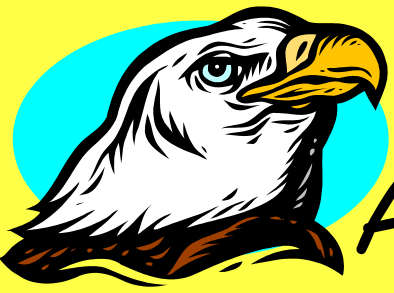


Combating Prejudice

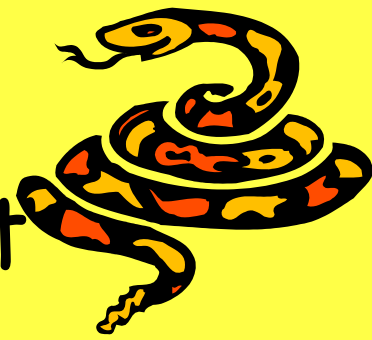
Contact Theory

- Contact between hostile groups will reduce animosity if they are made to work towards a *superordinate goal*.
- Sherif camp study





The Robbers' Cave: An Experiment in Conflict



Purpose: Competition → Prejudice

- In the Robber's Cave experiment, conflict between groups arose from an intensely competitive situation
- Cooperation, however, replaced conflict when the experimenters contrived situations that fostered mutual interdependence and common goals for the groups

Robber's Cave Study

- Phase 1: In-group Identity

- build cohesion among in-group

- Phase 2: Intergroup conflict

- Create a competitive environment

- Each boy rated own group and other group

- brave
- tough
- friendly
- sneaky
- smart aleck
- stinker

Bean toss:

- Collected as many beans as possible
- Estimate # beans in a sack

- Overestimated beans collected by in-group

- Underestimated beans collected by out-group

Robber's Cave Study

- Phase 3: Restoring Harmony
 - create harmonious environment
 - with superordinate goals (goals that can only be achieved if both groups work together cooperatively)
- Summary:
- Competition led to prejudice.
- When competition between groups was removed, prejudice stopped

Social Influences on Behavior



Group Dynamics



- Humans have a basic drive to form social bonds with others.
- **Social group** – two or more individuals sharing common goals and interests, interacting, and influencing each other's behavior.
- **Norms** – Implicit or explicit rules that apply to all members of the group and govern acceptable behaviors and attitudes

Working in Groups:



- You will undoubtedly work in groups throughout your entire life.
- Social loafing - Exerting less effort when performing a group task than when performing the same task alone

Why Does Social Loafing Happen?



SOCIAL LOAFING

- People acting as a part of a group feel less accountable, so they worry less about what others think of them.
- Rewards may come to group regardless of individual giving more effort
- They may not believe that their contribution makes a difference.
- Motivation matters! - those with lower motivational levels know that someone will pick up the slack (in a group)
- **HOW TO COMBAT? Offer individual evaluations.**

DO NOT WRITE ON YOUR INDEX CARD

Consider this situation:

- If you could do anything humanly possible (not fly, be invisible, etc.) and have complete assurance that you would not be detected or held responsible, what would you do?

Content:

- Aggression
- Charity
- Academic dishonesty
- Crime 26%
- Escapism
- Political activities
- Sexual activities 11%
- Social disruption
- Interpersonal spying / eavesdropping 11%
- Travel
- “Other”

Social desirability:

- Pro-social 9%
- Anti-social 36%
- Non-normative (violates norms, doesn't hurt/help) 19%
- neutral 36%

• Deindividuation

- The process of losing ones' "identity" while in a group.
- We tend to do things would not normally do when alone (feel anonymous)

Where does this happen?

