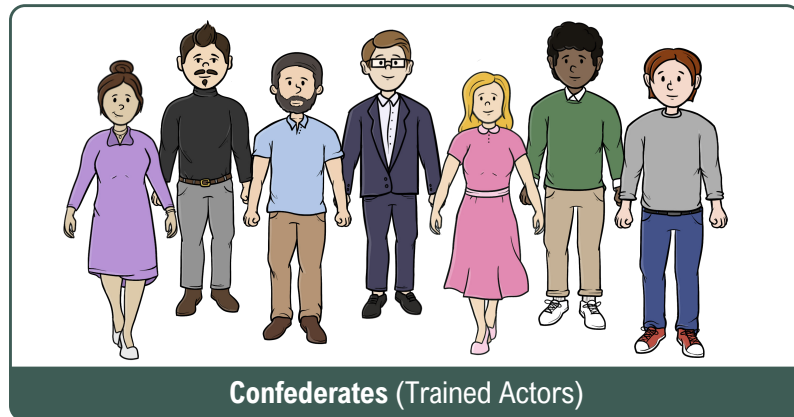
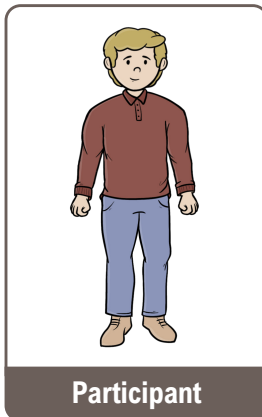


TOPIC: THE EFFECT OF GROUPS

Conformity

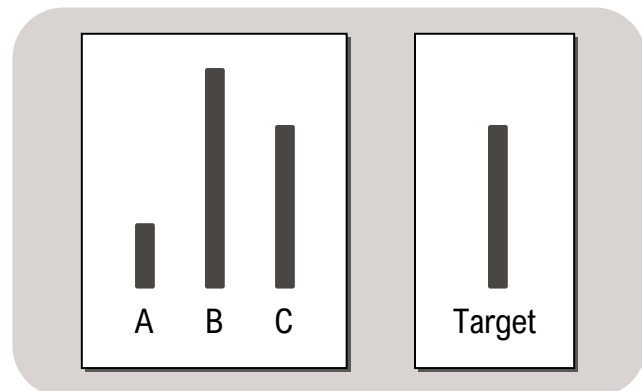
- ◆ **Conformity:** _____ one's behaviors, attitudes, or beliefs to more closely match those of a group.
- ◆ Famously demonstrated in a series of experiments by **Solomon Asch** in the 1950's and 60's.

Method (Participants)



Method (Procedure)

- Participants were seated around a table and asked to match the length of a _____.



- Confederates gave the planned, _____ answers.
- **Goal:** To see if the participant will _____.

Results

- In 37% of “wrong answer” trials participants conformed to the incorrect response.
- _____ of participants gave the wrong answer at least once.
- **Conclusion:** Participants were willing to be _____ in order to conform to the group.

TOPIC: THE EFFECT OF GROUPS

EXAMPLE

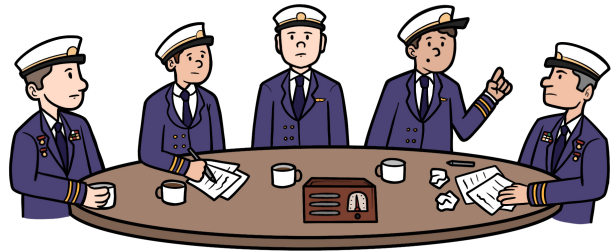
Solomon Asch's famous study demonstrated which of the following social behaviors?

- a) Obedience.
- b) Diffusion of responsibility.
- c) Conformity.
- d) Groupthink.

TOPIC: THE EFFECT OF GROUPS

Groupthink

- ◆ Irving Janis studied situations where experts gave into group pressure and made poor decisions (1970s –1980s).
- ◆ **Groupthink:** Process in which a group prioritizes _____ over critical thinking and making the best decisions.
- ◆ **Common Features:**
 - Overconfidence; group believes it cannot be wrong.
 - Pressure from leader on group members to _____.
 - Group members self-_____ their doubts.
 - Collective rationalization of negative feedback.
 - _____ of unanimity.
- ◆ **Examples:**
 - Failure to prevent attack on Pearl Harbor (1941).
 - Bush administration and the Iraq War (2003).



EXAMPLE

Which of the following are considered to be features of groupthink?

- I. The leader encourages multiple points of view and alternative solutions.
- II. Group members self-censor any doubts or dissenting opinions.
- III. The group rationalizes or dismisses any negative feedback or concerns.

-
- a) I & II. b) I & III. c) II & III. d) I, II, & III.

