

Social facilitation

(He chose repeated measures ..why?)

- When working with someone , so effectively against that individual you work much harder.
- An explanation for this was founded by Allport (1924)- even when there is no presence of competition
- When asking his participants to complete tasks within the vicinity of each other they worked better than when alone- Allport called this the Co-action effect

Audience effects (Soc.fac in action)

- Completing an easier task in public-
perform better
- Participants doing a difficult class perform
worse with an audience.



Micheals (1984)

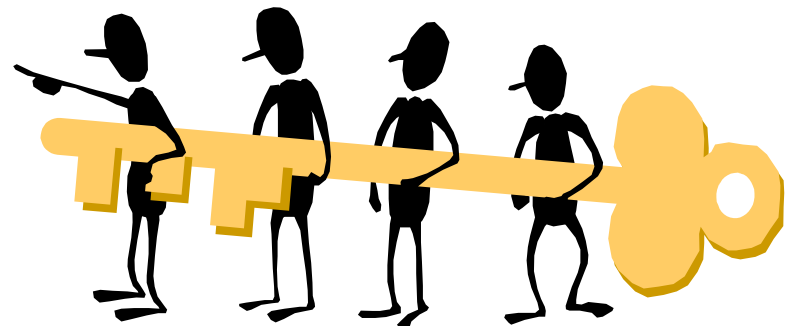
- **Aim:** Affects of audience upon a set task.
- **Method:** Field experiment.
- **Procedure:** Rate pool players on a scale of
Below average-Above average.
- Researcher then stood by pool table and observed them play.
- **Results:** Above average increased from 71%-80%.
Below average Decreased from 36%-25%.
- **Conclusion:** Audiences improve performance on well learned skills, but damages the performance of those who with poorly learned skills.

Audience effects in everyday life.

- **Hawthorne effect:** When researchers observed factory workers they found that productivity increased regardless of their environment.
- One explanation: They were being observed so changed their behaviour accordingly.

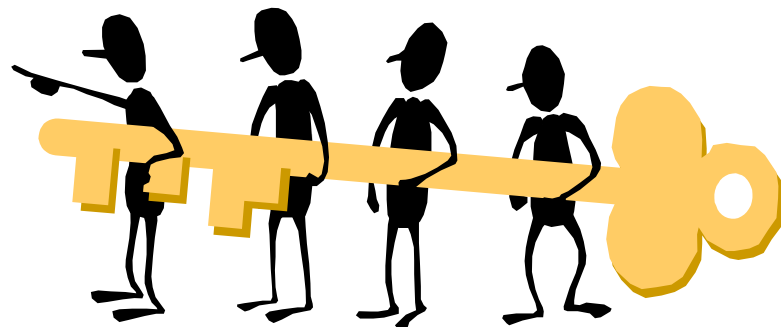
Social Loafing

- When working in groups individuals tend to reduce their own level of effort...this is commonly known as the **Ringlemann effect**.
- The more people = Less effort.
- When Latene researched this he found that when asked to clap individually and in groups that the the larger the group the less clapping occurred individually.



Social Loafing

- Sport education provide opportunities for social loafing as you can participate in teams and hide your work rate.
- **Combat-** Target setting in these areas allows for the assessor to identify individuals in a large groups.



Deindividuation

- Loss of self awareness and sense of personal responsibility.



- As a result of feeling anonymous you engage in behaviour that you would normally refrain from. This has been used as a explanation for crowd violence.

