

GROUP INFLUENCE	What is it?	When/why does it happen?	How can it be avoided?	EXAMPLE	Misc
Social Facilitation (Arouses people)	On tasks that are easy or that we are good at, we give a stronger performance in the presence of others.	On simple tasks, or tasks that we are good at.	Not necessary	Expert pool players made a higher % of their shots when there were 4 people there to watch them than when they were playing alone.	1. What you do well, you tend to do well in front of an audience, especially a friendly audience. 2. Crowding: densely packed rooms lead to comedies being funnier, friendly people being liked more, unfriendly people being liked less.
Social Impairment (social inhibition)	On tasks that are difficult or that we are not good at, we tend to perform at a lower level.	When faced with unfamiliar tasks/tasks we are not good at	Mental rehearsal and imagery could enhance concentration, help block out the audience which can be the source of inhibition	People took longer to put on a lab coat that tied in the back when someone else was in the room than when they were alone.	Evaluation Apprehension Model suggests that others being there does not sufficiently arouse someone to allow social facilitation or inhibition. Instead, arousal only occurs when the performer believes that the audience was assessing or judging them.
Social Loafing (Diminishes feeling of responsibility)	Tendency of certain members of a group to get by with less effort than what they would have put when working alone.	People feel less accountable when part of a group, or that their contribution is not necessary.	Divide tasks, make each person accountable for a part; keep group sizes smaller; promote group cohesiveness.	When students were told to pull hard on a rope, they exerted 82% less effort when they believed 3 people were also pulling behind them.	1. More common among men in individualistic cultures. 2. "Free-rider effect" – when people don't do their fair share because they feel others will. 3. "Sucker effect" – when other fully performing members lower their efforts in response to the free-riders.
Deindividuation (Diminishes responsibility <u>and</u> arouses people.)	Loss of self-awareness and of individual accountability in a group.	When people are aroused and feel anonymous, they feel that they can act without the restraints that they typically adhere to.	1. When people are aware of their actions (looking glass effect) they tend to reduce deindividuation. 2. Reduce opportunity for anonymity.	A woman in a KKK hood delivered shocks twice as high as to a victim as did an identifiable woman; Mild-mannered people may paint their bodies and yell and scream at a packed football game.	In To Kill a Mocking Bird, the protagonist, a young girl named Scout, happens upon a mob about to lynch an innocent man. The members of the mob are undergoing deindividuation, their feelings of individuality and personal responsibility diminished by the overbearing presence of the group. However, Scout recognizes one of the members and calls him by his name, thereby reminding him of his identity and breaking his feelings of deindividuation. Suddenly self-aware, he and the other mob members decide not

					to complete their violent act.
CULTURAL INFLUENCE	What is it?	When/why does it happen?	How can it be avoided?	EXAMPLE	Misc
Group Polarization	When the decisions and opinions of people in a <i>group</i> setting become more extreme than their actual, privately held beliefs.	Can occur as a result of individuals' desire to gain acceptance and be perceived in a favorable way by their group; individuals also become more convinced of their views when they hear novel arguments in support of their position.	Encourage the discussion of multiple perspectives and critical viewpoints; diverse groups have less of a tendency to polarize.	People with a pessimistic view of the future become even more pessimistic after discussing the future with other pessimistic people.	<p>Briefly stated: In <i>groups</i>, people tend to be more extreme in their decisions.</p> <p>In 1,500 cases where Federal district court judges sat alone to deliberate they took an extreme course of action only 30% of the time. However when sitting in a group of 3 this figure more than doubled to 65%. It seems even trained, professional decision-makers are subject to the forces of group polarization.</p>
Groupthink	Occurs when individuals in a group fail to express their doubts about the group's dynamic, direction or decisions because of a desire to maintain consensus or conformity.	A group is especially vulnerable to groupthink when its members are similar in background, when the group is insulated from outside opinions, and when there are no clear rules for decision making.	<p>Explore objectives and alternatives.</p> <p>Encourage challenging of ideas without reprisal.</p> <p>Examine the risks if the preferred choice is chosen.</p> <p>If necessary, go back and re-examines initial alternatives that were rejected.</p>	<p>Challenger Space Shuttle disaster - Engineers of the space shuttle knew about some faulty parts months before takeoff, but they did not want negative press so they pushed ahead with the launch anyway.</p>	<p>A flaw with brainstorming is that it can become an exercise in groupthink.</p> <p>The label of "groupthink" is usually applied in hindsight, when a decision that was made did not turn out as well as was expected, and people remember the discussion among those who made the initial decision. People often come up with alternative ideas after the fact, and hindsight makes them "realize" that they went along with what they knew wasn't going to work.</p>