

Readings in Social Psychology

THIRD EDITION

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3. If cohesiveness was based on group prestige, group members tried to risk as little as possible to endanger their status: they acted cautiously, concentrated on their own actions, and adjusted to their partners as the social environment. One partner would easily assume a dominant role, and the submissive member was influenced more, without their actually trying to establish this relationship.

Finally, with cohesiveness at a minimum, the members of the pair acted independently and with little consideration for each other. As the subjects did not try to adjust to the other member of the pair, each member was concerned only with his own discussion. Influence, accordingly, did not depend on the action of the partner but on the interest of the member himself in entering the group activity.

GROUP DECISION AND SOCIAL CHANGE

By Kurt Lewin

The following experiments on group decision have been conducted during the last four years. They are not in a state that permits definite conclusions. But they show the nature of the problems and the main factors concerned. They also indicate the type of concepts to which the attempt to integrate cultural anthropology, psychology, and sociology into one social science may lead.

Scientifically the question of group decision lies at the intersection of many basic problems of group life and individual psychology. It concerns the relation of motivation to action and the effect of a group setting on the individual's readiness to change or to keep certain standards. It is related to one of the fundamental problems of action-research, namely, how to change group conduct so that it would not slide back to the old level within a short time. It is in this wider setting of social processes and social management that group decision should be viewed as one means of social change.

SOCIAL CHANNELS AND SOCIAL PERCEPTION

The meaning and the over-all effect of a group decision depends upon the nature of the process itself, and upon the

position of the group, within the total social field. In regard to these broader questions we will consider two aspects of social steering, namely, steering through gatekeepers and the function which reality perception should have.

Channels, Gates, and Gatekeepers.—*Food Habits and Food Channels.* The first experiment on group decision was part of a larger study on food habits. Its main objective was a comparison of different ethnic and economic groups in a mid-western town. The favorite family food was studied, what food was considered essential, what main frame of reference and values guided the thinking of these groups about foods, and what authorities were seen as standing behind these standards and values. Children at different ages were included to indicate the process of acculturation of the individual in regard to food. Since this study was part of a larger problem of changing food habits in line with war needs, we were interested in including an attempt to bring about some of the desired changes at least on a small scale.

The data acquired give considerable insight into the existing attitudes and practices of the various groups. However, in this, as in many other cases, such data

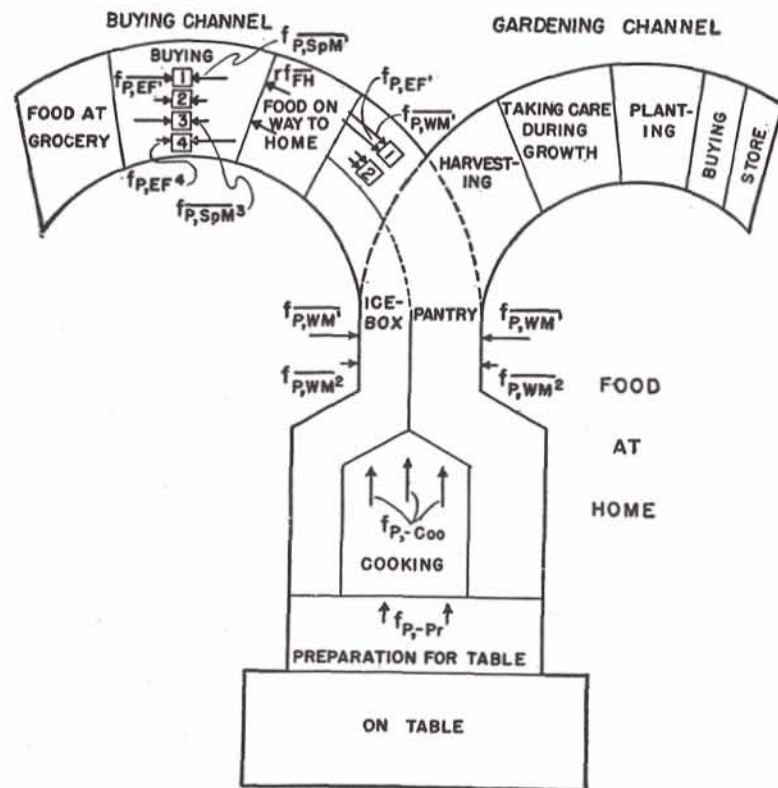


FIG. 1. Channels through which food reaches the family table.

about a present state of affairs do not permit many conclusions in regard to how to proceed best to bring about a change. Should one use radio, posters, lectures, or what other means and methods for changing efficiently group ideology and group action? Should one approach the total population of men, women, and children who are to change their food habits, or would it suffice and perhaps be more effective to concentrate on a strategic part of the population? Obviously the housewife plays some particular role in food habits. What are the underlying assumptions?

Food which comes to the family table

is likely to be eaten by someone in the family since little is thrown away. If this is correct, to consider methods of changing family food habits we have first to ask: how does food come to the table?

Food comes to the table through different channels, such as the Buying Channel or the Gardening Channel.¹ After the food has been bought, it might be placed in the icebox or put in the pantry to be either cooked later or prepared directly for the table (Fig. 1). Similarly, the food moves through the garden channel in a step-by-step fashion.

