



Groups Influence Individuals

Psychology 320
Social Psychology

Listen to the audio lecture while viewing these slides

1

Psyc 320 – Social Psychology

Conformity

- Sherif's study of the Autokinetic effect— watch the light study
- Asch's line study—25% stood their ground

2

Psyc 320 – Social Psychology

Role of Conformity

- False Consensus Effect
 - Jury example
- Norms→Reality check
 - Philosophy vs. Calculus

3

Psyc 320 – Social Psychology

Reference Groups

- Informational vs. Normative influence
- Intellectual tasks vs. Value-judgments

4

Psyc 320 – Social Psychology

Self-Help Groups

- AA, NA, Weight Watchers, Therapy
- Who would this not work for?
 - Prison?
 - Eating disorders?
 - Groups without guilt?

5

Psyc 320 – Social Psychology

Consensus: A good thing?

- Relying on consensus
 - Canned laughter
- Contamination
 - Out-group members are repeating the party line
- Pluralistic Ignorance
 - Classroom examples
 - Overcoming this effect?

6

Social Facilitation

- Evaluation Apprehension
- Distraction

7

Social Loafing

- Minimized
 - Interesting tasks
 - Individual effort matters
 - Interdependent tasks
 - Social compensation
- Maximized
 - Illusion of group productivity
 - Collectivist cultures

8

Crowding

- Culturally specific perceptions of crowding
- Deindividuation
 - Diffusion of Responsibility

9