

What would it take to get you to stand outside naked?

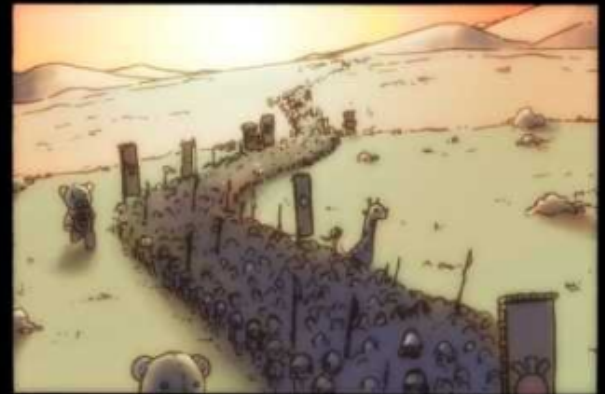


Contrary to what you might think, social psychologists have shown that you are actually MORE likely to engage in outlandish, dangerous, or illegal behaviors as part of a group than you are when you are alone.

WHY?

DEINDIVIDUATION

Deindividuation involves a loss of self-awareness and personal accountability that occurs when one is part of a large group. Rather than thinking/functioning as an individual, one gives up their individual sense of responsibility and takes on the collective mind of the group.



Idiocy

Never underestimate the power of stupid people in large groups.



An understanding of deindividuation provides insight into the seemingly senseless actions of people involved in riots, mobs and other large group events. Deindividuation highlights the power of the situation in shaping individuals.