The Social Psychology Of Group Cohesiveness: From Attraction To Social Identity

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Social identity theory, for example, assumes that we don’t just classify other people into such social categories as man, woman, Anglo, elderly, or college student, but we also categorize ourselves. Moreover, if we strongly identify with these categories, then we will ascribe the characteristics of the typical member of these groups to ourselves, and so stereotype ourselves. Groups, though, tend to be underachievers. Studies of social facilitation confirmed the positive motivational benefits of working with other people on well-practiced tasks in which each member’s contribution to the collective enterprise can be identified and evaluated. Members tend to enjoy their groups more when they are cohesive, and cohesive groups usually outperform ones that lack cohesion. New York: New York University Press. has been cited by the following article: TITLE: The Role of an Animal-Mascot in the Psychological Adjustment of Soldiers Exposed to Combat Stress. AUTHORS: Marion Trousselard, Aurielie Jean, François Beiger, Florent Marchandot, Bernard Davoust, Frédéric Canini. KEYWORDS: Animal-Mascot, Coping, Stress. JOURNAL NAME: Psychology, Vol.5 No.15, October 30, 2014. ABSTRACT: For many soldiers confronted with exposure to stressful situations, an animal-mascot bond is considered effective help for dealing with the stress. Both social and task cohesiveness can be promoted by encouraging voluntary interaction among group members or by creating a unique and attractive identity of the group, for example, by introducing a common logo or uniform. Finally, cohesiveness is generally larger in small groups. References: Hogg, M. A. (1992). The social psychology of group cohesiveness: From attraction to social identity. New York: Harvester. Mullen, B., & Copper, C. (1994).
Henri Tajfel's greatest contribution to psychology was social identity theory. Social identity is a person’s sense of who they are based on their group membership(s). Tajfel (1979) proposed that the groups (e.g. social class, family, football team etc.) which people belonged to were an important source of pride and self-esteem. Groups give us a sense of social identity: a sense of belonging to the social world. We divided the world into “them” and “us” based through a process of social categorization (i.e. we put people into social groups). We define appropriate behavior by reference to the norms of groups we belong to, but you can only do this if you can tell who belongs to your group. An individual can belong to many different groups. Social Identification. Both social and task cohesiveness can be promoted by encouraging voluntary interaction among group members or by creating a unique and attractive identity of the group, for example, by introducing a common logo or uniform. Finally, cohesiveness is generally larger in small groups.