

SOCIAL & GROUP INFLUENCE
Vocabulary Activity

1. **Conformity**- Raise your hands!

- Who told you to raise your hands? This shows the power of conditioning and also how students conform to the behaviour the school/teacher expects

2. **Social Facilitation** = Basketball activity!

- Skilled athletes are often 'on' before an audience...they do better when an audience is watching (perhaps not Luongo 😊) – stronger performances in the presence of others. Why? Home crowd vs Away crowd?

3. **Social Loafing**- Group Work!

- The tendency for people in a group to exert less effort when pooling their efforts towards attaining a goal.
- If social loafing in group work is such a problem, why do teachers still use it?
 - o Brainstorm 5-10 ways to minimize social loafing in group work projects
 - o Does assigning roles minimize social loafing? Why or why not?

4. **Deindividuation**- “If you could do anything humanly possible right now....?”

- The loss of self-awareness and self restraint occurring in group situations that foster arousal and anonymity.
- Why do people do stupid things in groups? Riots? Stanley cup riot?
 - o They think they can blend into the crowd and get away with it (and it could be exciting because it is ‘bad’)...they become ‘just an individual’ in the crowd.
 - o Does dressing up or painting one’s face increase or decrease the likelihood of deindividuation? Explain.

5. **Group Polarization**- Talk Show Fight!

- The enhancement of a group’s prevailing ideas and inclinations through discussion within the group.
- **EXAMPLE:** Geraldo Rivera- in 1988 members of the WAR Movement (White Aryan Resistance) came on with members of African-American Activists to try and reconcile. But group polarization took hold of each group as racial slurs and insults began flying between the two groups. Ultimately a brawl broke out and Rivera got a broken nose. The GROUP

strengthened their beliefs and became determined to stick together....

6. Groupthink- WAR in IRAQ!

- the way of thinking that occurs when the desire for harmony (peace) in a decision-making group overrides a realistic appraisal and thought of other alternative decisions. The group goes with the most popular belief...because the 'group has thunk' it. 😊
"It's most popular so it must be right" idea.
- President Bush declared war on Iraq after Sept 11th 2001 even though he had NO evidence of weapons of mass destruction. (Colin Powell confirmed this later after he left office). Bush and a LARGE GROUP believed they had to be stopped....so Groupthink happened.