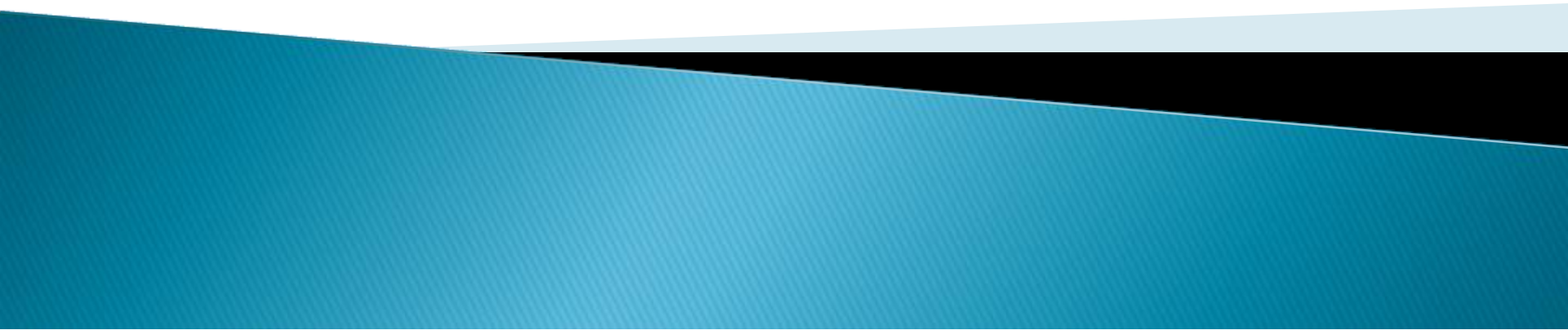



GROUP PROCESSES

Bushra Awan



INTRODUCTION

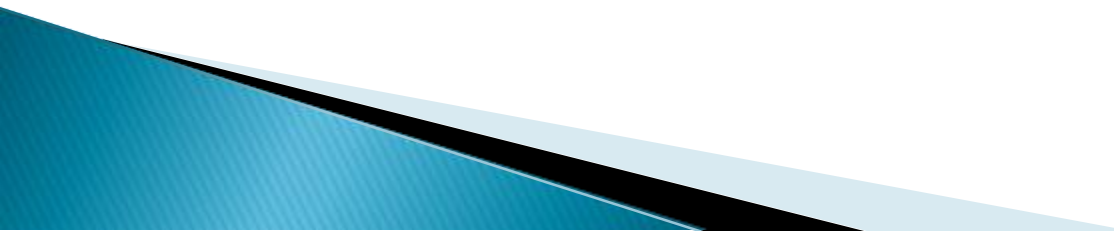
- ▶ When important tasks need to be performed quickly or effectively, we frequently create groups to accomplish them.
 - ▶ Many people believe that groups are more effective than individuals in performing tasks (Nijstad, Stroebe, & Lodewijkx, 2006).
 - ▶ After all, because groups have many members, they will also have more resources and thus more ability to efficiently perform tasks and make good decisions.
 - ▶ However, although groups sometimes do perform better than individuals, this outcome is not guaranteed. Let's consider some of the many variables that can influence group performance.
- 