To understand what comes on the table we have to know the forces which

determine what food enters a channel. Whether food enters the channel to the family table or not is determined in the buying situation. The buying situation can be characterized as a conflict situation. Food 1 (Fig. 1) might be attractive, that is, the force ($f_{P,EF}$) toward eating is large but at the same time the food might be very expensive and therefore the opposing force ($f_{P,SpM}$) against spending money is large too. Food 2 might be unattractive but cheap. In this case the conflict would be small. The force toward buying might be composed of a number of components, such as the buyer's liking for the food, his knowledge of his family likes and dislikes, or his ideas about what food is "essential."

The opposing forces might be due to the lack of readiness to spend a certain amount of money, a dislike of lengthy or disagreeable form of preparation, unattractive taste, lack of fitness for the occasion, etc. Food is bought if the total force toward buying becomes greater than the opposing forces (Food 3) until the food basket is filled. Food of type 1 can be called conflict food.

It is culturally significant that the average conflict rating is considerably higher in the middle group (7.44) than in the high (4.35) or the low economic group (5.62). This conflict is probably the result of the greater discrepancy between the standards this group would like to keep up and their ability to do so in a situation of rising prices.

In comparing the conflict rating of different foods for the same group, one finds that meat stands highest for the low group, whereas it is second for the middle and third for the high economic group. That probably means that the conflict between "like" and "expense" in the low group is most outspoken for meat. The high conflict rating of vegetables for the high and middle economic group is probably an expression of the fact that vegetables are desirable as health food but not well liked and not easily prepared. The rates are:

Food	High group	Middle group	Low group
Vegetables89	1.44	.57
Milk70	.89	.33
Meat65	1.28	.95
Butter30	.94	.67
Fruits43	.94	.62
Potatoes33	.76

The Gate. It is important to know that once food is bought some forces change its direction. Let us assume the housewife has finally decided to buy the high conflict Food 1. The force against spending money, instead of keeping the food out of the channel, will then make the housewife doubly eager not to waste it. In other words, the force ($f_{P,WM}$) against wasting money will have the same direction as the force toward eating this food or will have the character of a force against leaving the channel.

This example indicates that a certain area within a channel might function as a "gate": The constellation of the forces before and after the gate region are decisively different in such a way that the passing or not passing of a unit through the whole channel depends to a high degree upon what happens in the gate region. This holds not only for food channels but also for the traveling of a news item through certain communication channels in a group, for movements of goods, and the social locomotion of individuals in many organizations. A university, for instance, might be quite strict in its admission policy and might set up strong forces against the passing of weak candidates. Once a student is admitted, however, the university frequently tries to do everything in its power to help everyone along. Many business organizations follow a similar policy. Organizations which discriminate against members of a minority group frequently use the argument that they are not ready to accept individuals whom

¹ For quantitative data, see K. Lewin, "Forces Behind Food Habits and Methods of Change," *Bull. Nat. Res. Coun.*, 1943, CVIII, 35-65.

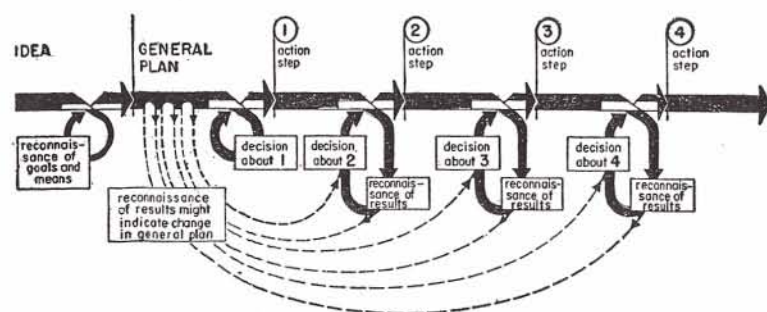


FIG. 2. Planning, fact-finding, and execution.

they would be unable to promote sufficiently.

The Gatekeeper. In case a channel has a gate, the dominant question regarding the movements of materials or persons through the channel is: who is the gatekeeper and what is his psychology?

The study of the high, middle, and low groups, as well as of a group of Czechs and of Negroes in a midwestern town, revealed that all channels except gardening were definitely controlled by the housewife.

We can conclude from this that changes of food habits in the family finally depend on changes of the psychology of the housewife in the buying situation. Changes of the attitudes and desires of children and husbands will affect actual food habits only to the degree they affect the housewife.

Similar considerations hold for any social constellation which has the character of a channel, a gate, and gatekeepers. Discrimination against minorities will not be changed as long as the forces are not changed which determine the decisions of the gatekeeper. Their decision depends partly on their ideology, that is, the system of values and beliefs which determines what they consider to be "good" or "bad," partly on the way they perceive the particular situation. This latter point will be considered more closely by discussing problems of planning.

Planning, Fact-finding, and Execution.

Planning usually starts with something like a general idea. For one reason or another it seems desirable to reach a certain objective. Exactly how to circumscribe this objective and how to reach it is frequently not too clear. The first step, then, is to examine the idea carefully in the light of the means available. Frequently more fact-finding about the situation is required. If this first period of planning is successful, two items emerge: an "over-all plan" of how to reach the objective and a decision in regard to the first step of action. Usually this planning has also somewhat modified the original idea.

The next period is devoted to executing the first step of the over-all plan. In highly developed fields of social management, such as modern factory management or the execution of a war, this second step is followed by certain fact-findings. For example, in the bombing of Germany a certain factory may have been chosen as the first target after careful consideration of various priorities and of the best means and ways of dealing with this target. The attack is pressed home and immediately a reconnaissance plane follows with the one objective of determining as accurately and objectively as possible the new situation (Fig. 2).

