



Are we smarter together ?

IAP2 webinar – August 15, 2017

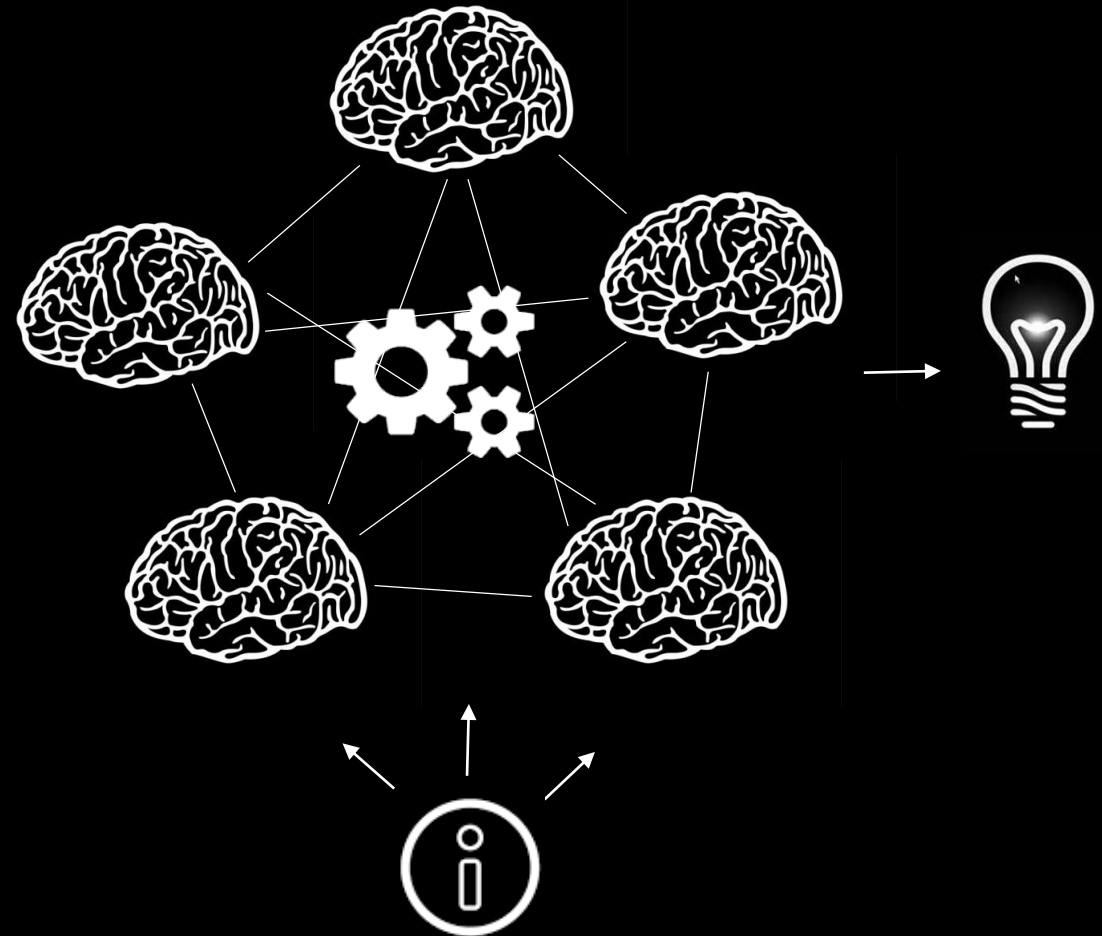
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Individual thinking process



Collective thinking process





The study of group behavior



The origins

Emergence of scientific empirical methods to study individual behavior in a social context



German psychologist Wilhelm Maximilian Wundt (1832–1920) and his research group



Crowd psychology

Individuals in the crowd :

