


Group Behaviors




Chen (1937)

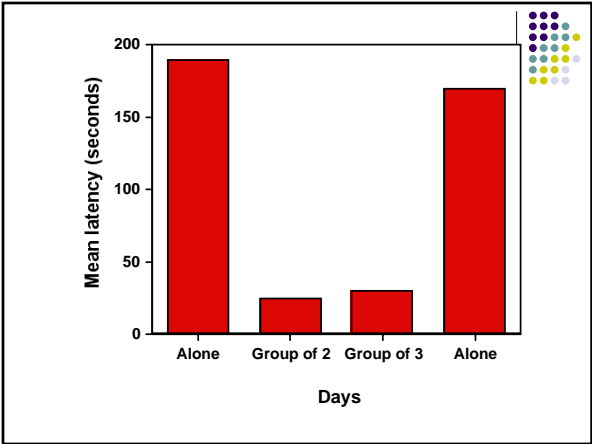
Independent variable:

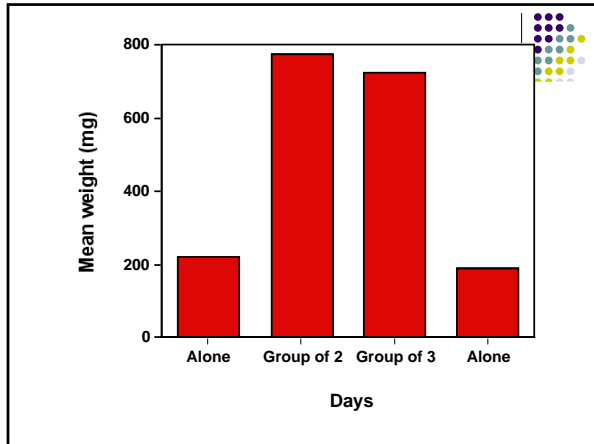
- Day 1: _____
- Day 2: _____
- Day 3: _____
- Day 4: _____

Dependent variables:

- Latency of nest building
- Weight of earth moved in 6 hours





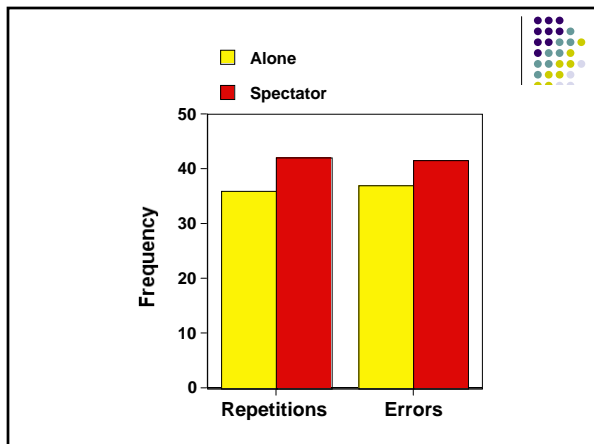


Pessin (1933)

Independent variable:

- _____
- _____

Dependent variables:
Repetitions, errors in learning nonsense syllables.



Gates & Allee (1933)



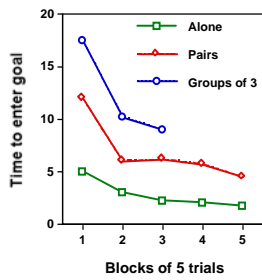
Independent variable:

- _____
- _____
- _____

Dependent variable:

Time to enter goal.

Gates & Allee (1933)



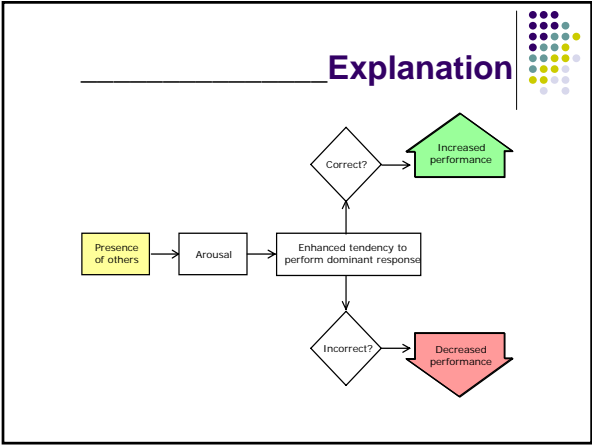
Zajonc's (1965) Integrative Theory



- The presence of others increases arousal
- Arousal enhances whatever response tendency is dominant (most likely).