This reconnaissance or fact-finding has four functions: It should evaluate the action by showing whether what has

been achieved is above or below expectation. It should serve as a basis for correctly planning the next step. It should serve as a basis for modifying the "over-all plan." Finally, it gives the planners a chance to learn, that is, to gather new general insight, for instance, regarding the strength and weakness of certain weapons or techniques of action.

The next step again is composed of a circle of planning, executing, and reconnaissance or fact-finding for the purpose of evaluating the results of the second step, for preparing the rational basis for planning the third step, and for perhaps modifying again the over-all plan.

Rational social management, therefore, proceeds in a spiral of steps each of which is composed of a circle of planning, action, and fact-finding about the result of the action.

In most social areas of management and self-management of groups, such as conducting a conference and committee meeting, family life, or the improvement of intergroup relations within and between nations, we are still lacking objective standards of achievement. This has two severe effects: (1) People responsible for social management are frequently deprived of their legitimate desire for reconnaissance on a realistic basis. Under these circumstances, satisfaction or dissatisfaction with achievement becomes mainly a question of temperament. (2) In a field that lacks objective standards of achievement, no learning can take place. If we cannot judge whether an action has led forward or backward, if we have no criteria for evaluating the relation between effort and achievement, there is nothing to prevent us from coming to the wrong conclusions and encouraging the wrong work habits. Realistic fact-finding and evaluation is a prerequisite for any learning.

Social Channels, Social Perception, and Decision. The relation between social channels, social perception and decisions is methodologically and practically of considerable significance.

The theory of channels and gatekeepers helps to define in a more precise way how certain "objective" sociological problems of locomotion of goods and persons intersect with certain "subjective" psychological and cultural problems. It points to sociologically characterized places, such as gates in social channels, where attitudes and decisions have a particularly great effect.

The relation between group decision and pre- and post-action diagnosis is twofold: (1) group decision depends partly upon how the group views the situation and therefore can be influenced by a change in this perception. (2) A correct perception of the result of social action is essential for the decision of the next step. The measurement of the effect of group decisions is in line with the need for objective evaluation as a prerequisite for making progress in social management and self management of groups.

GROUP DECISION

Lecture Compared with Group Decision (Red Cross Groups). A preliminary experiment in changing food habits² was conducted with six Red Cross groups of volunteers organized for home nursing. Groups ranged in size from 13 to 17 members. The objective was to increase the use of beef hearts, sweetbreads, and kidneys. If one considers the psychological forces which kept housewives from using these intestinals, one is tempted to think of rather deep-seated aversions requiring something like psychoanalytical treatment. Doubtless a change in this respect is a much more difficult task than, for instance, the introduction

² The studies on nutrition discussed in this article were conducted at the Child Welfare Research Station of the State University of Iowa for the Food Habits Committee of the National Research Council (Executive Secretary, Margaret Mead).

of a new vegetable such as escarole. There were, however, only 45 minutes available.

In three of the groups attractive lectures were given which linked the problem of nutrition with the war effort, emphasized the vitamin and mineral value of the three meats, giving detailed explanations with the aid of charts. Both the health and economic aspects were stressed. The preparation of these meats was discussed in detail as well as techniques for avoiding those characteristics to which aversions were oriented (odor, texture, appearance, etc.). Mimeographed recipes were distributed. The lecturer was able to arouse the interest of the groups by giving hints of her own methods for preparing these "delicious dishes," and her success with her own family.

For the other three groups Mr. Alex Bavelas developed the following procedure of group decision. Again the problem of nutrition was linked with that of the war effort and general health. After a few minutes, a discussion was started to see whether housewives could be induced to participate in a program of change without attempting any high-pressure salesmanship. The group discussion about "housewives like themselves" led to an elaboration of the obstacles which a change in general and particularly change toward sweetbreads, beef hearts, and kidneys would encounter, such as the dislike of the husband, the smell during cooking, etc. The nutrition expert offered the same remedies and recipes for preparation which were presented in the lectures to the other groups. But in these groups preparation techniques were offered after the groups had become sufficiently involved to be interested in knowing whether certain obstacles could be removed.

In the earlier part of the meeting a census was taken on how many women had served any of these foods in the past. At the end of the meeting, the women

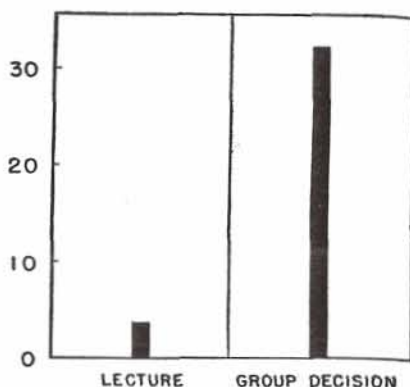


FIG. 3. Percentage of individuals serving type of food never served before, after lecture and after group decision.

were asked by a showing of hands who was willing to try one of these meats within the next week.

A follow-up showed that only 3 percent of the women who heard the lectures served one of the meats never served before, whereas after group decision 32 percent served one of them (Fig. 3).

If one is to understand the basis of this striking difference, several factors may have to be considered.

