

Group Processes

- The earliest social psychologists were interested in “group dynamics”
- Although we study these less today, they still form a big part of our research corpus

Overview

- Today, we’ll discuss what happens when people are merely around us
 - Social facilitation theory
- And what happens when people form groups
 - Deindividuation
 - Social identity theory
 - Recategorization effects

Phenomenology of the Other

- Have you ever thought you were alone and then suddenly realized you were not?
- Did you feel “the shift” that takes place in your mind at the realization?
- Subject → Object
- Besides worrying about if you were doing something embarrassing...there is typically a “snap” of alertness - a tingling sensation that signals YOU ARE NOT ALONE

Social Facilitation Theory

- This suggests that the _____ of others can have a profound effect on us
- This insight led to the first social psychology experiment, conducted in the name of social facilitation theory
- It concerns the effect that _____ have on our _____

Social Facilitation

- Triplett (1898) found that subjects who rode bicycles (or rolled up fishing wire) in the presence of others did so faster than solo subjects
 - What do these tasks have in common?

Social facilitation effect

- They are _____ tasks
- In fact, “social facilitation” only happens with tasks that are well-practiced (and therefore effortless)
- We call these the _____ response
- People who have practiced a skill (athletes, actors, musicians) perform _____ in front of a crowd

Similarly

- When you’re at a party, you find yourself _____ and _____ quite well! (these are dominant responses)
- But if Juliette Binoche comes up to you at the party, you might find it harder to speak French than if you were alone
- French in this case is the _____ response

Social _____ – the flip side

- Do other people always boost our performance?
- No – when the task is difficult, or one that we have not yet mastered, the presence of others is a _____
 - Performing a new skill
 - Public speaking

Social facilitation theory

- Covers both types of tasks
- When it’s a dominant response (easy, automatized) other people _____ our performance
- If it’s a nondominant response (harder, not yet mastered), other people _____ our performance

What do other people do to us?

- _____
 - The wish to impress others can help or hinder us, depending on the ease of the task
- Physiological arousal
 - Other people stimulate us, and the extra adrenalin helps or hurts us, depending on the task

Cognitive _____

- The need to monitor people (they might do something to hurt us) divides our attention
- When the task is dominant, we don't need to attend to it to perform well
- When the task is nondominant, divided attention is costly to our performance

Not only humans

- Your text notes that there is research supporting all three explanations
- Yet social facilitation has been shown in other species, including cockroaches and fish (as the next slide shows)

Implication

- This suggests that arousal and distraction may be more _____ explanations, compared with evaluation apprehension
- Still, when it comes to people, all three reasons can explain social facilitation effects

Group effects on behavior

- If the mere presence of others affects our behavior, we should not be surprised to find that being in a group of people can have powerful effects on our actions

Social validation

- Being in a crowd can have the positive effect of validating our worldview
- But researchers have focused more on *negative* crowd effects

Deindividuation

- Defined as a _____
- People in groups may experience a loss of personal identity and literally "lose themselves" in a crowd ("mob mentality")
- Sports fans are often destructive
 - "Soccer hooligans"
 - MN Twins won the World Series ('87, '91)

Deindividuation & _____

- Zimbardo's prison study shows people losing themselves in their roles (e.g., as guards vs. prisoners)
- Research suggests that the _____ they wore may have played a role in this effect
 - Kids wearing Halloween costumes engaged in more delinquent behavior, compared with those who wore street clothes

Sports examples

- German 5th graders randomly assigned to wear _____ _____ played more aggressive hand ball, compared with 5th graders assigned to wear street clothes
- U.S. HS football teams randomly assigned to wear _____ uniforms played more aggressively, compared with the _____ team

How do costumes affect us?

- **Decreased** _____
- When people "all look alike" they feel less responsible for their behavior
- Just as Milgram found unaccountable people were more likely to be "agents of destruction," people wearing costumes may feel less _____ for their behavior
- With costumes and crowds, there's an added benefit
 - To the extent that they "can't be picked out of a crowd" people may, in fact, BE less accountable
- In fact, research shows that if people don't _____ they will be caught, they willingly admit they would love to perform illegal acts

Suppose you were invisible?

- Dodd (1985) asked subjects to imagine they were invisible for 24 hours, with no chance of being detected
- The _____ said they were commit an illegal act (e.g., robbing a bank) or do something deviant (e.g., watch naked women in a locker room)
- Dodd found no differences between college students' responses and _____

Fundamental attribution error

- Or were you thinking that "bad people do bad things"?
- Do not forget the power of the _____ to affect our behavior!

