

Chapter 14: Groups

The Nature and Purpose of Group Living

Social Facilitation

- Initial Research
- Resolving the Contradictions
- Mere Presence or Evaluation Apprehension?
- Current Perspectives
- Practical Applications

Deindividuation and the Psychology of Mobs

- Emergent Properties of Groups
- Deindividuation and the Group Mind
- Self-Awareness and Individuation

Group Decision Making

- Groupthink
- Group Decisions: Risky or Conservative?
- Group Polarization
- Polarization in Modern Life

Social Facilitation

Social facilitation: Initially a term for enhanced performance in the presence of others, now a broader term for the effect—positive or negative—of the presence of others on performance (page 536).



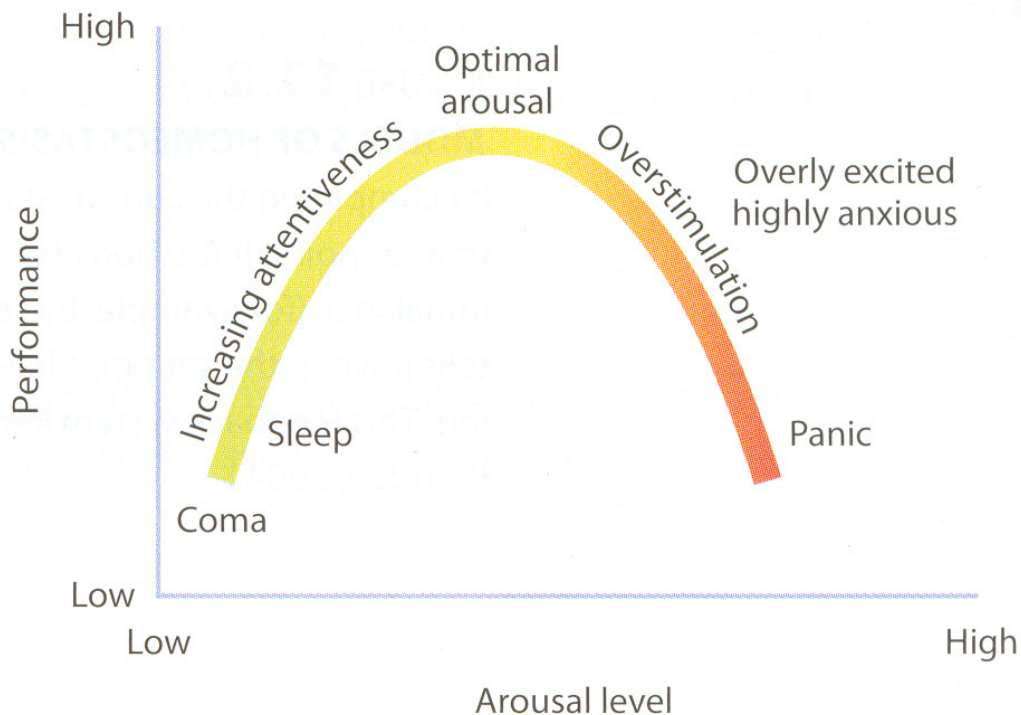
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Social Facilitation and Arousal Theories

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.

