



INDIAN SCHOOL MUSCAT

Senior Section

Department of Commerce and Humanities

Class : 12

SOLVED SUPPORT MATERIAL

Reference:
NCERT

Chapter:7 Social Influence and Group
Processes

Text Book

Date of issue

Date of
submission

-----2018

PSYCHOLOGY (037)

-----2018

A **Group** may be defined as an organized system of two or more individuals, who are interacting and interdependent, who have common motives, have a set of role relationships among its members, and have norms that regulate the behaviour of its members. They have the following salient characteristics:

A **crowd** is a collection of people who may be present at a place/situation by chance.

Teams are groups where members often have complementary skills and are committed to a common goal or purpose. Members are mutually accountable for their activities, and there is a positive synergy attained through the coordinated efforts of the members.

Groups	Teams
<ul style="list-style-type: none">• Performance is dependent on contributions of individual members.• The leader or whoever is heading the group holds responsibility for the work.	<ul style="list-style-type: none">• Both individual contributions and teamwork matter.• In teams, although there is a leader, members hold themselves responsible.

An **audience** is a collection of people who have assembled for a specific purpose. They are generally passive but sometimes go into a frenzy and become **mobs**. In mobs, there is a definite sense of purpose. There is polarization in attention, and actions of persons

are in a common direction. Mob behaviour is characterized by homogeneity of thought and behaviour as well as impulsivity.

People join groups for the following reasons:

- Security – Groups reduce the insecurity we feel when we are alone, as being with people gives a sense of comfort and protection. As a result, people feel stronger and are less vulnerable to threats.
- Status – When we are members of a group that is perceived to be important by others, we feel recognized and experience a sense of power.
- Self-esteem – Groups provide feelings of self-worth and establish a positive social identity. Being a member of a prestigious group enhances one's self-concept.
- Satisfaction of one's Psychological and Social Needs – Groups satisfy needs such as sense of belongingness, giving and receiving attention, etc.
- Goal Achievement – Groups help in achieving such goals which cannot be attained individually.
- Provide knowledge and information – As individuals, we may not have required information, which is supplemented by the group.

Group forming stages

Groups usually go through different stages of formation, conflict, stabilization, performance and dismissal. Tuckman suggested that groups pass through five developmental sequences: forming, storming, norming, performing and adjourning.

- Forming – When group members first meet, there is a great deal of uncertainty about the group, the goal and how it is to be achieved. People try to know each other and assess whether they will fit in.
- Storming – In this stage, there is conflict among members about how the target of the group is to be achieved, who is to control the group and its resources, and who is to perform what task. When this stage is complete, some sort of hierarchy of leadership in the group and a clear vision as to how to achieve the group goal develops.
- Norming – Group members by this time develop norms related to group behaviour. This leads to development of a positive group identity.
- Performing – The structure of the group has evolved and is accepted by group members. The group moves towards achieving the group goal.
- Adjourning – Not necessary for all groups, once the function is over, at this stage the group may be disbanded.

Group structure develops as the members interact. Over time this interaction shows regularities in distribution of tasks to be performed, responsibilities assigned to

members, and the prestige or relative status of members. Four important elements of group structure are:

- **Roles** – Socially defined expectations that individuals in a given situation are expected to fulfill. Roles refer to the typical behaviour that depicts a person in a given social context. Along with this, there are certain role expectations, i.e. the behaviour expected of someone in a particular role.
- **Norms** – Expected standards of behaviour and beliefs established, agreed upon and enforced by group members. They may be considered as a group's 'unspoken rules'.
- **Status** – Refers to the relative social position given to group members by others. This relative position can be ascribed or achieved.
- **Cohesiveness** – Refers to togetherness, binding or mutual attraction among group members. As a group becomes more cohesive, group members start to think, feel and act as a social unit, and less like isolated individuals. Members of a highly cohesive group have a greater desire to remain in the group in comparison to those who belong to low cohesive groups. However, extreme cohesiveness may not be in a group's interest (eg: situations like groupthink)

Primary Groups	Secondary Groups
<ul style="list-style-type: none">• Primary groups are pre-existing formations which are usually given to the individual.• It is characterised by face-to-face interaction, where members have close physical proximity and they share warm emotional bonds.• Boundaries are less permeable (members do not have the option to choose its membership).	<ul style="list-style-type: none">• Secondary groups are those groups that the individual joins by choice.• Relationships among members are more impersonal, indirect and less frequent.• It is easy to leave and join another group.