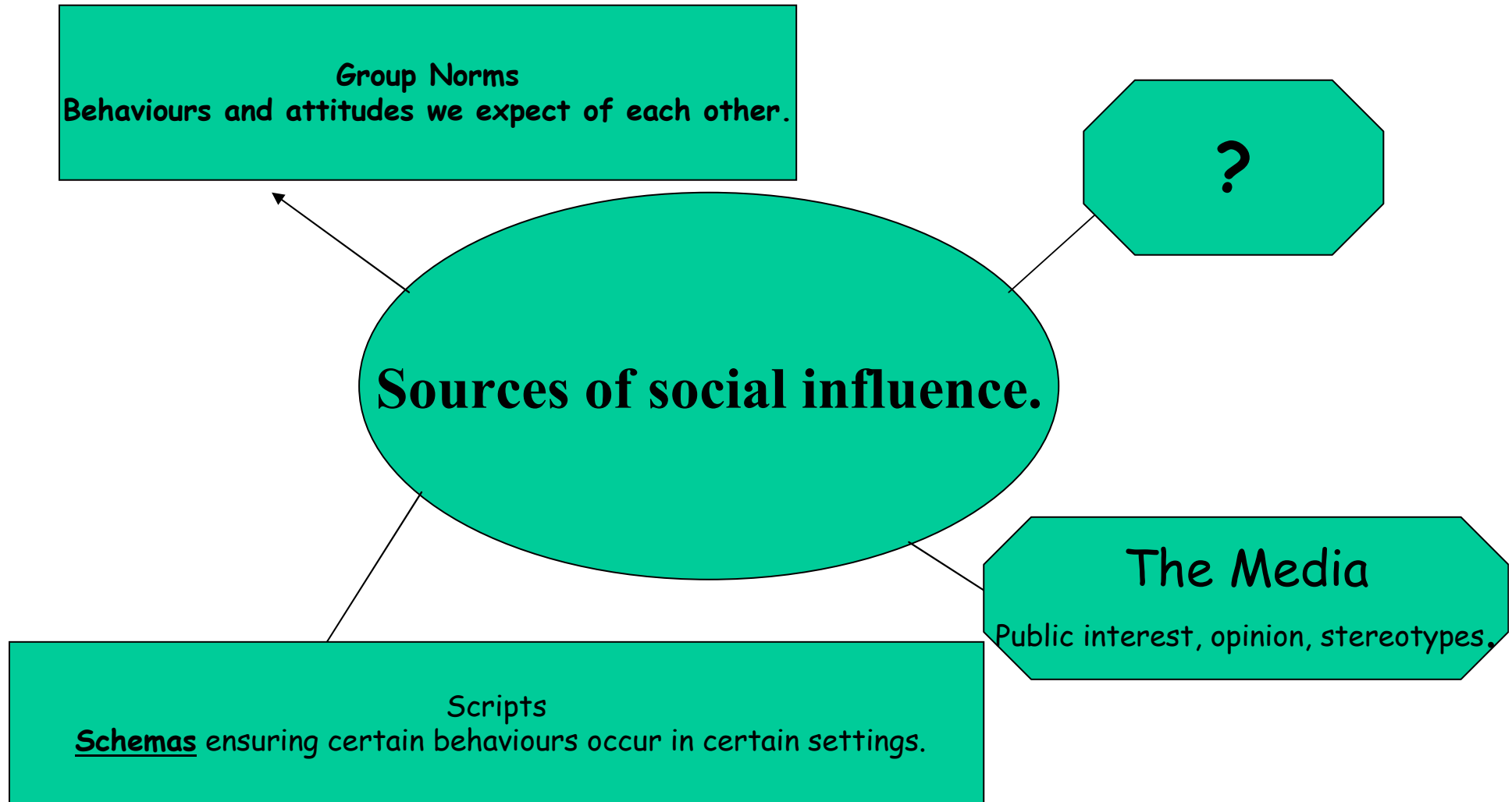
Deindividuation

- **Zimbardo (1969)** Female participants in groups of four gave electric shocks to learners.
- In condition 1 they all wore a hood and identical coats.
- In condition 2 the women were individualised- they wore their own clothes and tags to ID them.
- **Result:** Anonymous women gave twice as many shocks as the individual women.
- **Conclusion:** It is the uniform not the anonymity that gives rise to deindividuation.

Factors that affect deindividuation

- Mood- People pick up on moods e.g. friction in a football match, or mournful at a funeral.
- External cues to behaviour- e.g. uniforms as described in Zimbardos study.

Sources of social influence.



Sample Questions.

- What is meant by the term deindividuation? (2)
- Discuss one way in which social Loafing can be applied to everyday situations. (3)
- Using your knowledge of psychology, describe one source of social influence. (3)
- Describe one study in which the effects of the presence of other people were investigated, giving the reason why it was conducted, the method used the results obtained and the conclusion. (5)