

Andy Hertel
Introduction to Social Psychology

**Psychology 3201:
Introduction to Social
Psychology**

Elliott Hall Room N119
Monday, November 14
2:30-4:25PM

Today

- Group Processes

Two Types of “Groups”

- Collectives
 - Engaged in common activities but with minimal direct interaction
- Nonsocial groups

Two Types of “Groups”

- Collectives
 - Engaged in common activities but with minimal direct interaction
 - Nonsocial groups
- Groups
 - Two or more people are interdependent upon one another
 - Social groups

Collective Influence

- Social facilitation theory
 - Presence of others creates physiological arousal and increases likelihood of a dominant response for the task at hand
 - Simple task
 - Dominant response likelihood increased = perform well
 - Complex task
 - Dominant response likelihood decreased = perform badly
 - e.g., singing -- good or bad

(Zajonc et al., 1969)

Collective Influence

- Social facilitation theory
 - Cockroach studies
 - Does the presence of other cockroaches facilitate or inhibit their movement away from the light?
 - Does it differ by the complexity of the maze?

(Zajonc et al., 1969)

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Collective Influence

- Social facilitation theory
 - Cockroach studies
 - Does the presence of other cockroaches facilitate or inhibit their movement away from the light?
 - Does it differ by the complexity of the task?
 - Straight maze performance
 - Others > alone
 - Right-angle maze performance
 - Alone > others

(Zajonc et al., 1969)

Collective Influence

- Mere presence theory
 - The mere presence of others is enough to produce social facilitation effects
 - Presence is arousing
 - Increased vigilance
 - Increased concern about evaluation

Collective Influence

- Evaluation apprehension effect
 - Potential evaluation by others affects our performance
 - Work on task alone, presence of two other participants, or two blindfolded participants
 - Dominant responses the same in alone and blindfolded conditions

(Cottrell et al., 1968)

Collective Influence

- Mere presence theory
 - The mere presence of others is enough to produce social facilitation effects
 - Presence is arousing
 - Increased vigilance
 - Increased concern about evaluation
 - Increased distraction

Collective Influence

- Distraction conflict effect
 - Nothing uniquely social about social facilitation
 - Anything that distracts our attention (e.g., blaring music, glittering lights) can elicit social facilitation effects

Collective Influence

- Mere presence theory
 - Michaels et al. (1982)
 - Observed students shooting pool
 - Identified novices vs. experts
 - Watching at close range...
 - Decreased novice performance
 - Increased expert performance

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Collective Influence

- Social loafing
 - Ingham et al. (1974)
 - Participants blindfolded
 - Pulling rope machine alone or with others
 - Pulled 20% harder when they thought they were alone
 - Latané et al. (1979)
 - exerted less effort in clapping and cheering in a group

Collective Influence

- Social loafing
 - When not individually evaluated, presence of others creates decreases likelihood of a dominant response for the task at hand
 - Simple task
 - Dominant response likelihood decreased = perform badly
 - Complex task
 - Dominant response likelihood increased = perform well

Collective Influence

- Deindividuation
 - Individuals in a group are not differentiated from one another, i.e., people are not individually recognized
 - Loosening of normal behavioral restraints
 - Size of group can render people unidentifiable
 - Less self-aware and self-conscious
 - The larger the mob, the more vicious the violence (Mullen, 1986)

Collective Influence

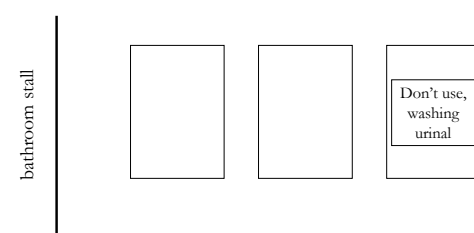
- Invasion of personal space
 - Move away and reestablish boundaries
 - Compensatory behaviors that minimize closeness
 - People avoid invading space of others
 - Gestures and apologies to minimize impact

Collective Influence

- Invasion of personal space
 - Study of arousal hypothesis in men's bathroom
 - Urinals provide a natural invasion of privacy w/o the ability to engage in compensatory behaviors
 - Urination is a process sensitive to arousal
 - onset of urination should be delayed
 - duration of urination should be shortened