Formal Groups

- The functions of a formal group are explicitly stated. The roles to be performed by group members are stated in an explicit manner.
- The formation of formal groups is based on some specific rules or laws and members have definite roles. There are a set of norms which help in establishing order.

Informal groups

- The functions and roles of an informal group are not explicitly stated.
- The formation of informal groups is not based on rules or laws and there is a close relationship among members.

Ingroup

- The term **ingroup** refers to one's own group.
- For ingroup members, we use the word we.
- Persons in the ingroup are generally supposed to be similar, are viewed favourably, and have desirable traits.

Outgroup

- The term **outgroup** refers to another group.
- For outgroup members, we use the word they.
- Members of the outgroup are viewed differently and are often perceived negatively in comparison to the ingroup members.

Social loafing is a reduction of individual effort when working on a collective task (one in which outputs are pooled with those of other group members). The explanations offered for social loafing are:

- Group members feel less responsible for the overall task being performed and therefore exert less effort.
- Motivation of members decreases because they realise that their contributions will not be evaluated on an individual basis.
- The performance of the group is not to be compared with other groups.
- There is improper coordination among members.

- Belonging to the same group is not important for members, as it is only an aggregate of individuals.

Social loafing may be reduced by:

- Making the efforts of each person identifiable.
- Increasing the pressure to work hard (making group members committed to successful task performance)
- Increasing the apparent importance or value of a task.
- Making people feel that their individual contribution is important.
- Strengthening group cohesiveness which increases the motivation for successful group outcome.

Group Polarisation is the strengthening of the group's initial position as a result of group interaction and discussion. It has been found that groups are more likely to take extreme decisions than individuals alone. This firm conviction is because of the following reasons:

- In the company of like-minded people, we are likely to hear newer arguments favouring our viewpoints. This will make us more favourable towards a particular decision.
- When we find others also favouring a particular decision, we feel that this view is validated by the public. This is called **bandwagon effect**.
- When we find people having similar views, we are likely to perceive them as ingroup, and thus start identifying with the group, showing conformity, and as a consequence our views become strengthened.

Conformity means behaving according to the group norm (expectations of other members). Persons who do not conform (deviants or non-conformists) get noticed more than those who conform. The pioneering experiments on conformity were carried out by Sherif and Asch. They illustrate some of the conditions that determine the extent of conformity, and also the methods that may be adopted for the study of conformity in groups. These experiments demonstrate what Sherif called the **autokinetic effect** and the **Asch technique**.

Determinants of conformity:

- Size of the group – Conformity is greater when the group is small than when the group is large. It is easier for a deviant member to be noticed in a small group. However, in a large group, if there is strong agreement among most of the members, this makes the majority stronger, and therefore the norm is also stronger.
- Size of the minority – When the dissenting or deviating minority size increases, the likelihood of conformity decreases.
- Nature of the task

- Public or Private expression of behaviour – Less conformity is found under private expression than it is seen under public expression.
- Personality – Some individuals have a conforming personality, and such persons have a tendency to change their behaviour according to what others say or do in most situations.

Conformity takes place because of informational influence, i.e. influence that results from accepting evidence rather than reality. This kind of rational conformity can be thought of as learning about the world from the actions of others. Conformity may also occur because of normative influence, i.e. influence based on a person's desire to be accepted or admired by others.

Social influence refers to those processes whereby our attitudes and behaviours are influenced by the real or imagined presence of other people. Kelman distinguished three forms of social influence: compliance, identification and internalisation.

In **compliance**, there are external conditions that force the individual to accept the influence of the significant other. It also refers to way in response to a request made by someone. Compliance can even take place without a norm. The following techniques are used when someone wants another person to comply.

- Foot in the door Technique – The person begins by making a small request that the other person is not likely to refuse. Once the other person carries out the request, a bigger request is made. Simply because the other person has already complied with the smaller request, they may feel uncomfortable refusing the second request.
- The Deadline Technique – In this technique, a last date is announced until which a particular product or offer will be available. The aim is to make people hurry and make the purchase before they miss the rare opportunity. It is more likely that people will buy a product under this deadline condition than if there is no such deadline.
- Door in the face Technique – In this technique, you begin with a larger request and when this is refused a later request for something smaller, the one that is actually desired is made, which is usually granted by the person.

Identification refers to influence process base on agreement-seeking or identity-seeking.

Internalisation is a process based on information seeking.