1. *Degree of Involvement.* Lecturing is a procedure in which the audience is chiefly passive. The discussion, if conducted correctly, is likely to lead to a much higher degree of involvement. The procedure of group decision in this experiment follows a step-by-step method designed (a) to secure high involvement and (b) not to impede freedom of decision. The problem of food changes was discussed in regard to "housewives like yourselves" rather than in regard to themselves. This minimized resistance to considering the problems and possibilities in an objective, unprejudiced manner, in much the same way as such resistance has been minimized in interviews which use projective techniques, or in a sociodrama which uses an assumed situation of role playing rather than a real situation.

2. *Motivation and Decision.* The prevalent theory in psychology assumes action to be the direct result of motivation. I am inclined to think that we will have to modify this theory. We will have to study the particular conditions under which a motivating constellation leads or does not lead to a decision or to an equivalent process through which a state of "considerations" (indecisiveness) is changed into a state where the individual has "made up his mind" and is ready for action, although he may not act at that moment.

The act of decision is one of those transitions. A change from a situation of undecided conflict to decision does not mean merely that the forces toward one alternative become stronger than those toward the other alternative. If this were the case, the resultant force should frequently be extremely small. A decision rather means that the potency of one alternative has become zero or is so decidedly diminished that the other alternative and the corresponding forces dominate the situation. This alternative itself might be a compromise. After the decision people may feel sorry and change their decision. We cannot speak of a real decision, however, before one alternative has become dominant so far as action is concerned. If the opposing forces in a conflict merely change so that the forces in one direction become slightly greater than in the other direction, a state of blockage or extremely inhibited action results rather than that clear one-sided action which follows a real decision.

Lecturing may lead to a high degree of interest. It may affect the motivation of the listener. But it seldom brings about a definite decision on the part of the listener to take a certain action at a specific time. A lecture is not often conducive to decision.

Evidence from everyday experience and from some preliminary experiments by Bavelas in a factory indicate that even group discussions, although usually lead-

ing to a higher degree of involvement, as a rule do not lead to a decision. It is very important to emphasize this point. Although group discussion is in many respects different from lectures, it shows no fundamental difference on this point.

Of course, there is a great difference in asking for a decision after a lecture or after a discussion. Since discussion involves active participation of the audience and a chance to express motivations corresponding to different alternatives, the audience might be more ready "to make up its mind," that is, to make a decision after a group discussion than after a lecture. A group discussion gives the leader a better indication of where the audience stands and what particular obstacles have to be overcome.

In the experiment on hand, we are dealing with a group decision after discussion. The decision, itself, takes but a minute or two. (It was done through raising of hands as an answer to the question: Who would like to serve kidney, sweetbreads, beef hearts next week?) The act of decision, however, should be viewed as a very important process of giving dominance to one of the alternatives, serving or not serving. It has an effect of freezing this motivational constellation for action. We will return to this point later.

3. *Individual versus Group.* The experiment does not try to bring about a change of food habits by an approach to the individual, as such. Nor does it use the "mass approach" characteristic of radio and newspaper propaganda. Closer scrutiny shows that both the mass approach and the individual approach place the individual in a quasi-private, psychologically isolated situation with himself and his own ideas. Although he may, physically, be part of a group listening to a lecture, for example, he finds himself, psychologically speaking, in an "individual situation."

The present experiment approaches the individual as a member of a face-to-

face group. We know, for instance, from experiments in level of aspiration³ that goal setting is strongly dependent on group standards. Experience in leadership training and in many areas of re-education, such as re-education regarding alcoholism or delinquency,⁴ indicates that it is easier to change the ideology and social practice of a small group handled together than of single individuals. One of the reasons why "group carried changes" are more readily brought about seems to be the unwillingness of the individual to depart too far from group standards; he is likely to change only if the group changes. We will return to this problem.

One may try to link the greater effectiveness of group decision procedures to the fact that the lecture reaches the individual in a more individualistic fashion than group discussion. If a change of sentiment of the group becomes apparent during the discussion, the individual will be more ready to come along.

It should be stressed that in our case the decision which follows the group discussion does not have the character of a decision in regard to a group goal; it is rather a decision about individual goals in a group setting.

4. *Expectation.* The difference between the results of the lectures and the group decision may be due to the fact that only after group decision did the discussion leader mention that an inquiry would be made later as to whether a new food was introduced into the family diet.

5. *Leader Personality.* The difference in effectiveness may be due to differences in leader personality. The nutritionist and the housewife who did the lecturing were persons of recognized ability, experience, and success. Still, Mr. Bavelas, who led the discussion and subsequent

decision, is an experienced group worker and doubtless of unusual ability in this field.

To determine which of these or other factors are important, a number of systematic variations have to be carried out. To determine, for instance, the role of the decision as such, one can compare the effect of group discussion with and without decision. To study the role of group involvement and the possibility of sensing the changing group sentiment, one could introduce decisions after both, lecture and discussion, and compare their effects.

The following experiments represent partly analytical variations, partly repetitions with somewhat different material.

Lecture versus Group Decision (Neighborhood Groups). Dana Klisurich, under the direction of Marian Radke, conducted experiments with 6 groups of housewives composed of 6-9 members per group. She compared the effect of a lecture with that of group decision. The topic for these groups was increasing home consumption of milk, in the form of fresh or evaporated milk or both.⁵

The procedure followed closely that described above. Again there was no attempt at high-pressure salesmanship. The group discussion proceeded in a step-by-step way, starting again with "what housewives in general might do" and only then leading to the individuals present. The lecture was kept as interesting as possible. The knowledge transmitted was the same for lecture and group decision.