GROUP

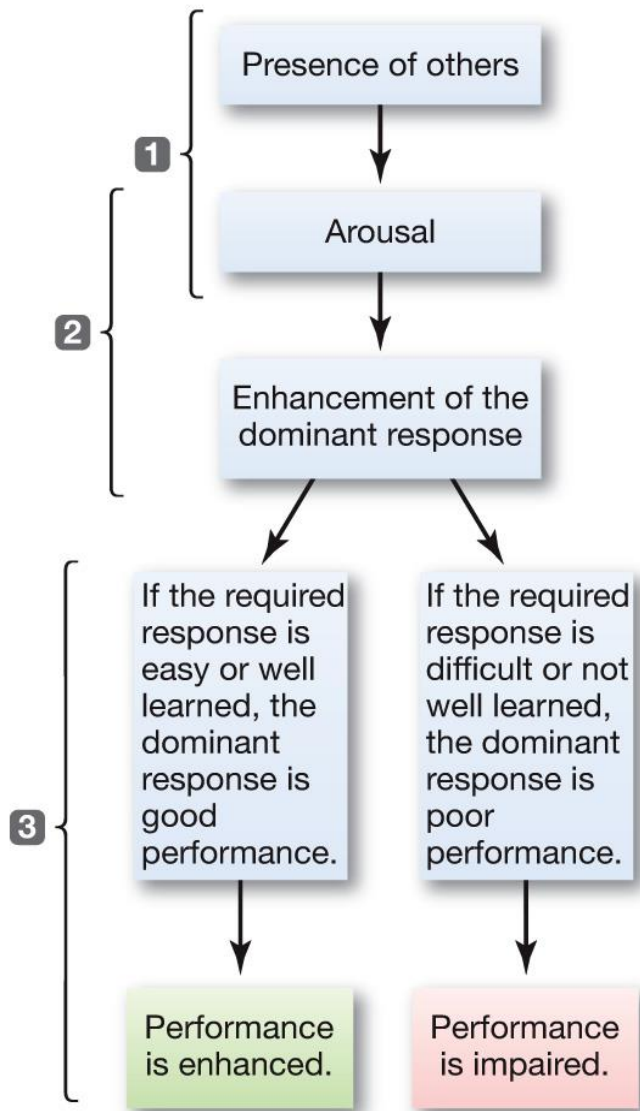
- ▶ Group– two or more people, who for longer than a few moments, interact and influence one another and perceive one another as “us”.Collectives & assemblages–
- ▶ gym membership, etc

SOCIAL FACILITATION

- ▶ The idea that the presence of others generally enhances performance.
 - ▶ Occurs with simple or well learned tasks
 - ▶ Not with tasks that are difficult or not yet mastered.

 - ▶ Zajonc's model predicts that social facilitation can enhance or impair performance.
 - If the dominant response is relatively easy, the presence of others will enhance performance.
 - If the dominant response is difficult, the presence of others will impair performance.
- 

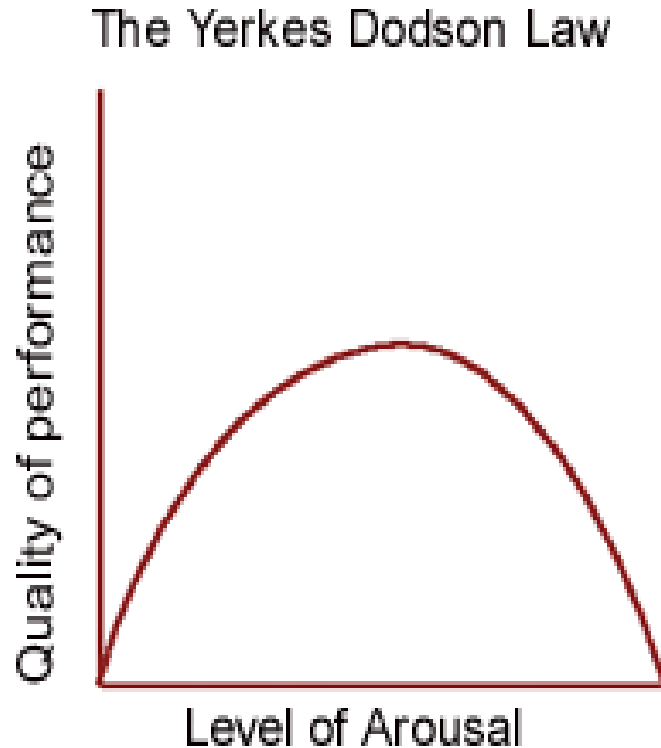




Zajonc's Model of Social Facilitation

According to this model, the mere presence of others leads to increased arousal. The arousal favors the dominant response (the response most likely to be performed in the situation). If the required response is easy or well learned, performance is enhanced. If the required response is novel or not well learned, performance suffers.