- Deindividuation (whether through crowds or costumes or invisibility) can lead to a reduced sense of personal responsibility for our actions
- It accomplishes this by _____ our self-identity, and _____ our identification with the group

The “deindividuation” defense

- Reginald Denny was a truck driver beaten senseless by a mob during the L.A. Rodney King riots
- His attackers’ defense lawyers (with the help of psychologists as expert witnesses) were able to _____
- They argued that the defendants were “_____” but rather, deindividuated members of a mob, and therefore not responsible for their actions

Group identity

- Members of a mob share a temporary (but powerful) group identity
- We’ve been talking about group identity in extreme circumstances
- More commonly, social psychologists study the effects of group identity under normal circumstances

Jot down a single sentence answer to the question on the next slide:

- When people use their _____ to define themselves, we call them **social identities**
- Social identities are central to our _____ - _____

Social Identities

- People have many “social identities”
- Identities based on their group memberships
 - An _____ is a group you belong to
 - An _____ is a group you don’t belong to
- Groups can be based on anything (sex, race, nationality, school, major, clubs, occupation)

Question

- Why do we need to belong to groups?
- Researchers have focused on this answer: _____

Social Identity Theory

- SIT argues that people derive their self-esteem from two sources:
 - Their _____ accomplishments and positive attributes
 - Their _____ accomplishments and positive attributes
- Thus, people seek to enhance their self-esteem by becoming members of valued groups
- In general, we prefer to join high-status (versus low-status) organizations
- It's no accident that we like it when our team wins (or that some people choose a college based on a team's winning record)

BIRGING & CORFING

- Research has found that we tend to
- Bask in the _____ Glory (**BIRG**) of our group's success (when it succeeds) but
- Cut Off Reflected _____ (**CORF**) when our group fails
- Together, they support the idea that we use our ingroups to enhance or protect our _____

Example

- Cialdini asked college students after football games to describe the outcome
- When the team won, they described it as “_____ Won” (**BIRGing**)
- When the team lost, they described it as “_____ lost” (**CORFing**)
- Further, more people wore sweatshirts with the team colors to school following a _____, compared with a _____

Two social identity effects

- _____ bias
- People **overrate** the value of the groups to which they belong
- _____ derogation
- They also **underrate** the value of the groups to which they do not belong

Group-serving biases

- These effects are similar to self-serving biases, applied at the group level
- Your group is smarter, faster, stronger, better-looking (and drives better) than their group!

- Your group is responsible for good things that happen (their group is responsible for bad things that happen)
- Your group's good works are attributed to their _____ qualities; their group's good works are attributed to _____ forces

In Sum

- People can derive self-esteem from both themselves and their in-groups
- Thus, we are motivated to see our ingroups in a favorable light, and we can boost self-esteem by raising the _____ of our ingroups relative to our outgroups

Henri Tajfel

- The author of SIT (Social Identity Theory) – was disturbed by the amount of ingroup bias and outgroup derogation he was finding in natural groups – Athletic teams, student clubs, nationalism
- He decided to see if he could _____ these effects of social identity

Minimal Group Paradigm

- _____ groups are groups that just barely exist, and exist for practically NO reason
 - One step up from people just standing on the corner together, waiting for the light to change
- Tajfel randomly assigned S's to be in one minimal group or the other, based on a meaningless criterion

Meaningless group criteria

- The tendency to over or underestimate the number of dots on a slide
- A preference for paintings by Klee vs. Kandinsky
- Name-tags that read "X" or "Y"
- Let's look at dots

Group assignment

- After you estimate the dots, you are randomly assigned to be an Over-Estimator or an Under-Estimator (of dots!)
- Then you are asked to rate your group and the other group (e.g., on intelligence, social skills, likability, etc.)
- You never see or interact with fellow group members, but _____ still results

Ingroup bias

- The typical result is that people _____ their ingroup on these ratings
- Often, subjects are given a chance to allocate some reward (e.g., money, points, tokens) to the two groups
- Routinely, people allocate more rewards to the ingroup, and less to the outgroup

Outgroup derogation

- They are even willing to take less for their ingroup if it also means the outgroup is _____
- Called a “nonoptimal” reward structure – very irrational!

Relative Status

- Even though the ingroup gets less, they get more than the outgroup
- This gives their group higher status, relative to the other group
- So people are willing to sacrifice greater gain for the ingroup in favor of derogating the outgroup, even when we have had no experience with either group – why?

Motivational explanation

- People want to feel good about themselves
- To enhance their self-esteem, people want to belong to the “top dog” group
- One way to ensure that is to treat the outgroup badly

How to test this idea?