(Middlemist et al., 1976)

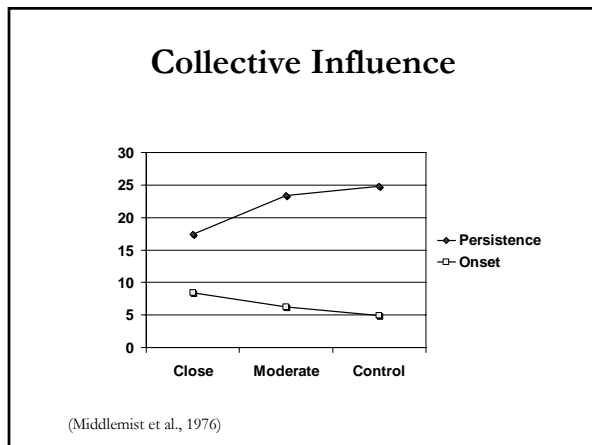
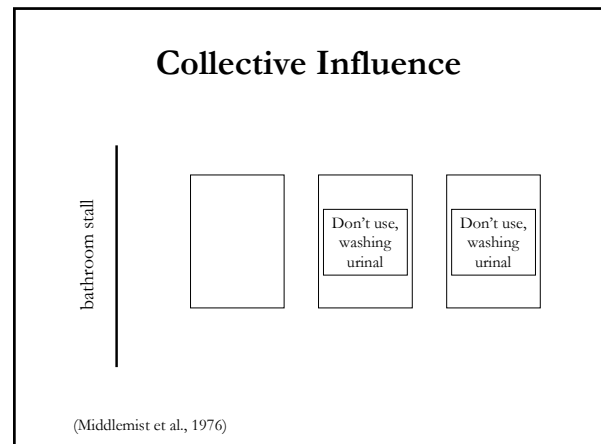
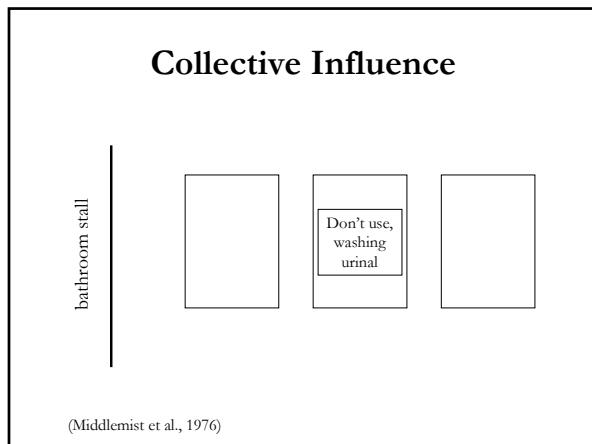
Collective Influence



The diagram shows a vertical line on the left labeled "bathroom stall". To its right are three rectangular stalls. The rightmost stall has a smaller rectangle inside it with the text "Don't use, washing urinal".

(Middlemist et al., 1976)

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- ### Group Influence
- Social groups
 - e.g., family, friends, church or religious organization, co-workers, campus organizations
 - Group norms
 - Roles within the group

- ### Group Influence
- Groupthink
 - Decision-making process characterized by excessive needs for group cohesion and consensus
 - *Groupthink*
 - Antecedents
 - Symptoms
 - Suggestions for avoiding groupthink

- ### Group Influence
- Groupthink
 - Some things to do to avoid groupthink...
 - Make sure all group members are heard from
 - Avoid dominant, directive leader
 - Seek outside opinions
 - Private expression of opinions
 - Small, then large groups
 - Allow time for decision to be made

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Group Influence

- Group polarization
 - Do groups make more conservative or riskier decisions than individuals?
 - Conventional wisdom in '60s -- more conservative decision
 - Group decisions tended to be **riskier** than individual decisions (Stoner, 1961)
 - risky shift phenomenon
 - But...conservative shift?

Group Influence

- Group polarization
 - Group discussion tends to exaggerate the initial leanings of the individual group members
 - Persuasive arguments within the group
 - Social comparison within the group