incompetent person—she's messing everything up. It's a good thing I am not that incompetent. Even if I make mistakes, it is because someone isn't doing their job".

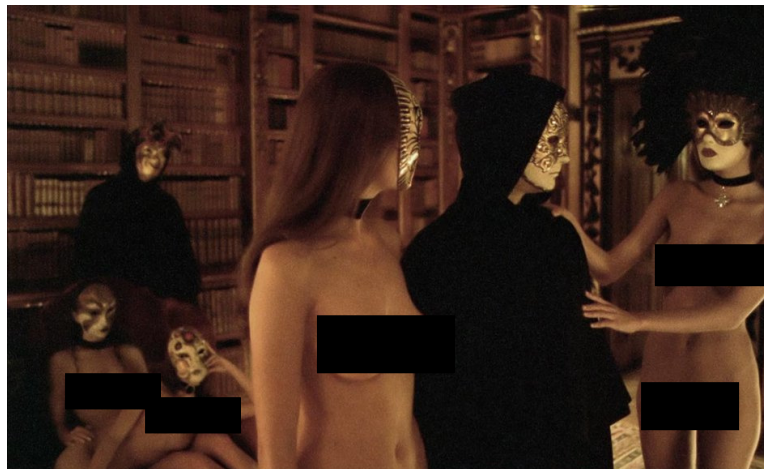
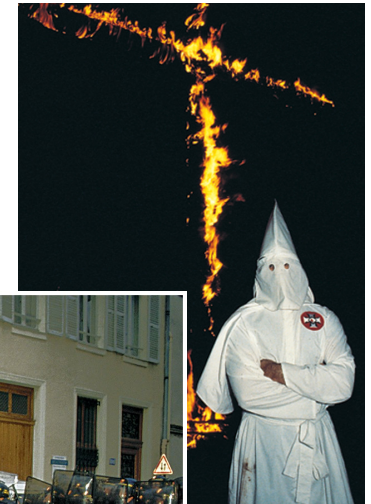
- Where is the example of arousal theory?
- What are the implications for training regarding arousal theory?

Deindividuation

The reduction of self-awareness and inhibitions that can occur when a person is part of a group whose members feel anonymous (page 480). The feeling of anonymity can arise from being masked, dim lighting or large groups (this is not the definition in your book).

What behaviors does this help explain:

- Hooded Klu Klux Klan members
- Parties at night
- Large groups
- Masquerade parties
- Riots



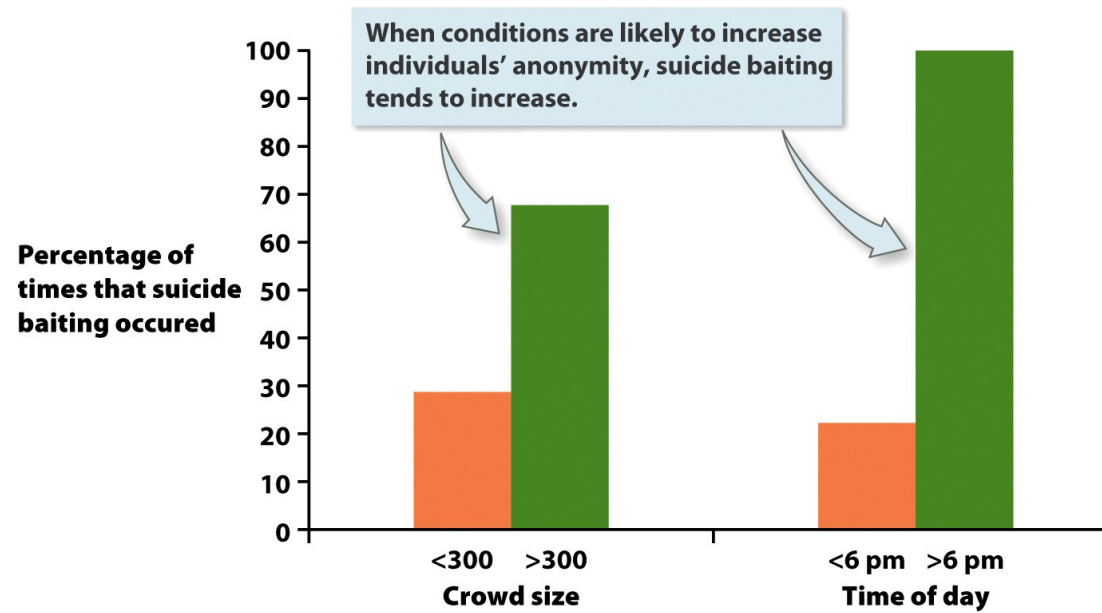
What are the negative effects of deindividuation?

What are the positive effects of deindividuation?



How do you reduce effects due to deindividuation (for the negative effects)?

Deindividuation and Suicide Baiting



Social Psychology, 2/e Figure 14.5
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Deindividuation and Warfare

Warriors in tribes that deindividuate themselves before battle by wearing war paint and war masks tend to engage in more brutal warfare practices ([page 551](#)).



Social Psychology, 2/e: Unnumbered 14 p551
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