

Groups & Organizations

Chapter 5

* Social Groups

- primary
 - small, personal, long term, strong emotional ties, members viewed as unique (personal oriented)
- secondary
 - large, impersonal, short term, little knowledge of others, members viewed as means to end (goal oriented)

* Experiments of Group Conformity

- shows how groups influence behavior
- Solomon Asch's line test experiment - showed students cards
 - card 1 - draw a line |
 - card 2 - three lines | | |
- he told all middle was correct choice, except 1
- that 1 convinced 33% of others wrong
- Milgram's learning experiment - electric chair experiment
- Irving Janis' research - groupthink, took over knowledge, - tendency of members to do as a group results in a narrow view of situation

* Elements of Group Dynamics

- reference groups - social group that serves as a point of reference in making decisions
- in-group - group to which a member feels loyalty to
- out-groups - groups to which a member of a group sees other groups as competition