

# **EXAM 2 – THURSDAY, APRIL 26**

- Non-cumulative
- No class on Thursday, May 3 (Friday schedule)

# **GROUP PROCESSES**

**SPRING 2018**

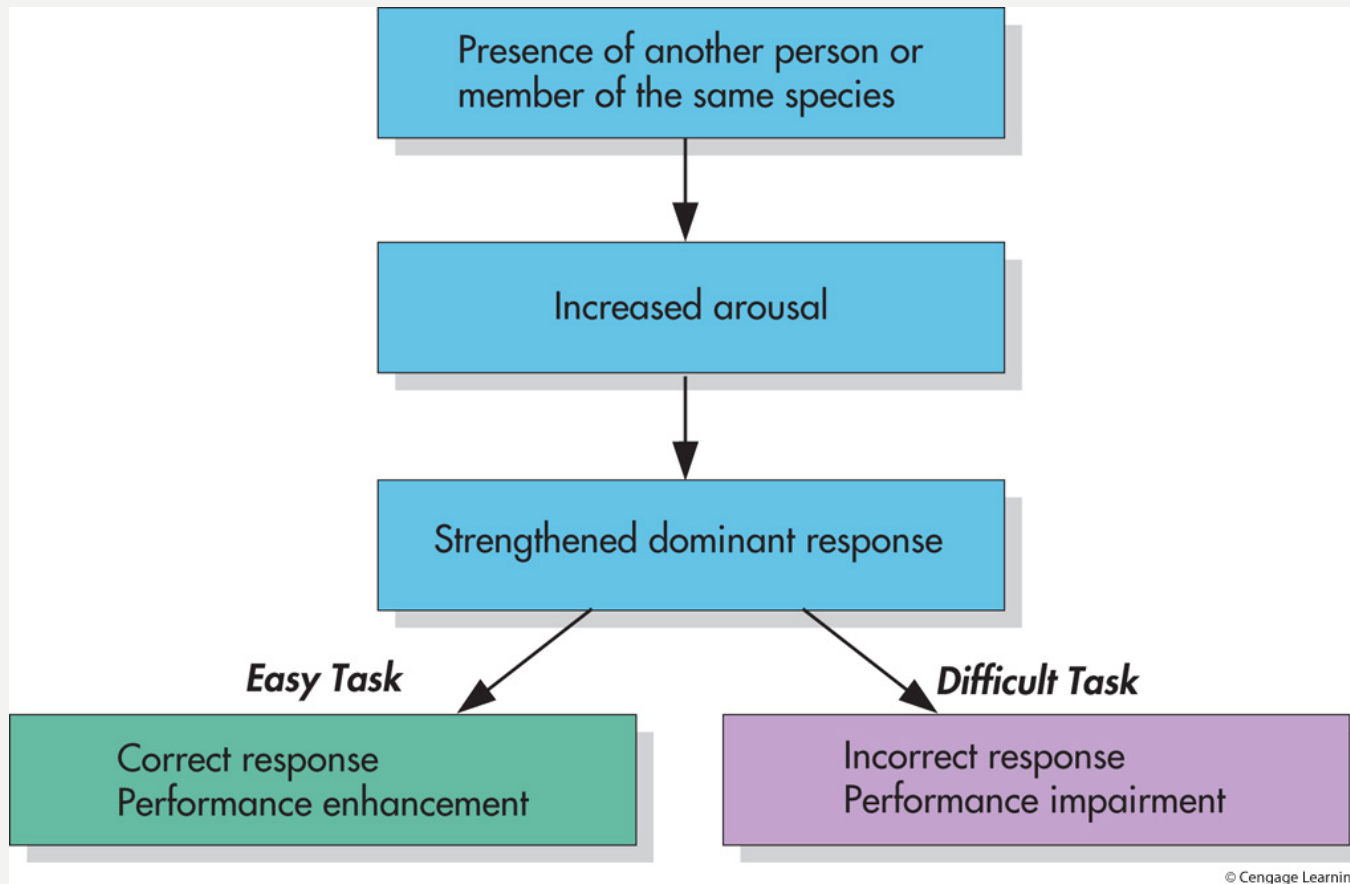
# WHAT IS A GROUP?

