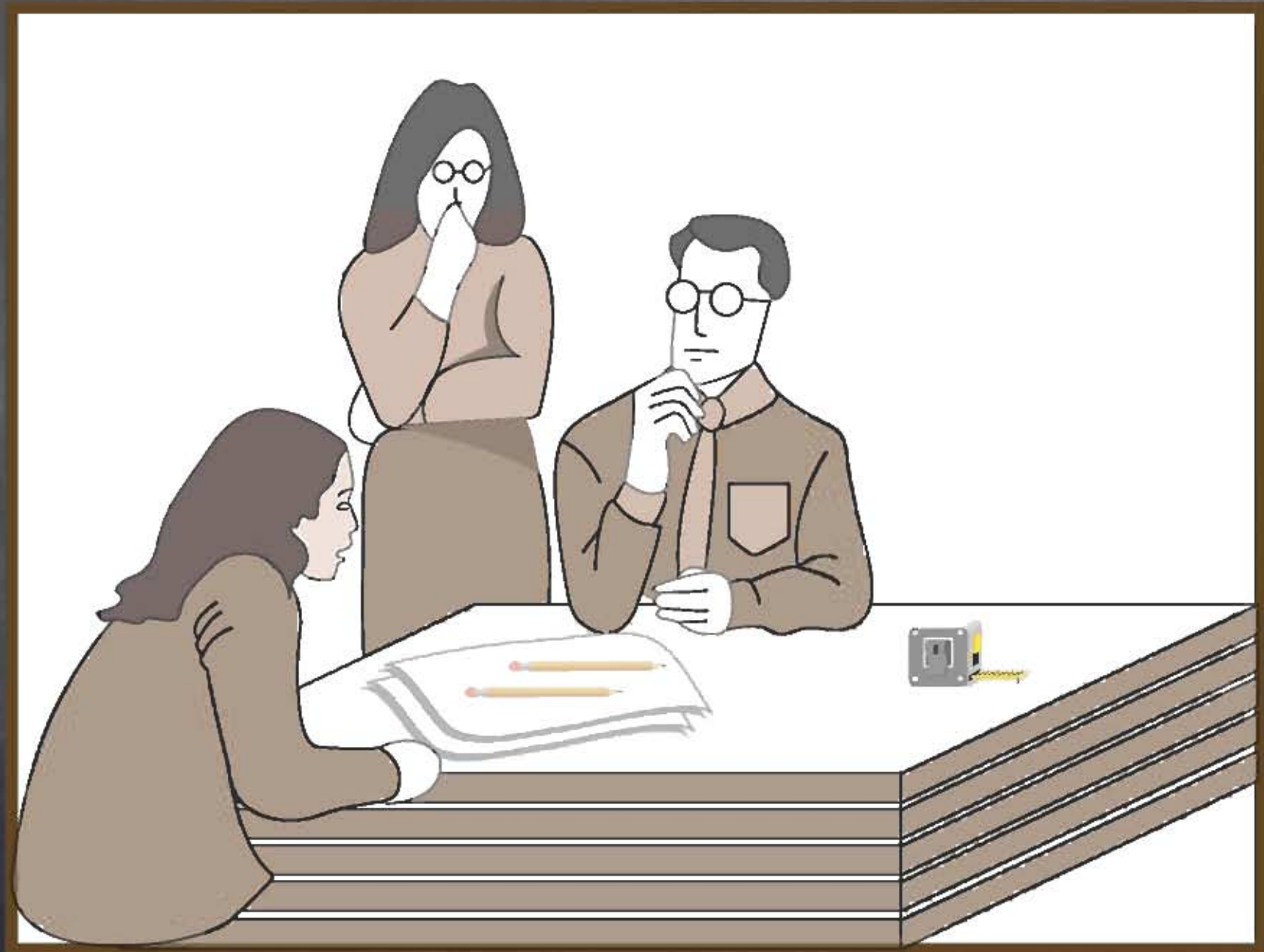


Groups
&
group decision making



Lets try a group decision

Read the following and write down
your answer

You have 30 sec!

Buying a necklace

A woman buys a \$78 necklace at a jewelry store. She gives the jeweler a check for \$100. Because he does not have the \$22 change on hand, he goes to next merchant and exchanges the check for \$100 in cash. He gives the woman her change and her necklace. She leaves and never returns. The check bounces (for which the bank charges \$15), and he must make it good to the other merchant. He originally paid \$39 for the necklace. What is his net loss?

30 sec later ...

- If you think the answer is ABOVE 100 go to the front RIGHT corner of the room
- If you think the answer is BELOW 100 go to the front LEFT corner of the room
- Talk to each other

Next

- If you finished go to your seat or go talk to the people in the other group on the way to your seat

Answers

- $(39 + 22 + 15 + 100 - 78) = 98$
- How many people started with the right answer?
- How many people ended with the right answer?
- What was the process?

Groups

- What are the advantages of groups?
- Are groups always going to be good mechanisms?
- What could be some of the disadvantages?

Negatives of groups

- Mob behavior & deindividuation
- Pluralistic ignorance
- Conformity
- Compliance
- Obedience

Mob behavior
&
Deindividuation

Mob behavior

- We see it after sports games
- Riots
- Others?

Zimbardo, (1969):

Antecedent conditions:

1. Anonymity
2. Diffusion of responsibility
3. Attention directed away from self



Internal States: (Deindividuation)

1. No Evaluation Apprehension
2. Weakened social controls



Behavioral Consequences:

Increased conformity to group norms
Impulsive, irrational, destructive, or antisocial behavior

Gergen et al., (1973): Deviance in the dark

- Students (age 17-22) in mixed sex groups of 6 in a dark room
- Anonymous entry and exit, asked not to identify themselves
- What happened?:
 - First, explored space and “chatted.”
 - Soon discussion turned to “extremely important” matters.
 - After 40 minutes, started to engage in physical “interaction.”
 - 90% indicated touching each other on purpose.
 - Only 20% attempted to keep others from touching them.
 - 50% hugged.
 - 80% reported being sexually aroused.

Experimental: Zimbardo (1969)

Task: Deliver electric shocks to a girl in a learning study.

Anonymity manipulated:

- Half were individuated.
- Half were anonymous.

Zimbardo's prison study

- Zimbardo got Stanford students to act as prisoners and guard for a few days
- he did not expect the extent to which they will take their position seriously, identify with it and act against the other group
- There was abuse of the prisoners...

<http://www.prisonexperiment.org>

<http://www.zimbardo.com>

<http://www.stanleymilgram.com/milgram.html>

Mob & deindividuation

- There are conditions where groups can cause very undesirable behaviors
- No leader, no personal responsibility, no sensitivity to previous social norms and following the emerging norms of behavior