A check-up was made after two weeks and after four weeks. As in the previous experiments, group decision showed considerably greater effectiveness, both after two weeks and after four weeks and for both fresh and evaporated milk (Figs.

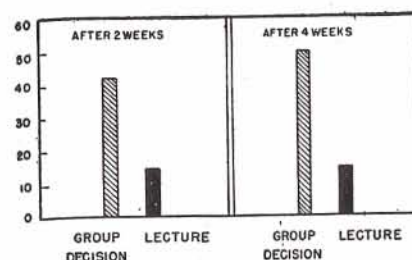


FIG. 4. Percentage of mothers reporting an increase in the consumption of fresh milk.

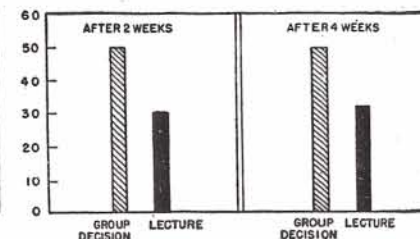


FIG. 5. Percentage of mothers reporting an increase in the consumption of evaporated milk.

4 and 5). This experiment permits the following conclusions:

1. It shows that the greater effectiveness of the group decision in the first experiment is not merely the result of the personality or training of the leader. The leader was a lively person, interested in people, but she did not have particular training in group work. She had been carefully advised and had had a try-out in the group decision procedure. As mentioned above, the leader in lecture and group decision was the same person.

2. The experiment shows that the different effectiveness of the two procedures is not limited to the foods considered in the first experiment.

3. It is interesting that the greater effectiveness of group decision was observable not only after one week but after two and four weeks. Consumption after group decision kept constant during that period. After the lecture it showed an insignificant increase from the second to the fourth week. The degree of permanency is obviously a very important aspect of any changes in group life. We will come back to this point.

4. As in the first experiment, the subjects were informed about a future check-up after group decision but not after the lecture. After the second week, however, both groups knew that a check-up had been made and neither of them was informed that a second check-up would follow.

5. It is important to know whether group decision is effective only with tightly knit groups. It should be noticed that in the second experiment the groups were composed of housewives who either lived in the same neighborhood or visited the nutrition information service of the community center. They were not members of a club meeting regularly as were the Red Cross groups in the first experiment. On the other hand, a good proportion of these housewives knew each other. This indicates that decision in a group setting seems to be effective even if the group is not a permanent organization.

Individual Instruction versus Group Decision. For a number of years, the state hospital in Iowa City has given advice to mothers on feeding of their babies. Under this program, farm mothers who have their first child at the hospital meet with a nutritionist for from 20-25 minutes before discharge from the hospital to discuss feeding. The mother receives printed advice on the composition of the formula and is instructed in the importance of orange juice and cod liver oil.

There had been indication that the effect of this nutrition program was not very satisfactory. An experiment was carried out by Dana Klisurich under the direction of Marian Radke to compare the effectiveness of this procedure with that of group decision.⁶

With some mothers individual instruction was used as before. Others were

³ K. Lewin, "Behavior and Development as a Function of the Total Situation" in L. Carmichael (ed.), *Manual of Child Psychology* (New York: John Wiley, 1946), pp. 791-844.

⁴ K. Lewin and P. Grabbe (eds.), "Problems of Re-education," *J. Soc. Issues*, (August) 1945, I, No. 3.

⁵ M. Radke and D. Klisurich, Experiments in Changing Food Habits. Unpublished manuscript.

⁶ M. Radke and D. Klisurich, Experiments in Changing Food Habits. Unpublished manuscript.

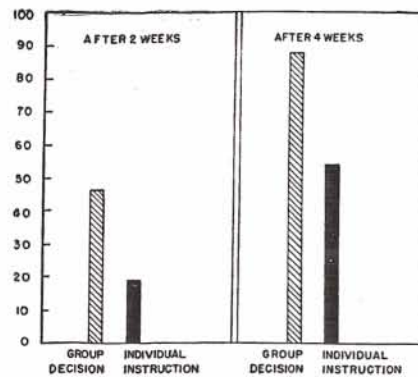


FIG. 6. Percentage of mothers following completely group decision or individual instruction in giving cod liver oil.

divided into groups of six for instruction on and discussion of baby feeding. The manner of reaching a decision at the end of this group meeting was similar to that used in the previous experiments. The time for the six mothers together was the same as for one individual, about 25 minutes.

After two weeks and after four weeks, a check was made on the degree to which each mother followed the advice on cod liver oil and orange juice. Figures 6 and 7 show the percentage of individuals who completely followed the advice. The group decision method proved far superior to the individual instruction. After four weeks every mother who participated in group decision followed exactly the prescribed diet in regard to orange juice.

