

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

1. Size of group
2. Size of Minority
3. Nature of Task
4. Expression of behaviour
5. Personality

Compliance

1. Foot in the door technique
2. The deadline technique
3. Door in the face technique

Obedience

1. Roles
2. Norms
3. Status
4. Cohesiveness

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 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

Group Formation

How

- Proximity
- Similarity
- Common Motives

Stages

- Forming
- Storming
- Norming
- Performing
- Adjourning

Group Structure

- Roles
- Norms
- Status
- Cohesiveness

Types of Group (SP - IF - IO)

SP

- Primary Group
- Secondary Group

IF

- Formal Group
- Informal Group

IO

- Ingroup
- Outgroup