

MODULE 76 GROUP BEHAVIOR**SOCIAL FACILITATION**

- **SOCIAL FACILITATION** is the improved performance on simple or well-learned tasks in the presence of others. Because when others observe us, we become aroused, and this arousal amplifies our other reactions. On tougher tasks, people perform worse when observers or others working on the same task are present.

SOCIAL LOAFING

- **SOCIAL LOAFING** is the tendency for people in a group to exert less effort when pooling their efforts toward attaining a common goal than when individually accountable.

DEINDIVIDUATION

- The process of losing self-awareness and self-restraint, called **DEINDIVIDUATION**, often occurs when group participation makes people both aroused and anonymous. Think of face paint or masks ... the deindividuation inclines a higher percentage of killing, torturing, or mutilating. Getting lost in the crowd.

GROUP POLARIZATION

- When you are the minority, you are far more likely to sway the majority if you hold firmly to your position and don't waffle. This tactic won't make you popular, but it may make you influential.

CULTURAL INFLUENCES

- **CULTURE** is the behaviors, ideas, attitudes, values, and traditions shared by a group of people and transmitted from one generation to the next. Unlike our animal counterparts, we have evolved. You and I enjoy things unknown to most of our century-ago ancestors, including electricity, indoor plumbing, antibiotics, and the Internet. Most animals have not changed in survival techniques as our species has.
- Culture transmits the customs and beliefs that enable us to communicate, to exchange money for things, to play, to eat, and to drive with agreed-upon rules and without crashing into one another.
- Human in varied cultures nevertheless share some basic moral ideas. **NORMS** are an understood rule for accepted and expected behavior. Norms prescribe "proper" behavior. Should we greet people by shaking their hand or by kissing each cheek?
- When we don't understand what's expected or accepted, we may experience culture shock.
- Cultures vary and compete for resources, and thus evolve over time.
- Today, our culture experiences more divorce and depression than 50 years ago.

BE ABLE TO ANSWER: You are organizing a Town Hall – style meeting of fiercely competitive political candidates. To add to the fun, friends have suggested hanging out masks of the candidates' faces for supporters to wear. What phenomenon might these masks engage?

PRACTICE FRQ: Describe the 3 causes of social loafing.