The following specific results might be mentioned:

1. The greater effect of group decision in this experiment is particularly interesting. Individual instruction is a setting in which the individual gets more attention from the instructor. Therefore, one might expect the individual to become more deeply involved and the instruction to be fitted more adequately to the need and sentiment of each individual. After all, the instructor devotes the same

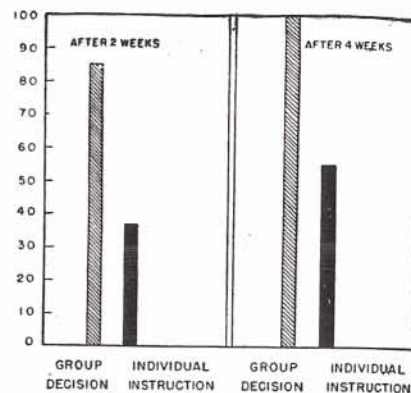


FIG. 7. Percentage of mothers following completely group decision or individual instruction in giving orange juice.

amount of time to one individual as he does to six in group decision. The result can be interpreted to mean either that the amount of individual involvement is greater in group decision or that the decision in the group setting is itself the decisive factor.

2. Most of the mothers were not acquainted with each other. They returned to farms which were widely separated. Most of them had no contact with each other during the following four weeks. The previous experiment had already indicated that the effectiveness of group decision did not seem to be limited to well-established groups. In this experiment the absence of social relations among the mothers before and after the group meeting is even more clearcut.

3. The data thus far do not permit reliable quantitative, over-all comparisons. However, they point to certain interesting problems and possibilities. In comparing the various experiments concerning the data two weeks after group decision, one finds that the percentage of housewives who served kidneys, beef hearts or sweetbreads is relatively similar to the percentage of housewives who increased the consumption of fresh milk or evaporated milk or of mothers who followed completely the

diet of cod liver oil with their babies. The percentages lie between 32 and 50. The percentage in regard to orange juice for the baby is clearly higher, namely, 85 percent. These results are surprising in several respects. Mothers are usually eager to do all they can for their babies. This may explain why a group decision in regard to orange juice had such a strong effect. Why, however, was this effect not equally strong on cod liver oil? Perhaps, giving the baby cod liver oil is hampered by the mothers' own dislike of this food. Kidneys, beef hearts, and sweetbreads are foods for which the dislike seems to be particularly deep-seated. If the amount of dislike is the main resistance to change, one would expect probably a greater difference between these foods and, for instance, a change in regard to fresh milk. Of course, these meats are particularly cheap and the group decision leader was particularly qualified.

4. The change after lectures is in all cases smaller than after group decision. However, the rank order of the percentage of change after lectures follows the rank order after group decision, namely (from low to high), glandular meat, fresh milk, cod liver oil for the baby, evaporated milk for the family, orange juice for the baby.

The constancy of this rank order may be interpreted to mean that one can ascribe to each of these foods—under the given circumstances and for these particular populations—a specific degree of "resistance to change." The "force toward change" resulting from group decision is greater than the force resulting from lecture. This leads to a difference in the amount (or frequency) of change for the same food without changing the rank order of the various foods. The rank order is determined by the relative strength of their resistance to change.

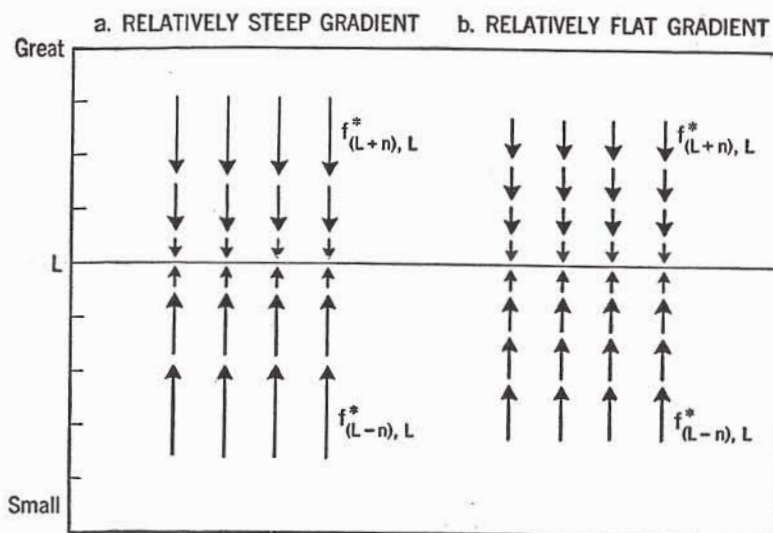
5. Comparing the second and the fourth week, we notice that the level of

consumption remains the same or increases insignificantly after group decision and lecture regarding evaporated or fresh milk. A pronounced increase occurs after group decision and after individual instruction on cod liver oil and orange juice, that is, in all cases regarding infant feeding. This seems to be a perplexing phenomenon if one considers that no additional instruction or group decision was introduced. On the whole, one may be inclined to expect weakening effect of group decision with time and therefore a decrease rather than an increase of the curve. To understand the problems involved, it is essential to formulate the question of condition of social change on a more theoretical level.

Quasi-stationary Social Equilibria and the Problem of Permanent Change.

1. *The Objective of Change.* The objective of social change might concern the nutritional standard of consumption, the economic standard of living, the type of group relation, the output of a factory, the productivity of an educational team. It is important that a social standard to be changed does not have the nature of a "thing" but of a "process." A certain standard of consumption, for instance, means that a certain action—such as making certain decisions, buying, preparing, and canning certain food in a family—occurs with a certain frequency within a given period. Similarly, a certain type of group relations means that within a given period certain friendly and hostile actions and reactions of a certain degree of severity occur between the members of two groups. Changing group relations or changing consumption means changing the level at which these multitude of events proceed. In other words, the "level" of consumption, of friendliness, or of productivity is to be characterized as the aspect of an ongoing social process.