- Recall that self-esteem comes from two sources (self-identity and group identity)
- If you damage S’s _____ self-esteem, they might use ingroup bias and outgroup derogation as a _____ strategy

Negative feedback research

- People respond to negative feedback with lowered self-esteem
- If you tell subjects they failed a test, they do show _____ ingroup bias and outgroup derogation
- So, these processes apparently _____ recover good feelings about ourselves

Example

- Subjects wrote “creative essays” that were then (supposedly) judged
- Half the S’s were randomly given an A, the other half a D
- Later, as part of an “unrelated” experiment, they had to do a word fragment completion task, administered by an _____ experimenter
- The idea was to see if subjects who had suffered a blow to their self-esteem would derogate an outgroup – in this case, Asians – by showing more stereotyped completions

Word-fragment completion task

- Stereotyped answers:
 - **_IP = NIP**
 - **S_Y = SHY**
 - **_ICE = RICE**
 - **S_OR T = SHORT**
- More often found for “_____” subjects
- Non-stereotyped answers:
 - **_IP = LIP**
 - **S_Y = SKY**
 - **_ICE = NICE**
 - **S_OR T = SPORT**
- More often found for “___” subjects

Implications

- Word fragment completion tasks measure stereotypes _____
- Note that “A” subjects who felt good about themselves did not need to use Asian stereotypes
- By contrast, “D” subjects who felt bad about themselves did use them
- Why? Derogating an outgroup helped them to _____

Beyond Motivation

- “The human mind must think with the aid of categories...Once formed, categories are the basis for normal prejudgment. We cannot possibly avoid this process. Orderly living depends on it”
- Gordon Allport (1954, p. 19)

_____ explanation

- People are prone to categorizing (and labeling) the world in order to make sense of a complex reality
 - We appear to be hard-wired to categorize everything under the sun
- Minimal groups research suggests that even arbitrary labels (“dot estimation”) are used to slice and dice social reality

Examples Follow (just listen)

The “_____ Effect”

- People’s willingness to believe that something trivial about them is actually a significant “clue” to their personality has a name
- As long as the definitions are sufficiently vague or ambiguous, we’ll believe even outright nonsense
- Personality psychologists established this long ago, and it should make us laugh (and blush)
- But the thirst for self-knowledge is powerful indeed
- To define who we _____ we have to, in some ways, define who we are _____
- This may cause us to distinguish ourselves even arbitrarily (e.g., on the basis of astrology or snack foods) – to say “I am this, I am not that”
-
- Similarly, we may distinguish _____ on the basis of arbitrary characteristics (e.g., dot estimation)

_____ does not exist

- Except in our minds (socially constructed)
- Anthropologists cannot find any physical evidence for _____ distinctions
- Our DNA, bone-structure, blood-types, brain sizes are all identical
- Yet this is one of the _____ categories people use (along with sex and age) to differentiate themselves from others

Two effects of social categorization

- Outgroup homogeneity
- Ingroup heterogeneity

Outgroup homogeneity

- The tendency to see outgroup members as “all alike” -- _____ on lots of dimensions
- _____ wouldn't be possible without it
- Writing to his son, Lord Chesterfield wrote:
- “Women are much more like each other than men; they have in truth but two passions, vanity and love. These are their universal characteristics.”

Ingroup heterogeneity

- The tendency to view the ingroup as _____
– “They” are all alike, but “we” are very different

Where do these biases come from?

- Membership in a group provides you with greater opportunity to see more variability within the ingroup
– Familiarity = _____
- But familiarity is not the only answer
- Even when groups interact often (e.g., men and women) the tendency to lump “them” all together while distinguishing between “us” is still pervasive

Summary

- Four social identity effects
- Ingroup bias, outgroup derogation
- Ingroup heterogeneity, outgroup homogeneity
- These may be _____ driven (to enhance our self-esteem)
- **AND** _____ driven by human tendency to carve up social reality -- to distinguish “us” from “them” in order to make sense of the social world

Can we remove these effects?

- If categorization is one reason why ingroup bias and outgroup derogation occur, perhaps the answer to removing these effects lies in re-categorization
- If you travel abroad, you notice right away the tendency on the part of Americans to “re-categorize” themselves as Americans

Recategorization in the lab

- Similarly, maybe we can counteract ingroup bias by taking minimal groups and recategorizing them into a _____ whole
- Researchers have tried exactly that

Recategorization research

- Subjects were randomly assigned to wear name tags – “Group X” or “Group Y”
- Then they went off together to decide on a name tag logo
- They reconvened with the second group, ostensibly to do another task (listen to a pre-recorded essay and evaluate it)

Procedure

- Groups were brought together under one of two conditions
- _____ Group
 - Sat at 2 tables (XXX vs. YYY), wearing their name tags
- Recategorization Group
 - Sat at the same table, seated XYXY
 - Given a new name – “The Stars”
 - They wore the same T-shirt identifying the group

Results

- After they evaluated the essay (a filler task), the researchers checked on ingroup bias and outgroup derogation
- Control groups allocated _____ points to their own group members, and rated them as more _____ and _____
- Recategorized groups did not – they showed _____ of ingroup bias or outgroup derogation

Summary

- If you can get people to “regroup” themselves at a higher categorization level, you can _____ the anti-social effects of group identity
- Of course, “The Stars” might now be biased against “The Moons” (or some other group). That’s why it’s best if you can get many groups reorganized into one
- Instinctively, Americans have tried to do this (“_____” model) – as opposed to the “_____” model

_____ Recategorization

- It is often said that peace on _____ will only come when we are faced with a common cause (e.g., warding off a Martian attack)
- Alternatively, they could send us all into _____