

Module 17 – 19 The Mere Presence of Others

1. Group
 - a. Two or more individuals who interact with each other and who mutually influence each other
2. How Do Groups Influence the Behavior of Individuals?
3. Social Inhibition
 - a. the performance-detracting effect of an audience on behavior
4. Triplette Study 1898
5. Co-actors
 - a. A group of people working simultaneously and individually on a noncompetitive task.
6. Social Facilitation
 - a. The tendency of people to perform simple or well-learned tasks better when others are present
7. Social facilitation
 - a. *Crowding*: The presence of many others
 - b. Why are we aroused in the presence of others?
 - i. apprehension
 - ii. Driven by distraction
 - iii. Mere presence
 - iv. Effect increases with numbers
 - v. Intensifies (-) or (+) reactions
 - vi. Increases arousal and facilitates dominant responses
8. evaluation apprehension
 - a. Concern about how others are evaluating us
9. evaluation apprehension
 - a. An explanation for social facilitation suggesting that arousal is caused by apprehension over being evaluated by others
10. Robert Zajonc's Theory
 - a. How to reconcile seeming contradictory effects on performance
 - i. -social facilitation
 - ii. -social inhibition
11. Arousal Continuum
12. Yerkes-Dodson Law
 - a. The inverted U-shaped relationship between performance and arousal: for any task to be performed there is an optimal level of arousal necessary for best performance. Too little or too much arousal interferes with performance.
13. Arousal Theory of Facilitation

14. Effects of others
 - a. When others are present we:
 - i. perspire more
 - ii. breath faster
 - iii. tense our muscles
 - iv. have higher blood pressure
 - v. have faster heart rates
 1. (Geen & Gange, 1983; Moore & Baron, 1983)
15. Driven to distraction
 - a. When people wonder how co-actors are doing or how an audience is reacting.
16. Basic Features of Groups effect group performance and individual effort
 - a. Leadership style
 - b. Group Structure
 - c. Group Communication
 - d. Cohesiveness
17. Cohesiveness
 - a. The strength of the relationships that link members of a group
18. Social loafing
 - a. Many hands make light work
19. Social loafing in everyday life
 - a. Universal acceptance of benefits without equal work effort
 - b. Individual efforts not monitored
20. Social Loafing
 - a. Factors that reduce social loafing
 - b. Challenging task
 - c. Appealing task
 - d. Team members already know by each other
21. Free Riders
 - a. "People who benefit from the group but give little in return"
22. Effect of Culture
 - a. Documented loafing in diverse cultures (Gabrenya 1985)
 - b. Other studies suggest overall less loafing in collectivist cultures
23. Collectivist vs. Individualist
 - a. Collectivist cultures more loyal to family and social group, including a sense of overall community and responsibility to that community
24. Gender
 - a. Typically women loaf less in groups than men
 - b. Explained by assumption that women tend to be more collectivistic in nature
25. Groups affect our behavior
 - a. Possible group memberships:

- i. Primary groups
- ii. Secondary groups
- iii. Ingroups
- iv. Outgroups
- v. Reference groups

26. Deindividuation

- a. The diminishing of normal social constraints and inhibitions resulting in behavior not otherwise noticed or expected
- b. Weakened restraints against impulsive behavior
- c. Increased sensitivity to immediate cues and current emotional state
- d. Inability to monitor or regulate own behavior
- e. Lessened concern about evaluation by others
- f. Lessened ability to plan rationally

27. Variables Affecting Deindividuation

- a. Group size
- b. Anonymity
- c. Arousing activities
- d. Distracting activities
- e. Self Awareness