

Group Processes

Zimbardo Prison Study





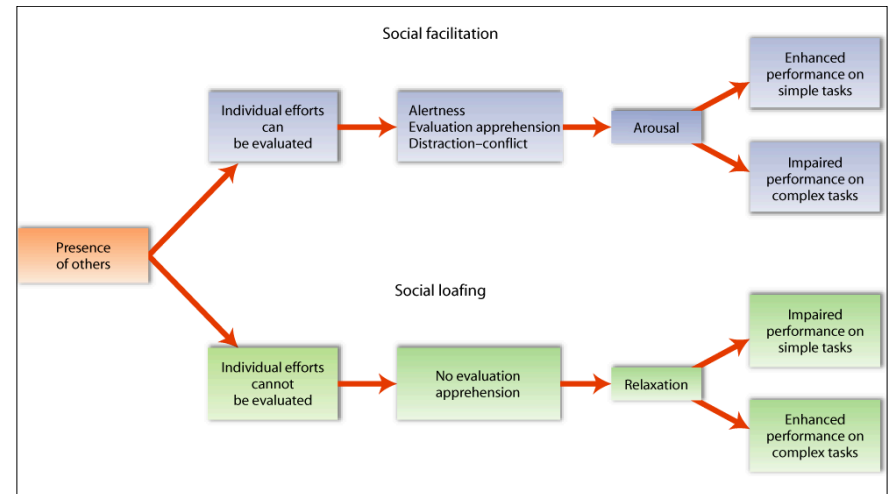
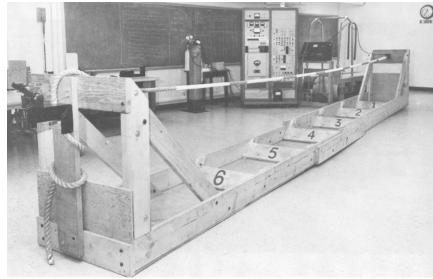
Deindividuation

Social facilitation

- Zajonc
- Simple vs. difficult tasks
- Arousal and the dominant response

Social loafing

- Ringelmann (1913)
- “free rider”
- individual evaluation
- gender differences



Choose one

- A. I give you \$5
- B. I give you \$10, take back \$1 from everyone else

Choose one

- A. I give everyone else \$2
- B. I give you \$5

Social Dilemmas

- Individually beneficial actions are harmful to everyone
- Public goods dilemma
- Commons dilemma
- Prisoner's dilemma

Play this game

1. Play 10 rounds
2. Select your choice secretly
3. Reveal simultaneously
4. Write down points
5. Play next round

	A	B
A	4, 4	0, 6
B	6, 0	2, 2

What's the best strategy?

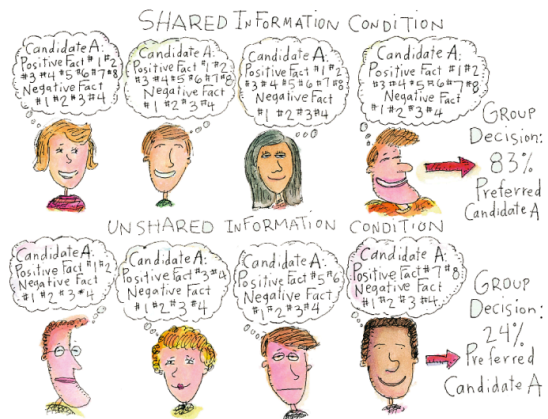
- Always choose A?
- Always choose B?

Tit-for-tat strategy

1. Always cooperate in the beginning
 2. Always respond in kind
- Characteristics
 - Nice
 - Provokable
 - Forgiving

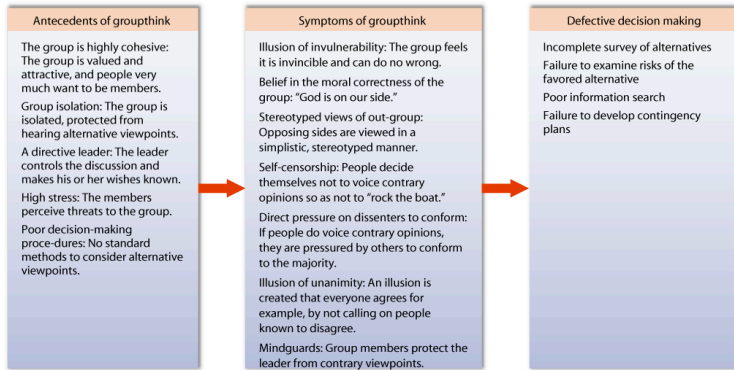
Group Decision-Making

- Problems:
 - Process loss
 - Failure to share unique information



Group polarization

Groupthink



Preventing Groupthink

- Impartial leader
- Seek outside opinions
- Create subgroups
- Have anonymous opinions