_____ **Response**

- On easy or well-learned tasks, the dominant response is correct.
- On difficult or unfamiliar tasks, the dominant response is incorrect.



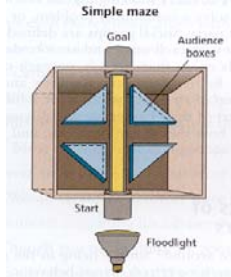
Zajonc et al. (1969)

Independent variables:

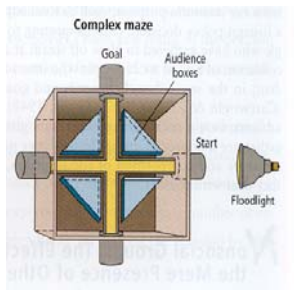
- _____ vs. audience
- _____ vs. complex task

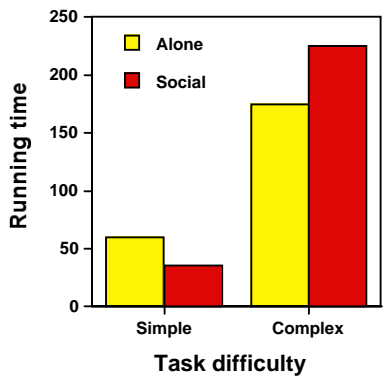
Dependent variable:
Time to enter goal.

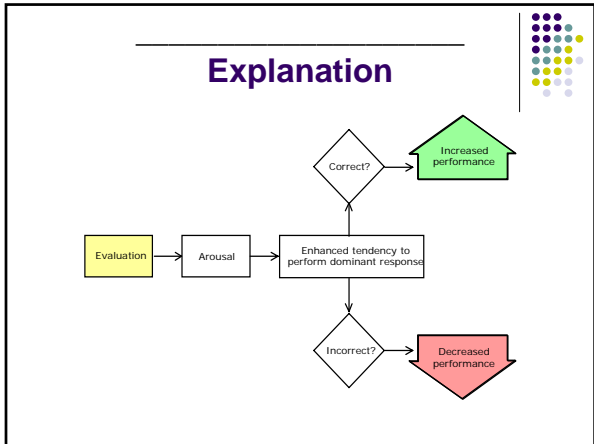
Zajonc et al. (1969)



Zajonc et al. (1969)







Social _____

- Perform better when others are watching than when alone
- Why? Because it's easy for you (or well-rehearsed)

Social _____

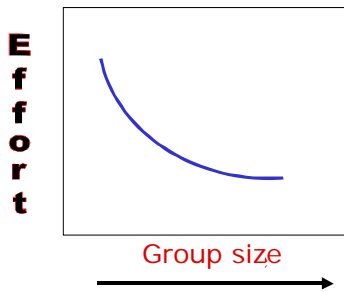
- Perform worse when others are watching than when alone
- Why? Because it's difficult for you

Social _____



Tendency for people to exert less effort when they pool their efforts toward a common goal than when they are individually accountable.

Williams et al., (1992) Meta-Analysis
(49 studies; over 4,000 subjects)



Reducing Social _____



- Make the output or effort of each person readily identifiable.
- Allow people to evaluate their own contributions or those of their group.
- Increase group members' commitment to successful task performance.
- Strengthen group cohesiveness.

Integrative Model (Harkins, 1987)



Evaluation apprehension

| | | High | Low |
|------|-----------|---------------------|-----------------|
| Task | Easy | Social facilitation | Social loafing |
| | Difficult | Social inhibition | Social security |