- A set of individuals who have at least one of the following characteristics:
  - Direct interactions with each other over a period of time
  - Joint membership in a social category
  - A shared common fate, identity, or set of goals

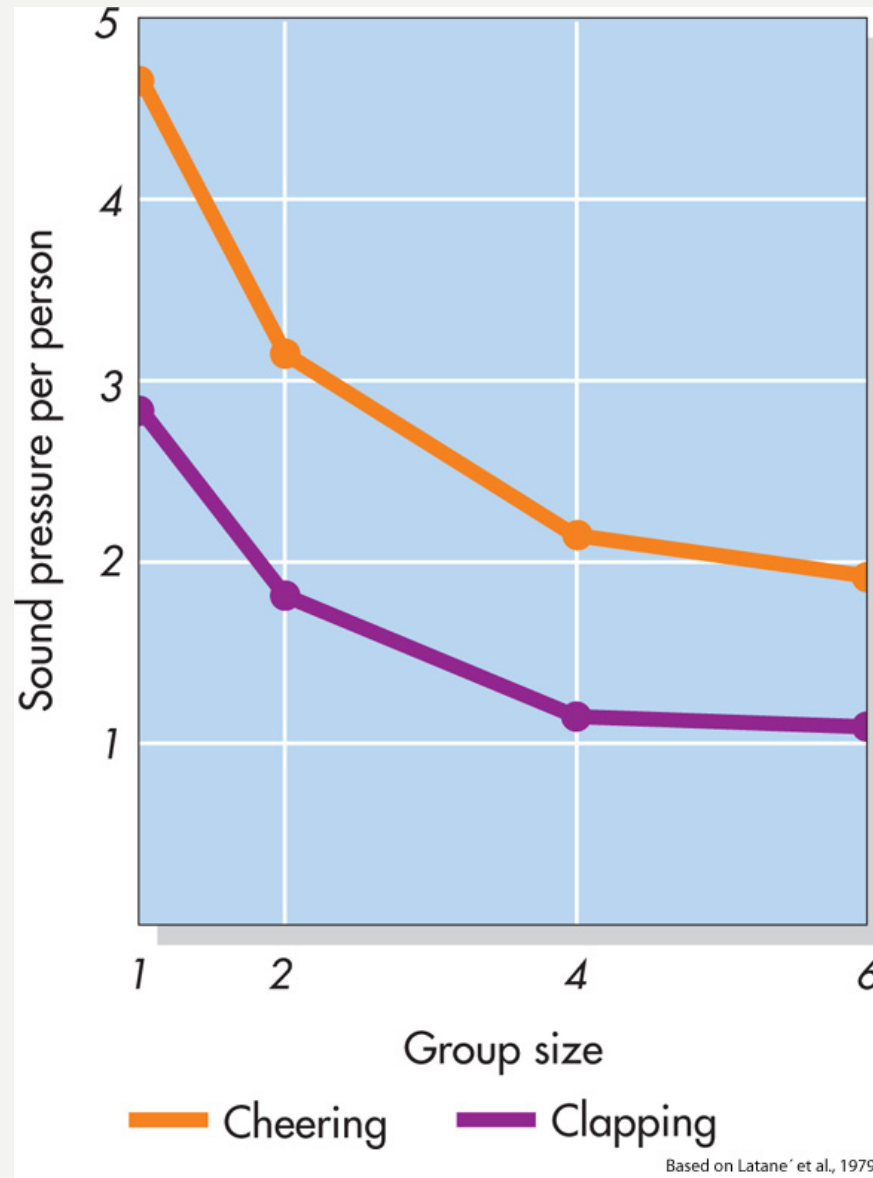
# COHESIVENESS

- The forces exerted on a group that push its members closer together.
- Factors affecting cohesiveness:
  - Group pride
  - Commitment to group
  - Liking of members
  - Number of interactions
- Cohesive group → better performance  
→ greater cohesion

