Social Categorisation

- Plans in cognition
  - Accidentalism: estimate similarities within group and differences between groups
  - Relative Homogeneity: tendency to see all outgroup members as the same but ingroup members as individuals

Memory Plans: category specific memory effects

Collective Behaviour and the Crowd

- Collective Behaviour: behaviour of groups in the same place at the same time.
- "Crowd behaviour": eg: rioting, difficult to research in a lab

Lazarus Model of the Crowd (1958)

- Crowd members feel anonymous
- Ideas and sentiments spread rapidly
- Unconscious spontaneous actions are released; savagery
- De-individuation - lose own identity and engage in unconscious violence

Lazarus increase claims and decreases role of the individual. This doesn’t have to be true: e.g. crowd violence, but it is sometimes the case. Sometimes it occurs, but participants give up their roles and engage in more serious violence.

- Neolism: collective violence is the result of norms that arise in an initially random crowd
  - Groups typically aggregate for a purpose, e.g. protest, sporting event
  - Low self-esteem
  - No clear guidelines, norms for behaviour in a crowd

Improving Intergroup Relations

- Relative Deprivation Theory
  - Peasant frustration, lower expectations, encourage activities to minimise aggression
- Realistic Conflict Theory
  - Superordinate goals and co-operation, and avoid mutually exclusive goal

Social Identity Theory

- Minimise intergroup polarisation and prejudice

Propaganda and Education

- Formal education of children, can reduce bigotry and ignorance of group differences
- Have own experience of being victimised and learn to be mindful of others