Yerkes– Dodson Law



- ▶ There is an optimal level of arousal for the best performance of any task:
- ▶ easy tasks--relatively high
- ▶ difficult tasks--low arousal
- ▶ other tasks--moderate level

SOCIAL LOAFING

- ▶ The tendency for people in a group to exert less effort when pooling efforts toward a common goal than if they were individually accountable.

- Six blindfolded people wearing headphones were told to shout as loudly as they could. Some were told they were shouting alone and others were told they were shouting with other people. Participants did not shout as loudly when they believed that others were shouting with them.

GROUP DECISION MAKING

- ▶ **Risky-shift effect:**

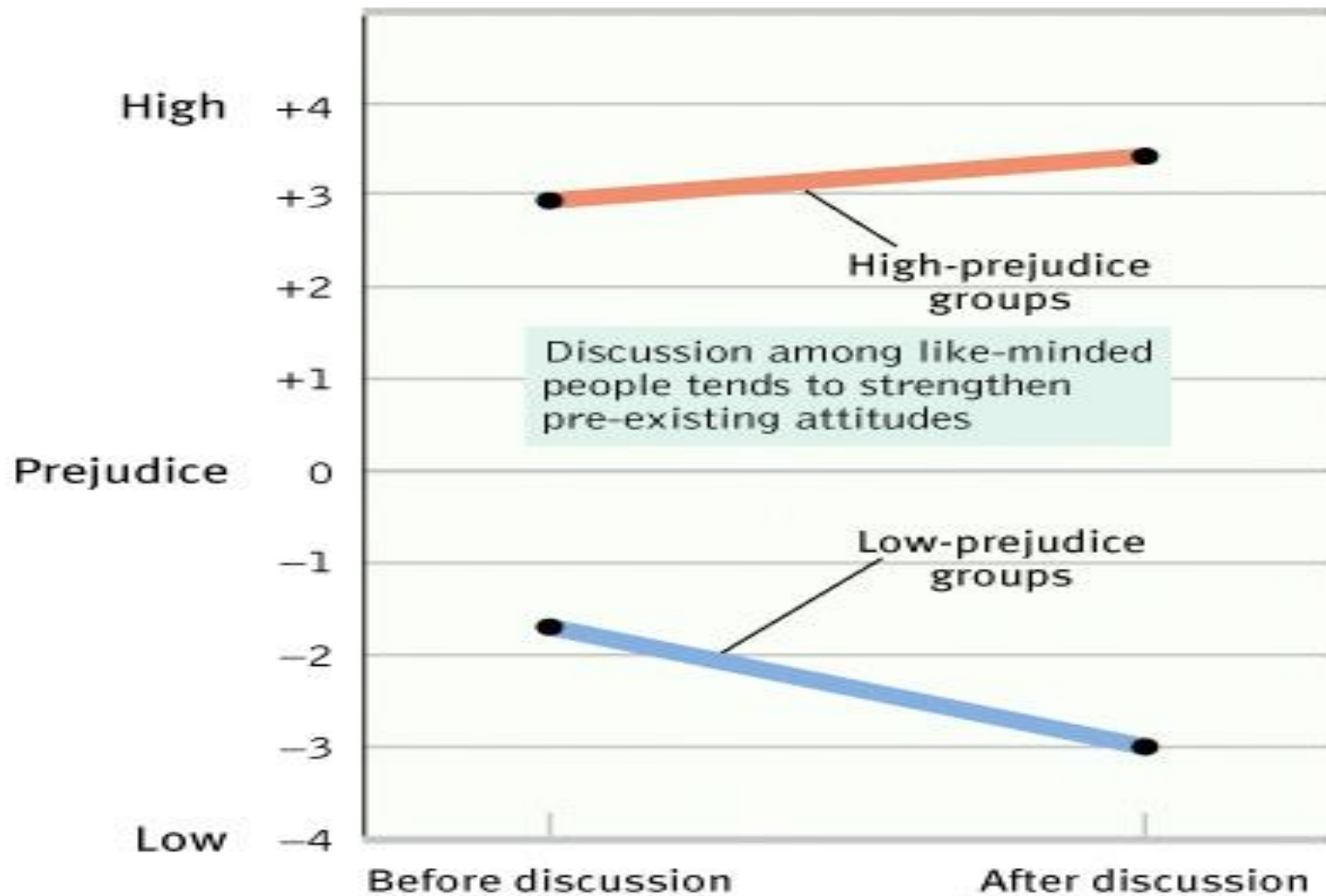
Groups often make riskier decisions than individuals.

