GROUPS
Terms to Know

Group: Two or more people who interact for more than a few moments, feel like a group, and who influence each other via interdependent goals/needs.

Aggregate: A collection of people who are in the presence of one another, but do not typically interact for more than a few moments and who do not feel like a group. Independent goals/needs.

Critical difference:
- Level of interaction
- Feeling
- Interdependent vs. independent goals/needs
Are These Groups?

___  ___  Five people waiting at the same corner for a bus
Yes   No

___  ___  People attending a worship service
Yes   No

___  ___  The ‘Spice Girls Fan Club’
Yes   No

___  ___  Students in a seminar class
Yes   No
Effects on Behavior

1. Similarity

**Group Norms:**

Expected behavior of all group members
Sorority Study
Crandall (1988)

Alpha Sorority Norm: Moderate binging

Beta Sorority Norm: Heavy binging
Sorority Study
Crandall (1988)

New Members of Alpha

Moderate binging
Too much - too little binging

More Popular
Less Popular
Sorority Study
Crandall (1988)

New Members of Beta

- Heavy binging: More Popular
- Light or no binging: Less Popular
Effects on Behavior

1. Similarity

Social Roles:

Expected behavior of particular members
Effects on Behavior

2. Performance

Groups influence performance on tasks
Ant Study
Chen (1937)

Observed ants excavating soil for 4 days
  - Day 1: alone
  - Day 2: groups of 2
  - Day 3: groups of 3
  - Day 4: alone

How long did the ants take to begin excavating?
How much soil (in weight) was excavated?
The ants took longer to begin when they worked alone.
Ant Study
Chen (1937)

The ants moved more soil when they worked in groups
Cockroach Study
Gates & Allee (1933)

1. Taught cockroaches to learn a maze whereby they could escape the light by running into a dark bottle.

2. The maze was difficult for a roach to learn.

3. Learned the maze alone, groups of two, groups of three

Result: Learned maze faster when alone, than when in a group
Zajonc: An Integrative Theory

Proposed that:

- Presence of others increases arousal
- Arousal enhances whatever response is dominant

Dominant response: Response elicited most easily and most quickly

- Easy tasks: Correct response is dominant
- Difficult tasks: Incorrect response is dominant
Cockroach Study: A Replication
Zajonc et al. (1969)

The presence of others (a) improved running times in the simple maze but (b) worsened running times in the difficult maze.
Social Facilitation Effect

The strengthening of the dominant response in the presence of others

Or

The presence of others improves performance on simple tasks but worsens performance on difficult tasks
Effects on Behavior

3. Deindividuation

Loosening of normal constraints on behavior
Factors that Influence Deindividuation

1. Group size

Large Group  Small Group

More deindividuation
Factors that Influence Deindividuation

2. Accountability

High Accountability

Low Accountability

More deindividuation
Factors that Influence Deindividuation

3. Anonymity

Anonymous → More deindividuation

Not Anonymous
Anonymity Study
Zimbardo (1970)

Anonymous
Coats - Hoods
Gave 2 times more shock

Not Anonymous
Normal Clothes
Name Tags