Obedience is behaviour in response to a person in authority. In such a situation, the subject is not necessarily following a group norm but rather carrying out an instruction or an order. The presence of an authority figure immediately makes this behaviour different from conformity. Reasons for obedience are as follows:

- People obey because they feel that they are not responsible for their own actions, they are simply carrying out orders from the authority.

- Authority generally possesses symbols of status which people find difficult to resist.
- Authority gradually increases commands from lesser to greater levels and initial obedience bind the followers for commitment.
- Many times, events happen very fast, and the subject has no time to think. Therefore they immediately obey orders from above.

When groups work together to achieve shared goals, we refer to it as **cooperation**. The rewards in cooperative situations are group rewards and not individual rewards. **Competitive** goals are set in such a way that each individual can get their goal only if others do not attain their goals. A cooperative goal, on the other hand, is one in which each individual can attain the goal only if other members of the group also attain their goal. Although competition between individuals within a group may result in conflict and disharmony, competition between groups may increase within group cohesion and solidarity.

Prisoner's Dilemma game is a two person game in which both parties are faced with cooperation or completion, and depending upon their choices both can win or lose, and is often used to study cooperation and competition.

		Prisoner B	
		<i>Confess</i>	<i>Don't Confess</i>
Prisoner A	<i>Confess</i>	Both go to jail for 10 years	Prisoner B gets 20 years in jail. Prisoner A goes free.
	<i>Don't Confess</i>	Prisoner A gets 20 years in jail. Prisoner B goes free.	Both go to jail for 1 year

Conflict is a process in which either an individual or a group perceives that others have opposing interests, and both try to contradict each other. There is a belief by both parties that the other will only protect its own interests, and that their side's interests will not be protected. There is not only opposition of each other, but they also try to exert power on each other. Groups have been found to be more aggressive than individuals, and this leads to escalation of conflict. The following are major reasons for group conflicts:

- Lack of communication and faulty communication between the parties leads to suspicion and a lack of trust, resulting in conflict.
- Relative deprivation arises when members of a group compare themselves with members of another group, and perceive that they do not have what they desire to have, which the other group has.

Another cause of conflict is one party's belief that it is better than the other, and what it is saying should be done. When this does not happen, both parties start accusing each other.

- A feeling that the other group does not respect the norms of the ingroup and actually violates those norms is a cause of conflict.
- Desire for retaliation for some harm done in the past is another reason for conflict.
- Biased perceptions are the root of most conflicts.
- Competition between groups is also a reason for conflict.
- Perceived inequity is yet another reason. Equity refers to distribution of rewards in proportion to another individual's contributions.

Most conflicts begin in our heads, and explanations of such conflicts can be at structural, group and individual levels.

- Structural conditions include high rates of poverty, economic and social stratification, inequality, limited political and social opportunity, etc.
- Group level factors show that social identity, realistic conflict between groups over resources and unequal power relations between groups lead to escalation of conflict.
- Individual level factors include beliefs, biased attitudes and personality characteristics.

Deutsch identified the following consequences of intergroup conflict:

- Communication between the groups becomes poor. The groups do not trust each other, thereby leading to a breakdown in communication.
- Groups start magnifying their differences and start perceiving their behaviour as fair and the other's behaviour as unfair.
- Each side tries to increase its own power and legitimacy. As a consequence, the conflict gets escalated.
- Once conflict starts, several other factors lead to escalation of conflict.

Strategies to resolve conflicts:

- Introduction of Superordinate Goals - It is mutually beneficial to both parties, hence both groups work cooperatively.
- Altering Perceptions – Conflicts can also be reduced by altering perceptions and reactions through persuasion, educational and media appeals, and portrayal of groups differently in society.
- Increasing Intergroup Contacts – Conflicts can also be reduced by increasing contacts between the groups. This can be done by involving groups in conflict on neutral grounds through community projects and events.

- Redrawing Group Boundaries – This can be done by creating conditions where group boundaries are redefined and groups come to perceive themselves as belonging to a common group.
- Negotiations – Conflict can also be resolved through negotiations and third party interventions. Warring groups can resolve conflict by trying to find mutually acceptable solutions. This requires understanding and trust. Negotiation refers to reciprocal communications so as to reach an agreement in situations in which there is a conflict.
- Structural Solutions – Conflict can also be reduced by redistributing the societal resources according to principles based on justice.
- Respect for other group's norms – It is necessary to respect and be sensitive to the strong norms of various social and ethnic groups.