PRACTICE

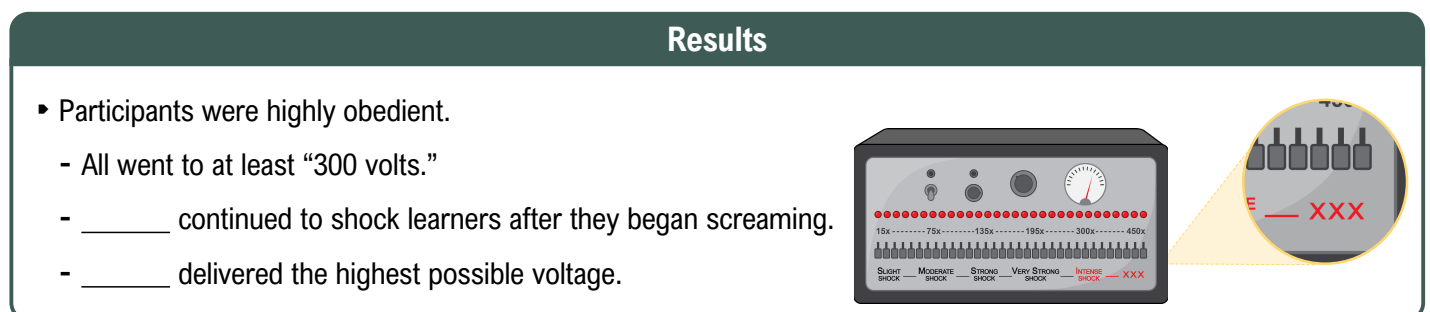
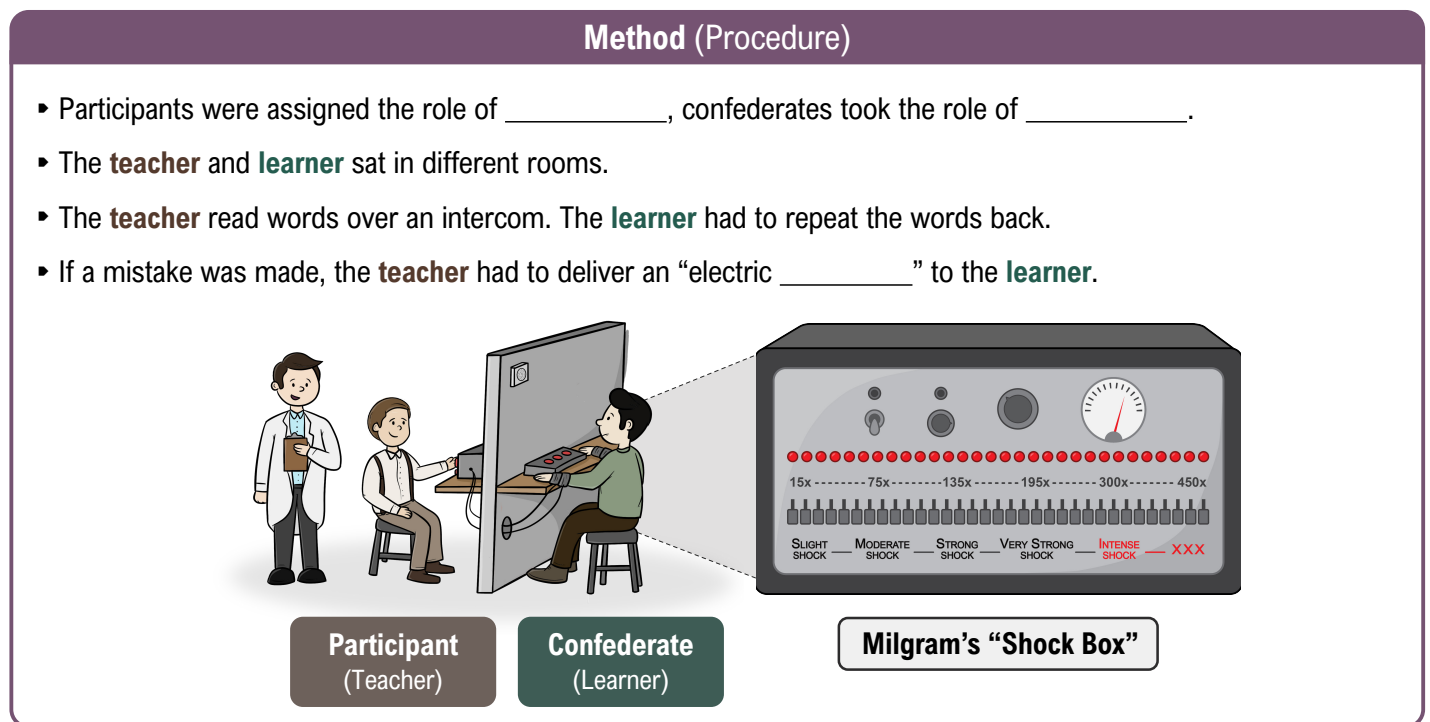
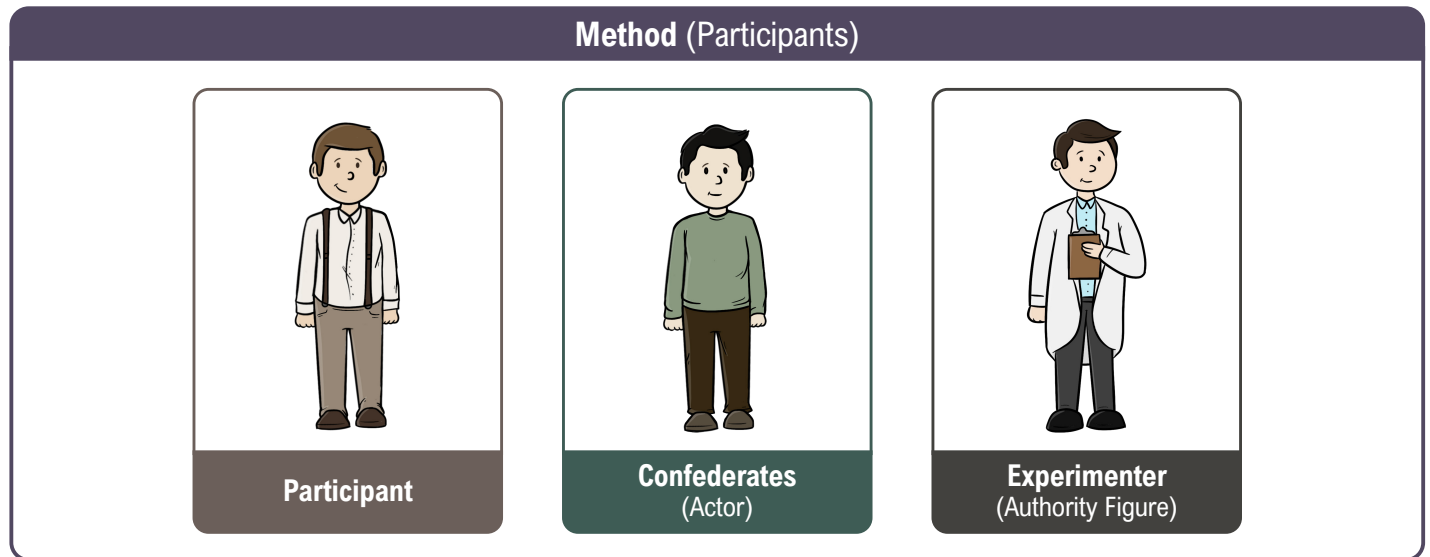
Which of the following is the **best** definition of groupthink?