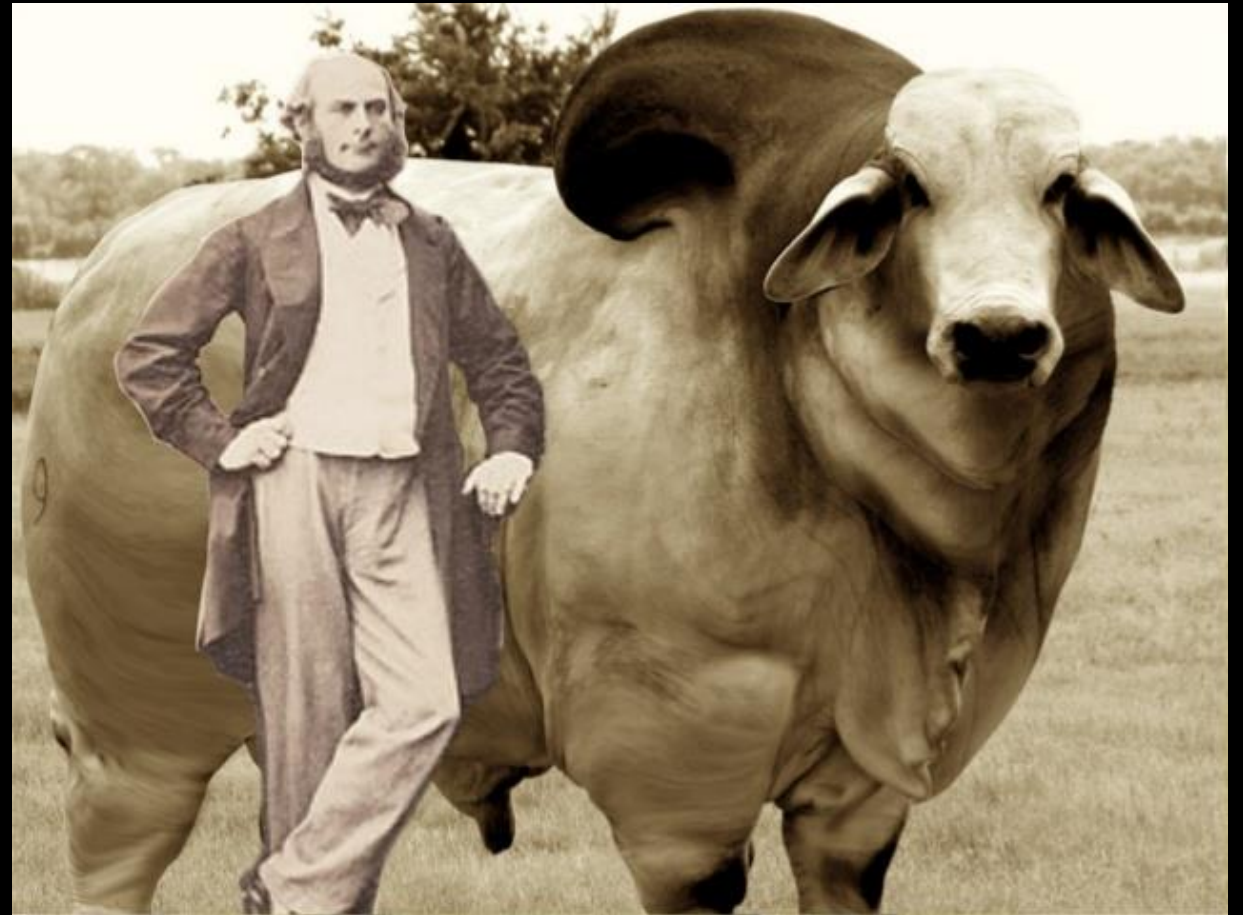
- lose their sense of self and personal responsibility
- follow the predominant ideas and emotions

The Crowd: A Study of the Popular Mind,
Gustave Le Bon (1895)