Any planned social change will have to consider a multitude of factors characteristic for the particular case. The change may require a more or less unique

FIG. 8. Gradients of resultant forces (f^*).

combination of educational and organizational measures; it may depend upon quite different treatments or ideology, expectation and organization. Still, certain general formal principles always have to be considered.

2. *The Conditions of a Stable Quasi-stationary Equilibrium.* The study of the conditions for change begins appropriately with an analysis of the conditions for "no change," that is, for the state of equilibrium.

From what has been just discussed, it is clear that by a state of "no social change" we do not refer to a stationary but to a quasi-stationary equilibrium; that is, to a state comparable to that of a river which flows with a given velocity in a given direction during a certain time interval. A social change is comparable to a change in the velocity or direction of that river.

A number of statements can be made in regard to the conditions of quasi-stationary equilibrium. (These conditions

are treated more elaborately elsewhere.⁷)

(A) The strength of forces which tend to lower that standard of social life should be equal and opposite to the strength of forces which tend to raise its level. The resultant of forces on the line of equilibrium should therefore be zero.

(B) Since we have to assume that the strength of social forces always shows variations, a quasi-stationary equilibrium presupposes that the forces against raising the standard increase with the amount of raising and that the forces against lowering increase (or remain constant) with the amount of lowering. This type of gradient which is characteristic for a "positive central force field"⁸ has to hold at least in the neighborhood of the present level (Fig. 8).

(C) It is possible to change the strength of the opposing forces without changing the level of social conduct. In this case the tension (degree of conflict) increases.

3. *Two Basic Methods of Changing Levels of Conduct.* For any type of social management, it is of great practical importance that levels of quasi-stationary equilibria can be changed in either of two ways: by adding forces in the desired direction, or by diminishing opposing forces. If a change from the level L_1 to L_2 is brought about by increasing the forces toward L_2 , the secondary effects should be different from the case where the same change of level is brought about by diminishing the opposing forces.

In both cases the equilibrium might change to the same new level. The secondary effect should, however, be quite different. In the first case, the process on the new level would be accompanied by a state of relatively high tension; in the second case, by a state of relatively low tension. Since increase of tension above a certain degree is likely to be paralleled by higher aggressiveness, higher emotionality, and lower constructiveness, it is clear that as a rule the second method will be preferable to the high pressure method.

The group decision procedure which is used here attempts to avoid high pressure methods and is sensitive to resistance to change. In the experiment by Bavelas on changing production in factory work (as noted below), for instance, no attempt was made to set the new production goal by majority vote because a majority vote forces some group members to produce more than they consider appropriate. These individuals are likely to have some inner resistance. Instead a procedure was followed by which a goal was chosen on which everyone could agree fully.

It is possible that the success of group decision and particularly the permanency of the effect is, in part, due to the attempt to bring about a favorable decision by removing counterforces within the individuals rather than by applying outside pressure.

The surprising increase from the

second to the fourth week in the number of mothers giving cod liver oil and orange juice to the baby can probably be explained by such a decrease of counterforces. Mothers are likely to handle their first baby during the first weeks of life somewhat cautiously and become more ready for action as the child grows stronger.

4. *Social Habits and Group Standards.* Viewing a social stationary process as the result of a quasi-stationary equilibrium, one may expect that any added force will change the level of the process. The idea of "social habit" seems to imply that, in spite of the application of a force, the level of the social process will not change because of some type of "inner resistance" to change. To overcome this inner resistance, an additional force seems to be required, a force sufficient to "break the habit," to "unfreeze" the custom.

Many social habits are anchored in the relation between the individuals and certain group standards. An individual P may differ in his personal level of conduct (L_P) from the level which represents group standards (L_{Gr}) by a certain amount. If the individual should try to diverge "too much" from group standards, he would find himself in increasing difficulties. He would be ridiculed, treated severely and finally ousted from the group. Most individuals, therefore, stay pretty close to the standard of the groups they belong to or wish to belong to. In other words, the group level itself acquires value. It becomes a positive valence corresponding to a central force field with the force $f_{P,L}$ keeping the individual in line with the standards of the group.

5. *Individual Procedures and Group Procedures of Changing Social Conduct.* If the resistance to change depends partly on the value which the group standard has for the individual, the resistance to change should diminish if one diminishes the strength of the value of the group

⁷ K. Lewin, "Frontiers in Group Dynamics: Concept, Method and Reality in Social Science; Social Equilibria and Social Change," *Human Relations*, 1, 1, June, 1947, pp. 5-42.