-
- a) A decision-making process where a group prioritizes hearing all opinions and collecting accurate information.
 - b) A decision-making process that involves a group making an unpopular choice.
 - c) A decision-making process where a group prioritizes agreement and harmony over critical thinking.
 - d) A decision-making process where a group comes up with alternative ideas and unique viewpoints.

TOPIC: THE EFFECT OF GROUPS

Obedience

- ◆ **Obedience:** A change in behavior to comply with the demands of an _____ figure.
- ◆ Famously demonstrated in a series of experiments by **Stanley Milgram** in the 1960's.



TOPIC: THE EFFECT OF GROUPS

EXAMPLE

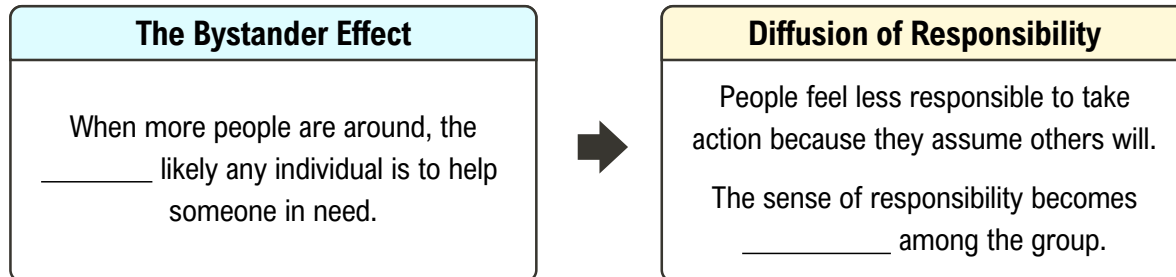
Stanley Milgram's famous study demonstrated which of the following social behaviors?

- a) Obedience.
- b) Diffusion of responsibility.
- c) Conformity.
- d) Groupthink.

TOPIC: THE EFFECT OF GROUPS

The Bystander Effect

- ◆ In 1964, Kitty Genovese was murdered in Queens, NYC.
 - It was reported that 38 bystanders witnessed the attack and did nothing to prevent it.



EXAMPLE

Put a checkmark next to the situations where the bystander effect would be **most likely** to occur.

1	Tao is walking through a very crowded street when he sees a woman crash her bicycle into a fire hydrant.	
2	Jessica, a trained nurse, is riding the train when she notices a man who appears to be having a heart attack.	
3	John is driving down an unpopulated country road at night when he comes across a motorcycle crash.	
4	Saoirse is hurrying across her crowded campus when she sees a student trip and fall onto the pavement.	