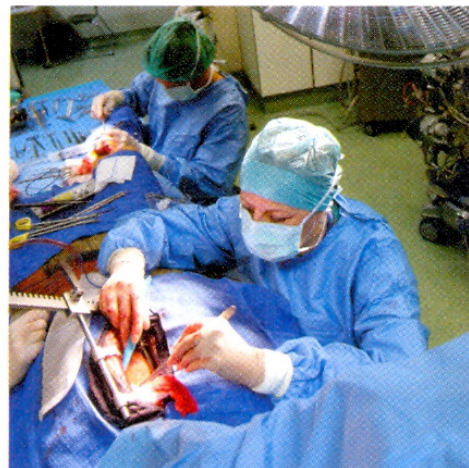
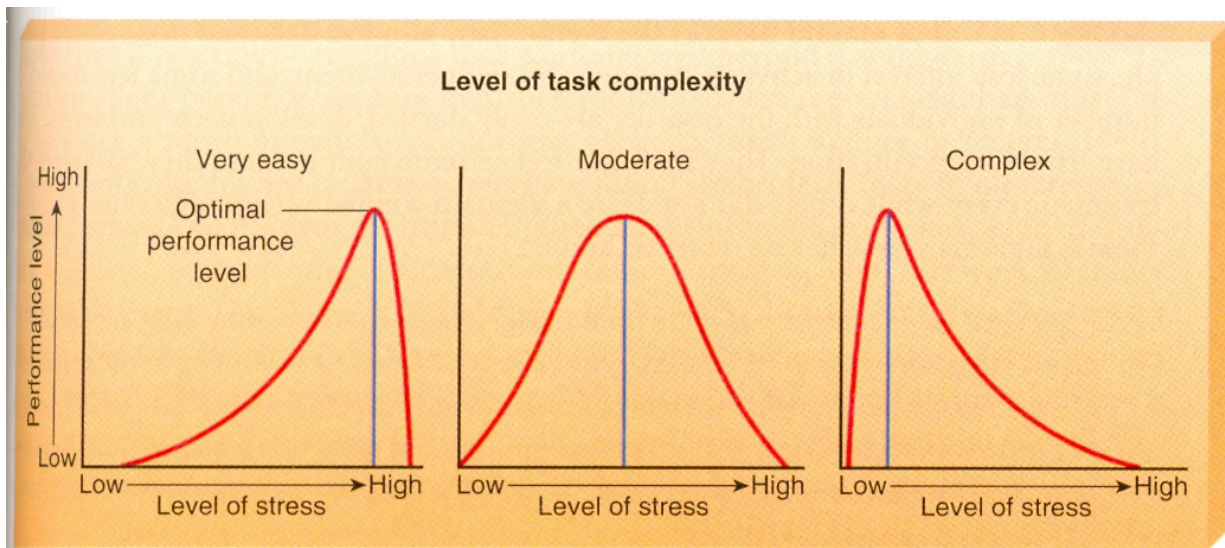
People are motivated to maintain an optimal level of arousal—one which is neither too high nor too low.



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.

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.



Social Loafing

Social loafing is the tendency to exert less effort when working on a group task in which individual contributions cannot be monitored.

Total pull = 300 lbs.



Total pull = 105 lbs.



Deindividuation

Deindividuation: The reduced sense of individual identity accompanied by the diminished self-regulation that comes over people when they are in a large group (page 548).

There is the reduction of self-awareness and inhibitions that can occur when a person is part of a group whose members feel anonymous. The feeling of anonymity can arise from being masked, dim lighting or large groups.



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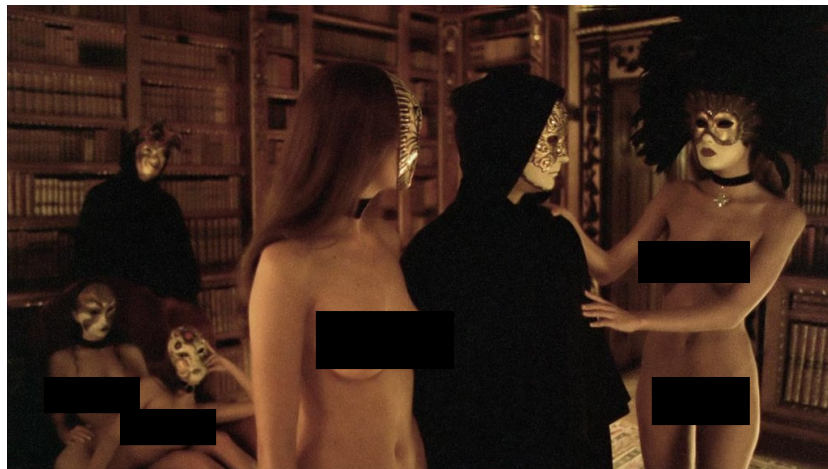


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Deindividuation

What behaviors does deindividuation help explain?