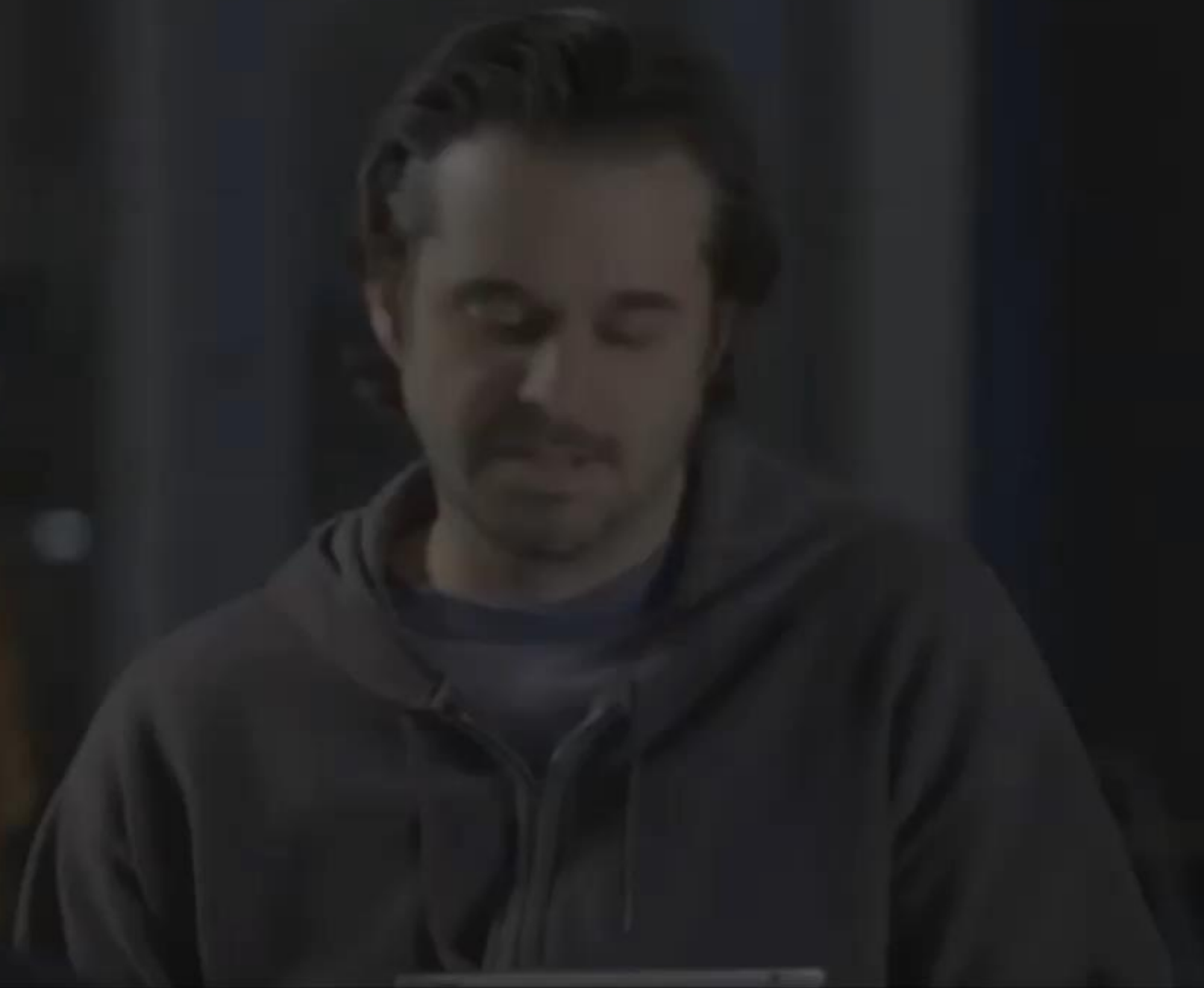
1. Sporting contests - fighting
2. Rock concerts
3. Protests - chanting
4. Riots and Looting after natural disasters (Haiti)



Children in costumes that created a sense of anonymity chose to steal candy more often when they were in a group than when they were alone or had been identified by name.



JUST NOT SPORTS



Social influences on motivation

- Norman Triplett (1897)
 - Noticed bicycle racers tended to go faster when others were present
 - Experiment - 3 conditions:
 - Race alone against clock
 - With another cyclist, but not competing
 - With another cyclist, in competition
 - Result: went faster with another cyclist, regardless of competition
 - Found similar results in experiment with adolescents winding fishing reels