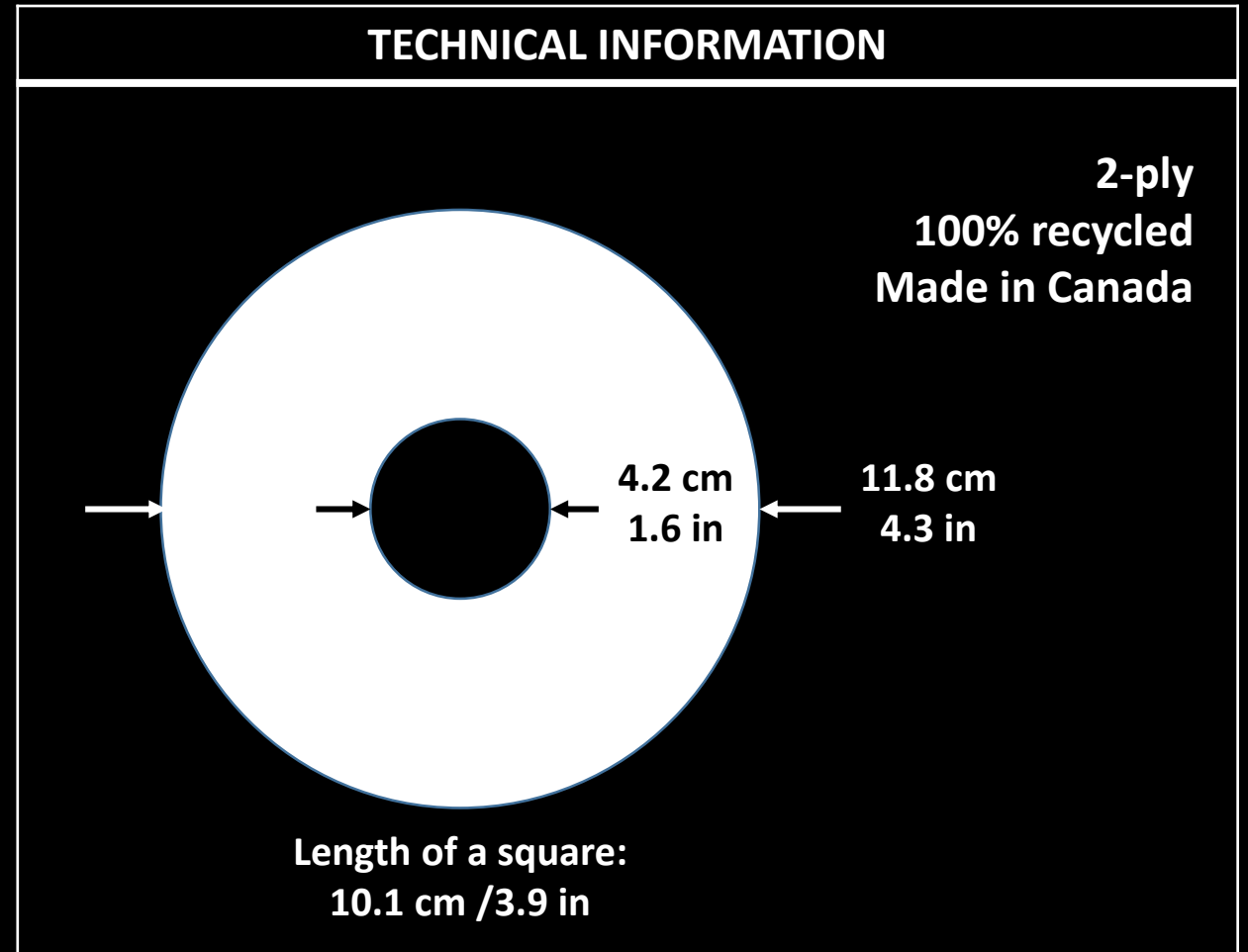
Wisdom of crowds : Galton's experiment

Crowd guessed accurately the weight of an Ox at a country fair in 1906



Francis Galton, 1822-1911 (with an Ox, photomontage).

Group experiment: Guess how many sheets in this roll





Group dynamics

$$B = f(P, E)$$

Individual behavior → B

Personal characteristics → P

Group's environmental factors → E

Groups have properties different than the properties of their subgroups or individual members



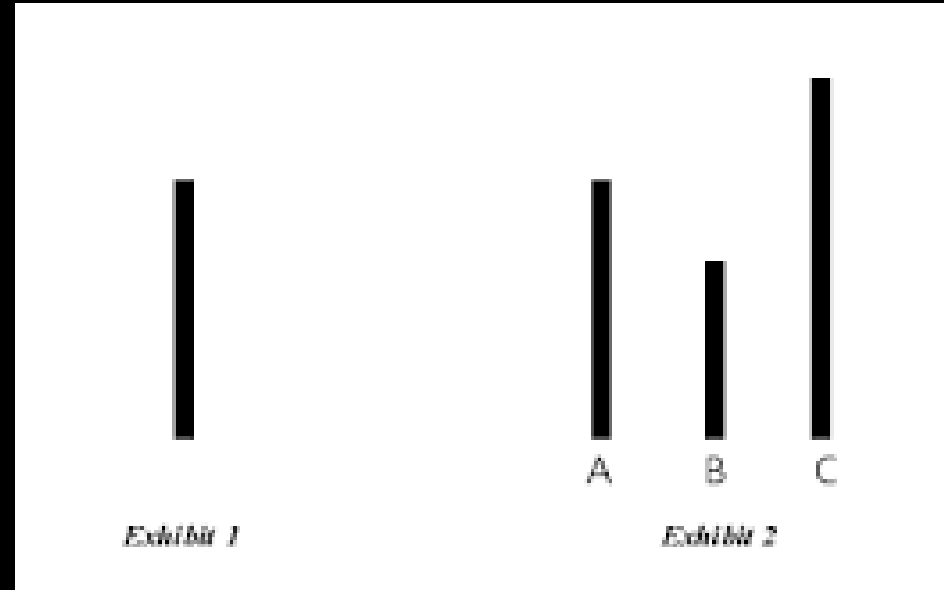
Principles of Topological Psychology, K.Z. Lewin (1936)