⁸ *Ibid.*

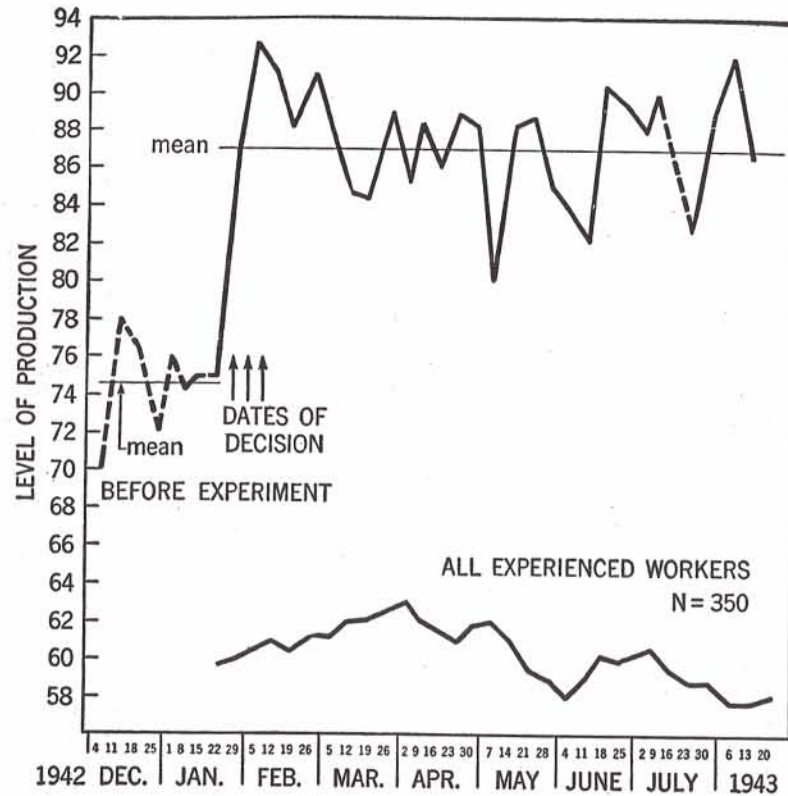


FIG. 9. Effect of group decision on sewing-machine operators.

standard or changes the level perceived by the individual as having social value.

This second point is one of the reasons for the effectiveness of "group carried" changes⁹ resulting from procedures which approach the individuals as part of face-to-face groups. Perhaps one might expect single individuals to be more pliable than groups of like-minded individuals. However, experience in leadership training, in changing of food habits, work production, criminality, alcoholism, prejudices, all indicate that it is usually easier to change individuals formed into a group than to change any one of them separately.¹⁰ As long as group standards are

unchanged, the individual will resist changes more strongly the farther he is to depart from group standards. If the group standard itself is changed, the resistance which is due to the relation between individual and group standard is eliminated.

6. *Changing as a Three-step Procedure: Unfreezing, Moving, and Freezing of a Level.* A change toward a higher level of group performance is frequently short lived: after a "shot in the arm," group life soon returns to the previous level. This indicates that it does not suffice to define the objective of a planned change in group performance as the reaching of a

⁹ N. R. F. Maier, *Psychology in Industry* (Boston: Houghton Mifflin Co., 1946).

¹⁰ K. Lewin and P. Grabbe (eds.) *op. cit.*

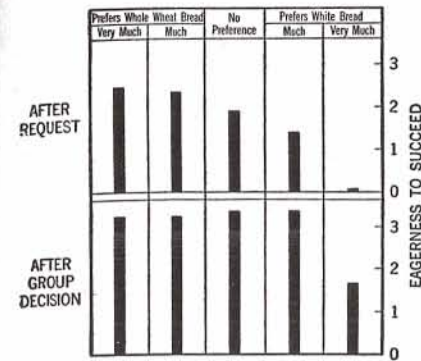


FIG. 10. Relation between own food preferences and eagerness to succeed.

different level. Permanency of the new level, or permanency for a desired period, should be included in the objective. A successful change includes therefore three aspects: unfreezing (if necessary) the present level L_1 , moving to the new level L_2 , and freezing group life on the new level. Since any level is determined by a force field, permanency implies that the new force field is made relatively secure against change.

The "unfreezing" of the present level may involve quite different problems in different cases. Allport¹¹ has described the "catharsis" which seems to be necessary before prejudices can be removed. To break open the shell of complacency and self-righteousness, it is sometimes necessary to bring about deliberately an emotional stir-up.

Figure 9 presents an example of the effect of three group decisions of a team in a factory reported by Bavelas¹² which illustrates an unusually good case of permanency of change measured over nine months.

The experiments on group decision reported here cover but a few of the necessary variations. Although in some

cases the procedure is relatively easily executed, in others it requires skill and presupposes certain general conditions. Managers rushing into a factory to raise production by group decisions are likely to encounter failure. In social management as in medicine there are no patent medicines and each case demands careful diagnosis.

One reason why group decision facilitates change is illustrated by Willerman.¹³ Figure 10 shows the degree of eagerness to have the members of a students' eating cooperative change from the consumption of white bread to whole wheat. When the change was simply requested the degree of eagerness varied greatly with the degree of personal preference for whole wheat. In case of group decision the eagerness seems to be relatively independent of personal preference; the individual seems to act mainly as a "group member."

SUMMARY

Group decision is a process of social management or self management of groups. It is related to social channels, gates and gatekeepers; to the problem of social perception and planning; and to the relation between motivation and action, and between the individual and the group.

Experiments are reported in which certain methods of group decision prove to be superior to lecturing and individual treatment as means of changing social conduct.

The effect of group decision can probably be best understood by relating it to a theory of quasi-stationary social equilibria, to social habits and resistance to change, and to the various problems of unfreezing, changing and freezing social levels.

¹¹ G. W. Allport, "Catharsis and the Reduction of Prejudice" in K. Lewin and P. Grabbe (eds.), *op. cit.*, 3-10.

¹² N. R. F. Maier, *op. cit.*

¹³ K. Lewin "Forces behind Food Habits . . ." *op. cit.*