2 types of ‘groups’:

- objective collections of similar individuals as defined by outsiders (single-income families)
- shared representations in which people present themselves as members of social categories (Football fans)

**Entitativity** - refers to how coherent and connected a group is, that is, how much the people in the group can be seen as being a part of the group rather than being a collection of individuals  
(e.g. a queue at a cafe can be seen as less ‘group-like’ than a family at Christmas dinner)

- being a member of a group can provide us with rewarding benefits, it can contribute to our senses of self and self-worth  
- can create a sense of pride and accomplishment

**Social Facilitation** - first used by Floyd Allport (1920) to describe the effect of the presence of one or more people can have to boost our confidence

**Social Inhibition** - refers to how the presence of one or more people can have a detrimental effect on our performance

- the number of persons in the audience can influence performance for example it is easier to talk in front of a small group of peers than in a large lecture theatre of strangers

**Social Loafing** - the reduction in individual effort that can occur in tasks when only group performance is measured (not each person individually)

**Diffusion of Responsibility** - the phenomenon of individuals taking less responsibility for events when there are other people present because they feel less personally responsible for what is happening (Comer, 1995)

**Snowball effect** - the process by which the opinions of the majority shift in order to agree with the position of the minority, which is then, strictly speaking, no longer the minority