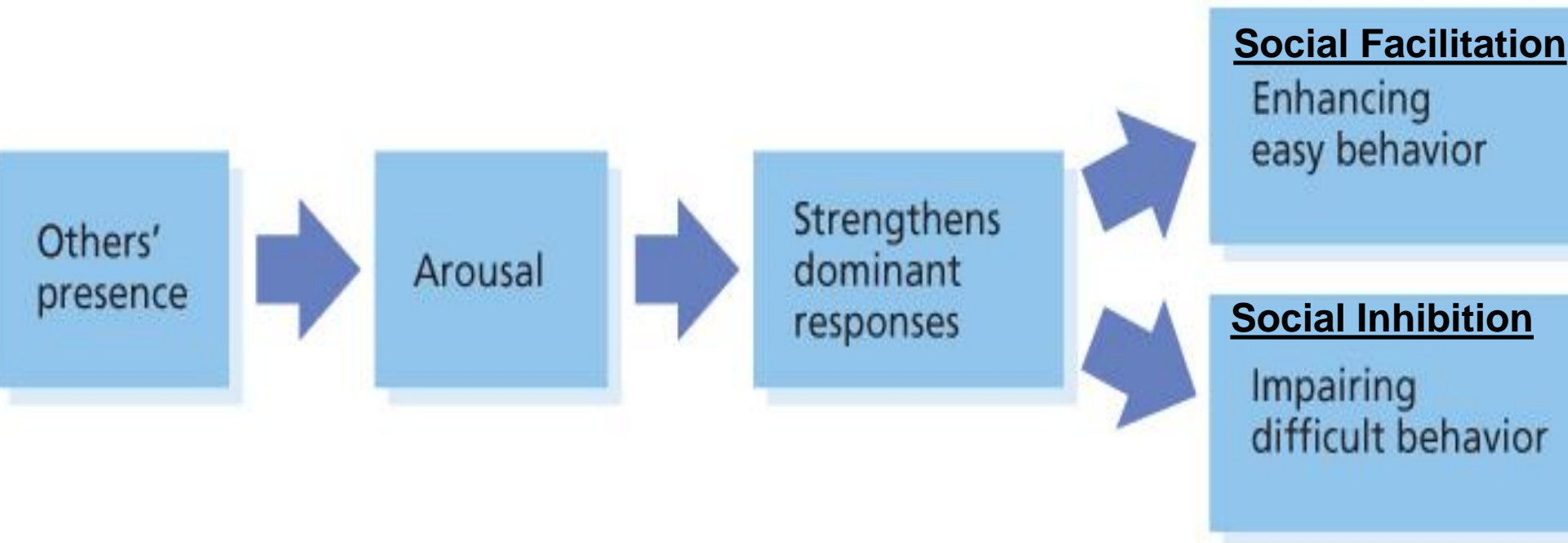
• Robert Zajonc

(or social inhibition)



– “Social facilitation” vs. “Social impairment”

- Presence of others increases general level of arousal
- Arousal increases tendency to perform behaviors that are most dominant (the ones we know best)
 - Improves performance for easy, familiar tasks
 - Performance may suffer for hard, unfamiliar tasks

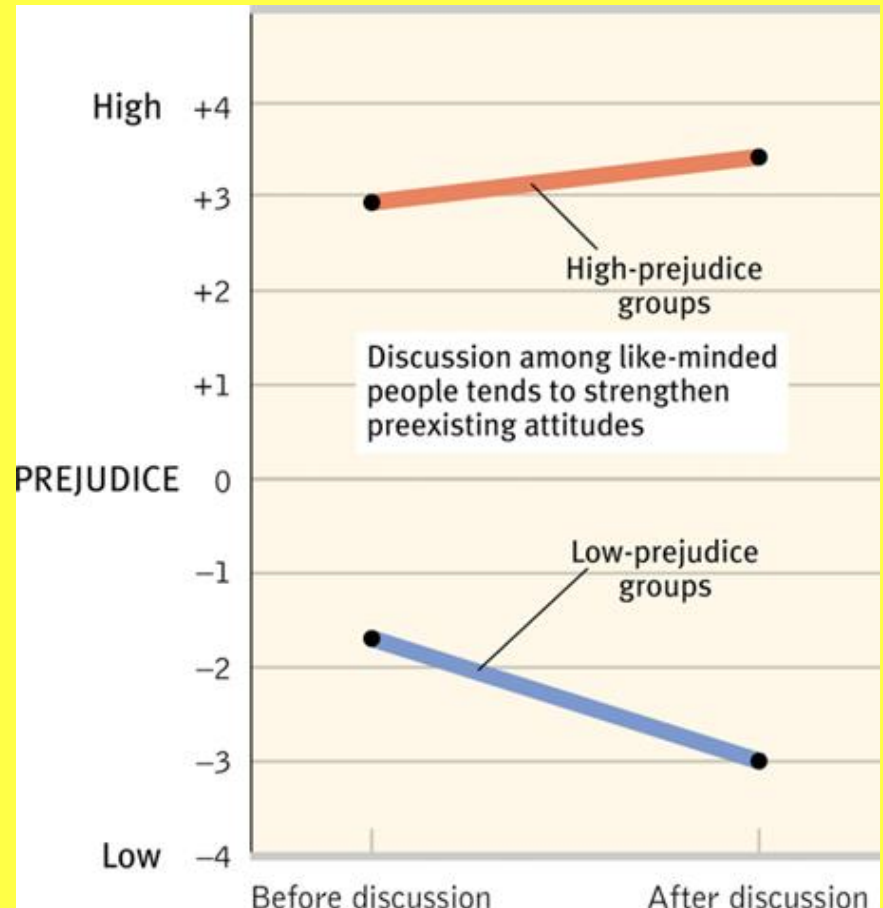


• Group polarization

- Interaction and discussion of individuals in a group with similar beliefs/attitudes tends to make these beliefs/attitudes more extreme.