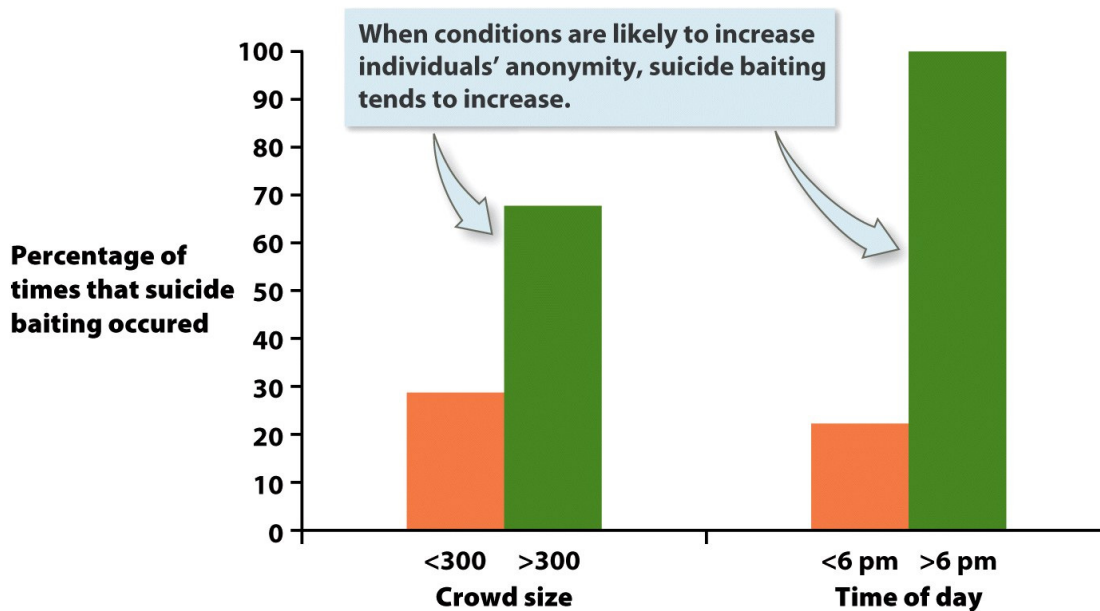
- Hooded Klu Klux Klan members
- Masquerade parties
- Parties at night
- Large groups
- Riots



What are the negative effects of deindividuation?
What are the positive effects of deindividuation?

Deindividuation

Deindividuation and Suicide Baiting (page 551)



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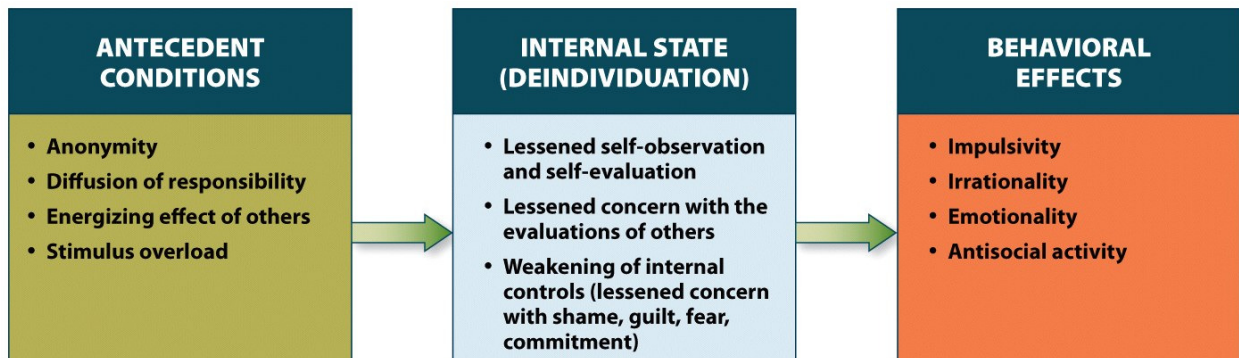
Deindividuation and Warfare

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).



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A Theoretical Model of Deindividuation



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