



## Interaction in Groups

Psychology 320  
Social Psychology

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1

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### Coordination Loss

- Trying not to step on anyone's toes
- Cures
  - Corporate culture
  - Cohesiveness
    - Cooperation
    - Social Influence
  - Attract and Keep valuable members

2

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### Information Sharing

- Shared vs. Unshared Information
  - Shared first → Unshared
- Cognitive or Informational Centrality

3

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### Transactive Memory

- Stereotypes
- Grooves → Ruts

4

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### Two sets of sentences...

#### List One

- Motor oil should be changed every three months.
- Nylon is used to make fishing nets.
- Cats should not be allowed on the kitchen table.
- The pen is near the jewelry box.

#### List Two

- Vegetable oil has a shelf life less than one year.
- Nylon is used to make hair nets.
- Cats should not be allowed on the pool table.
- The pen is near the tool box.

5

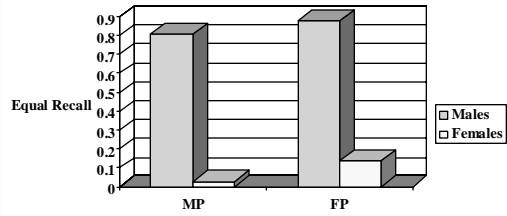
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### Word Recall Task

- Participants were randomly put into Dyads.
- Dyads were asked to remember the underlined words shown to them in each of the sentences. (1 word per sentence)
- They were seated in front of a single monitor and shown one of the lists of sentences.



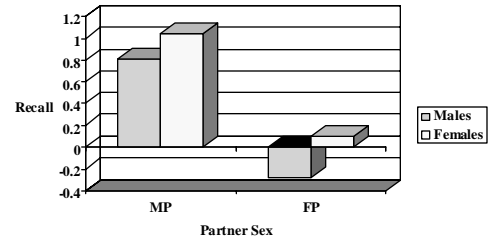
### Individual Scores—Masculine Recall



•2-way interaction: Gender context X Participant Sex  
• $F(1,115)=5.87, p<.02$

7

### Individual Scores—Feminine Recall



•2-way interaction: Gender context X Partner Sex  
• $F(1,115)=63.57, p<.02$

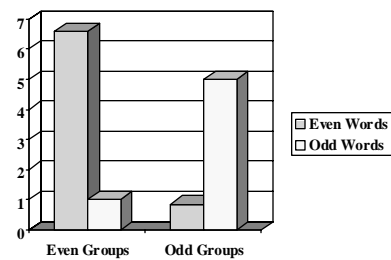
8

### Recommendations

- State your expertise.
- Don't be modest.
- Ask everyone to do everything.
- Leaders should seek out expertise.

9

### Processing



10

### Group Compromise

- Depolarization vs. Polarization
  - The Lean
  - Risky Shift studies→Group Polarization
- Heuristic/Peripheral Processing→Polarization
  - Consensus & Mastery
  - Consensus & Connectedness
- Systematic/Central Processing→Polarization
  - Majority arguments More of them, more discussion time, more compelling, better presentation.

11