# SOCIAL FACILITATION: THE ZAJONC SOLUTION



# SOCIAL LOAFING



# WHEN IS SOCIAL LOAFING LESS LIKELY TO OCCUR?

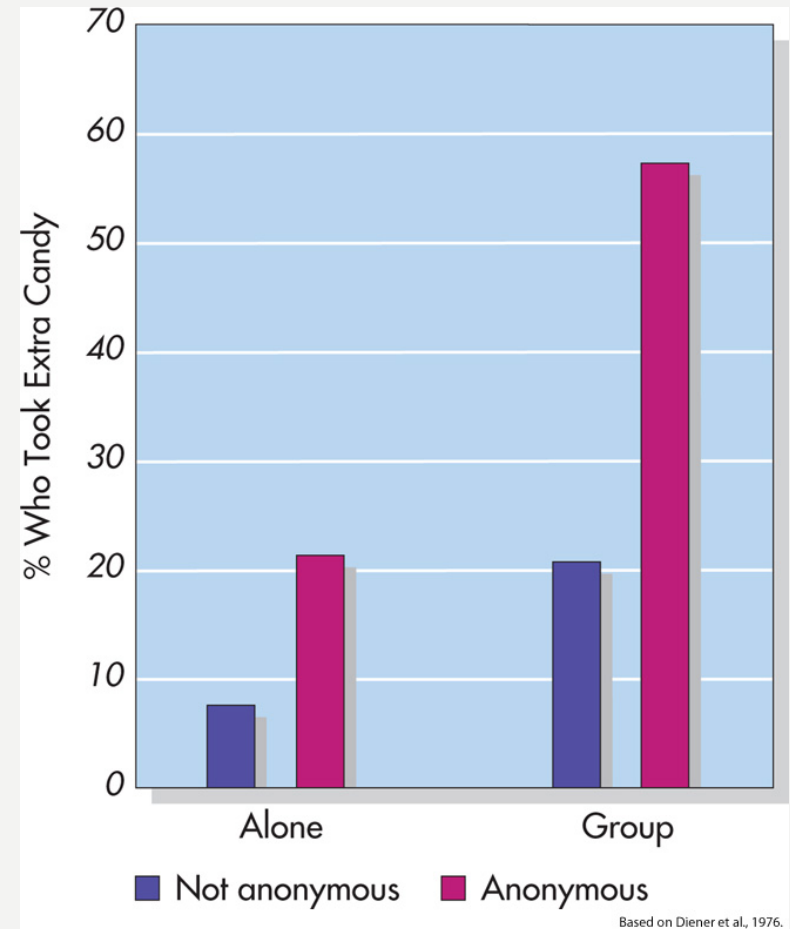
- Identify individual effort
- Task is important
- Believe individual effort necessary for success
- Group expects to be punished for poor performance
- Group is small
- Group is cohesive
- Use peer evaluations

# TRICK OR TREAT

Field experiment –  
kids trick or treating  
alone OR in a group

IV: anonymous or not

DV: how much candy  
did they take?





# SOCIAL IDENTITY MODEL OF DEINDIVIDUATION (SIDE)

- Do we take on the behaviors of the social group we affiliate with?

KKK vs. Nurse study (Johnson & Downing, 1979)

- IV #1– KKK-like robe or nurses uniform
- IV #2 – anonymous or not
- DV – amount of electric shock given
- Results – wearing KKK-robles ↑ shocks;  
anonymous nurses uniform ↓ shock

# ANTECEDENTS OF GROUPTHINK

- Highly cohesive groups
- Group structure
  - Homogeneous members
  - Isolation
  - Directive leadership
  - Unsystematic procedures
- Stressful situations

