

Group Influence Introduction

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REQUIRED PREVIOUS KNOWLEDGE

- The drive to learn something new. If you have this, everything else will be provided.

What is a Group?

- A group is a collection of people.
- This and related slide decks will focus on groups which:
 - Have a clear authority figure/group (may also be a hierarchy of authorities, such as professors -> deans, priests -> bishops).
 - Contains members united in an established set of beliefs, rules, standards, etc. who are urged to comply.

What is Group Influence?

- The effect groups have on their members.
- In the form of:
 - Thoughts/Mind (In All forms of Consciousness)
 - Actions
 - Interactions

Notable Variables to Measure Influence on a *Specific* Individual

- Obedience
- Conformity
- Compliance, Identification, Internalization
- Responsibility/Obligation
- Peer-to-Peer Interaction/Cohesion
- Libido (According to Freud)

What are Those Variables?

- The previous variables may be measured to evaluate the extent of influence the group has on a *specific* individual.
- Therefore, each person in the group will be influenced by the group by varying amounts.

What are Those Variables?

- Each variable measures a particular aspect of group influence.
- Examples:
 - Obedience may measure influence on an individual by the authority of the group.
 - Conformity may measure influence on an individual by others in the group, *not necessarily* just the authority.

What are Those Variables?

- We will go in detail on each variable in specific slide decks dedicated to the specific variables.

Notable Attributes of a Group

- Collective Intelligence
- Group-Level Cohesion
- Size
- Goals
- Type of Group Authority

What are Those Attributes?

- The presented attributes may be used to supplement information regarding the influence of a group on a specific individual.
- Example:
 - The *size* of a group may point to why an individual interacts with his/her peers in the observed way. May also reveal contradictions in the data.

Notable Group Psychology Writers and Texts

- **Sigmund Freud:** *Group Psychology and the Analysis of the Ego*
- **Gustave Le Bon:** *The Crowd – A Study of the Popular Mind*
- **Paul B. Paulus:** *Psychology of Group Influence*
- Many more writers have influenced group psychology, however these writers are among the most general. Other writers will be discussed in future slide decks.

How it All Comes Together

- By discovering the values of the variables for an individual, the affect of the group on the individual may be evaluated.
- However, such an evaluation is pointless without supplementary information regarding:
 - Group Attributes
 - General Way of Behaving (To discover if an individual is truly influenced or if he/she lived the same way before membership in the group. Perhaps the most important.)
 - Vested Interest in the Group

Overview

- Groups presented here are collections of people governed by an authority and are united in beliefs and rules.
- The influence a group has on a member may be evaluated with variables such as obedience.
- The attributes of a group, such as size, and other supplementary information must be noted when evaluating a group's influence on an individual.

Looking Ahead

- Congratulations on your newly acquired knowledge on group influence!
- Every topic here, from the variables to the writers, will be discussed in greater detail in future slide decks.
- To be notified of future slide decks and useful information, you may subscribe to my website [here](#).

Information Note

- The information on this slide deck should be accurate. If there is any error, contact jcapostem@gmail.com
- No sources were *directly* cited in this slide deck due to its introductory nature. All information covered is general knowledge or provided myself.
- Slide decks regarding specific information/variables are currently being created.

Group Influence Introduction Revision 1

For the most recent version and more information click [here](#).