- ▶ Refers to the observed tendency of people to make more daring decisions when they are in groups, than when they are alone. **"risky-shift effect."**
 - Research has demonstrated that the initial attitudes of group members determine if the group becomes riskier or more cautious.

▶ **Group Polarization:**

- ▶ In decision making group shift towards more extreme position following group discussion between like- minded individuals.



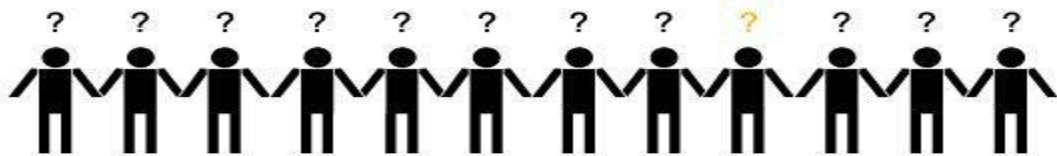


▶ Groupthink:

The tendency of groups to make bad decisions when the group is under pressure, facing external threats, and is biased.

WHEN ALL **THINK** ALIKE,
THEN NO ONE IS THINKING

-WALTER LIPPMAN-





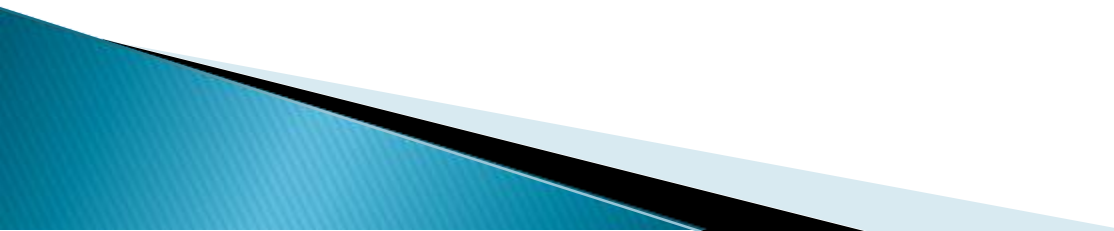
Buzzle.com

Groupthink is a phenomenon where people tend to confirm with group decisions to avoid feeling outcast, leading to errors in decision making.

CONFLICT

▶ An expressed struggle between at least two interdependent parties who perceive incompatible goals, scarce resources, and interference from others in achieving their goals.

▶ Main features:

- Active confrontation
 - Two or more parties (!)
 - Opposite interests
- 

RESOLVING CONFLICT

- Mediation
- Arbitration

MEDITATION

- ▶ The settlement of a dispute by setting up an independent person between two contending parties in order to aid them in the settlement of their disagreement.
- ▶ Mediation is intervention in a conflict of an acceptable third party who has no authoritative decision-making power, who assist the parties voluntary reach a mutually acceptable settlement of the issues in dispute.



ARBITRATION

- ▶ The hearing and determining of a dispute between parties by a person or persons (arbitrators) chosen or agreed to by the parties. Arbitration award is recognized and enforceable under the law.