Pressure to conform



The Asch experiment



<https://www.youtube.com/watch?v=TYIh4MkcfJA>



Conformity

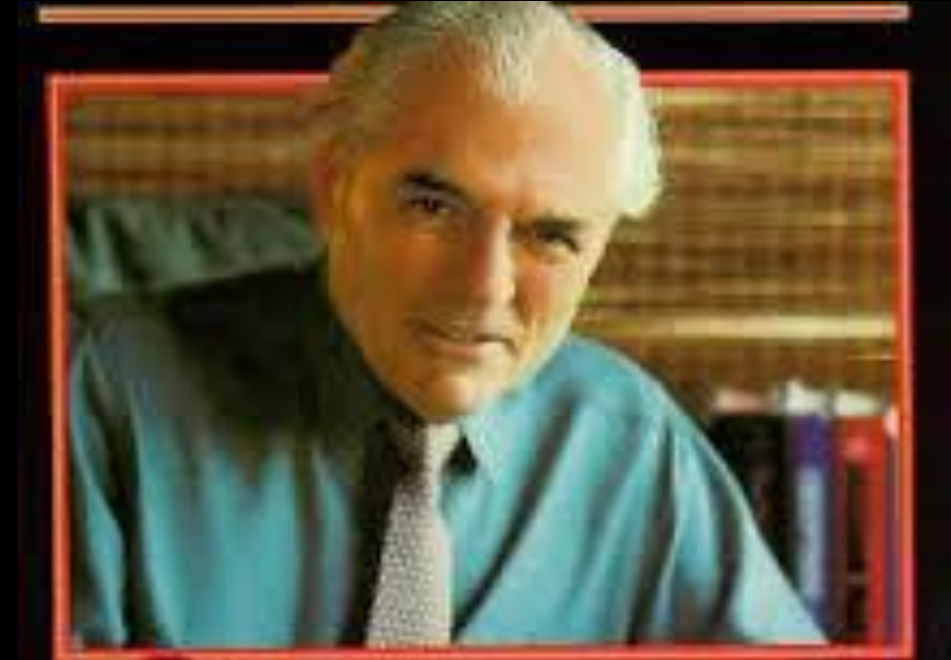
“The tendency to conformity in our society is so strong that reasonably intelligent and well-meaning young people are willing to call white black.”



Solomon Asch, Polish American psychologist
(1907-1996)

Groupthink

“The advantages of having decisions made by groups are often lost because of powerful **psychological pressures** that arise when the members **work closely** together, share the same set of **values** and, above all, face a **crisis** situation.”



*American psychologist Irving L. Janis
(1918 - 1990)*



Groupthink

The desire for harmony or conformity within a group results in an irrational or dysfunctional decision-making outcome.

Victims of groupthink, Irving L. Janis (1972)



Group polarisation

Tendency for a group to make decisions that are more extreme than the initial inclination of its members.

Group Polarization: A Critical Review and Meta-Analysis, Daniel J. Isenberg (1986)



Spiral of silence

- Those holding a minority viewpoint remain in the background where their communication is restrained
- Those who believe that they hold a majority viewpoint are more encouraged to speak

The Spiral of Silence: Public Opinion – Our Social Skin, Elisabeth Noelle-Neumann (1974)





Other behaviors

Social facilitation

Individuals to perform differently when in presence of others

- Better performance on simpler or well-rehearsed tasks
- Perform worse on complex or new tasks

Social Facilitation, Bernard Guerin (1993)



Social loafing

- Tendency for people to exert less effort to achieve a goal when they are in a group
- Greatly affects the development and growth of online communities

Social Loafing: A Meta-Analytic Review and Theoretical Integration, Karau & Williams (1993)





Psychological reactance

Response to a threat of loss of valued free behaviors:

- Attempts to restore freedom
- Increased perceived attractiveness of the lost or threatened option

Psychological Reactance: A Theory of Freedom and Control, Brehm & Brehm (1981)





So, are we smarter together?

What does this mean for us P2 practitioners?

