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## Effects of deindividuating situational cues and aggressive models on subjective deindividuation and aggression.

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### Abstract

This experiment demonstrated that a subjective state of deindividuation mediates the effect of deindividuating situational cues on aggression displayed by small groups ( $n = 4$ ) of coacting aggressors. The deindividuated state was composed of two factors, Self-Awareness and Altered Experiencing, both of which had a causal influence on aggressive behavior. These data are interpreted in terms of deindividuation theories which assume that certain input variables reduce self-awareness and concern about social evaluation and thereby weaken the restraints against expressing antisocial behavior. Also as predicted, compared with a no-model control condition, a high-aggressive model disinhibited overt displays of aggression, whereas a low-aggressive model inhibited aggression among both individuated and deindividuated group members.

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