



# Social Influence & Group Processes

## Group

- Group**
1. Crowd
  2. Teams
  3. Audience
  4. Mob

- Why People Join Groups?**
1. Goal Achievement
  2. Provide Knowledge & Information
  3. Security
  4. Status
  5. Self-esteem
  6. Satisfaction
- GPS4**

## Social Influence

### Group Formation

Conformity	Compliance	Obedience
<ol style="list-style-type: none"> <li>1. Size of group</li> <li>2. Size of Minority</li> <li>3. Nature of Task</li> <li>4. Expression of behaviour</li> <li>5. Personality</li> </ol>	<ol style="list-style-type: none"> <li>1. Foot in the door technique</li> <li>2. The deadline technique</li> <li>3. Door in the face technique</li> </ol>	<ol style="list-style-type: none"> <li>1. Roles</li> <li>2. Norms</li> <li>3. Status</li> <li>4. Cohesiveness</li> </ol>

## Influence of group on Individual Behaviour

- **Social Facilitation**
  - An individual performing an activity alone in the presence of others
- **Social Loafing (Latane)**
  - An individual performing an activity along with the others as part of a larger group

**Group Formation**

How	Stages	Group Structure
<ul style="list-style-type: none"> <li>• Proximity</li> <li>• Similarity</li> <li>• Common Motives</li> </ul>	<ul style="list-style-type: none"> <li>• Forming</li> <li>• Storming</li> <li>• Norming</li> <li>• Performing</li> <li>• Adjourning</li> </ul>	<ul style="list-style-type: none"> <li>• Roles</li> <li>• Norms</li> <li>• Status</li> <li>• Cohesiveness</li> </ul>

**Types of Group (SP - IF - IO)**

SP	IF	IO
<ul style="list-style-type: none"> <li>• Primary Group</li> <li>• Secondary Group</li> </ul>	<ul style="list-style-type: none"> <li>• Formal Group</li> <li>• Informal Group</li> </ul>	<ul style="list-style-type: none"> <li>• Ingroup</li> <li>• Outgroup</li> </ul>

**Group Polarisation**

It has been found that groups are more likely to take extreme decisions than Individuals alone

**Group Think**

Groupthink is characterised by the appearance of consensus or unanimous agreement with a group

**Bandwagon Effect**

When any view is also favored by others, we feel that this view is validated by the public thus it has to be right.

- Cooperation & Competition**
1. Reward
  2. Interpersonal Communication
  3. Reciprocity

## Social Identity

## Intergroup Conflicts