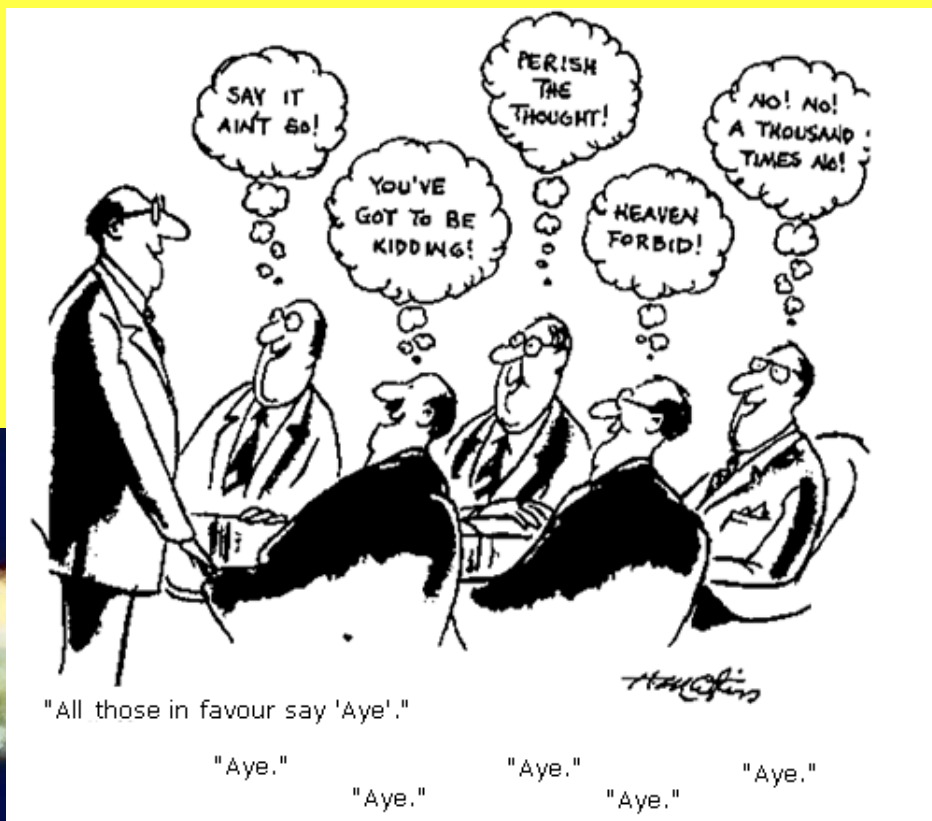
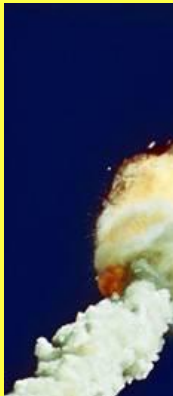
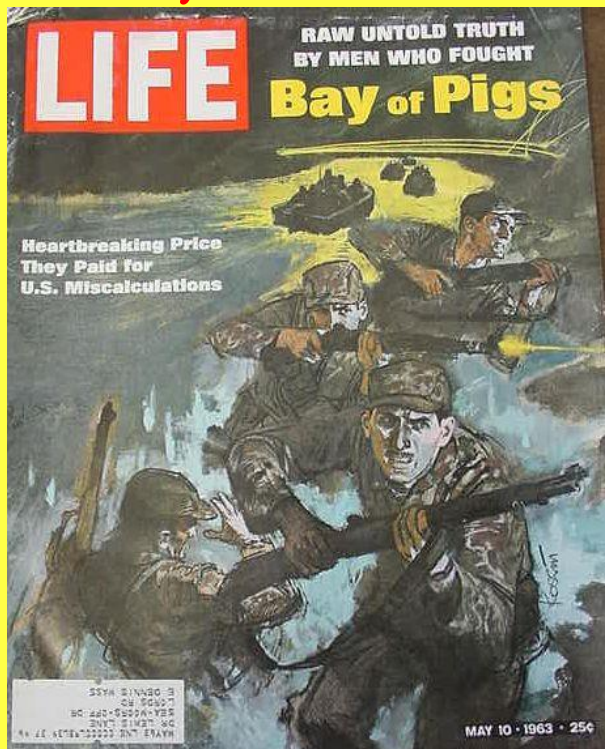


As a group, both the Black Panthers and the Ku Klux Klan are **more extreme than the average individual in the group.**



• Groupthink

- A pattern of thinking in which group members fail to realistically evaluate the wisdom of various options and decisions
- Happens when group focus shifts from objectively evaluating decisions to maintaining the group
- The group moves from *prove why we should do this* TO *why we shouldn't do this*





I know what
we're going
to do today...

Ways to Minimize Groupthink

- Avoid isolating the group
 - Bring in outside experts
- Critical evaluators / Devil's advocate
 - Role is to question assumptions and uncontested information
- Open climate
 - Leader invites and accepts divergent thinking
- Avoid being directive
 - Strong leaders speak last or sometimes not at all



GROUPTHINK

WHO NEEDS GOOD IDEAS WHEN YOU CAN ALL AGREE ON
A BAD ONE