



"It's us against the world": Liking and rejecting a deviate group member

JD Hogue¹, Andy Eichler¹, Devin Gill¹, Eric Wesselmann¹, Kipling Williams², & John Pryor¹

Illinois State University¹ & Purdue University²



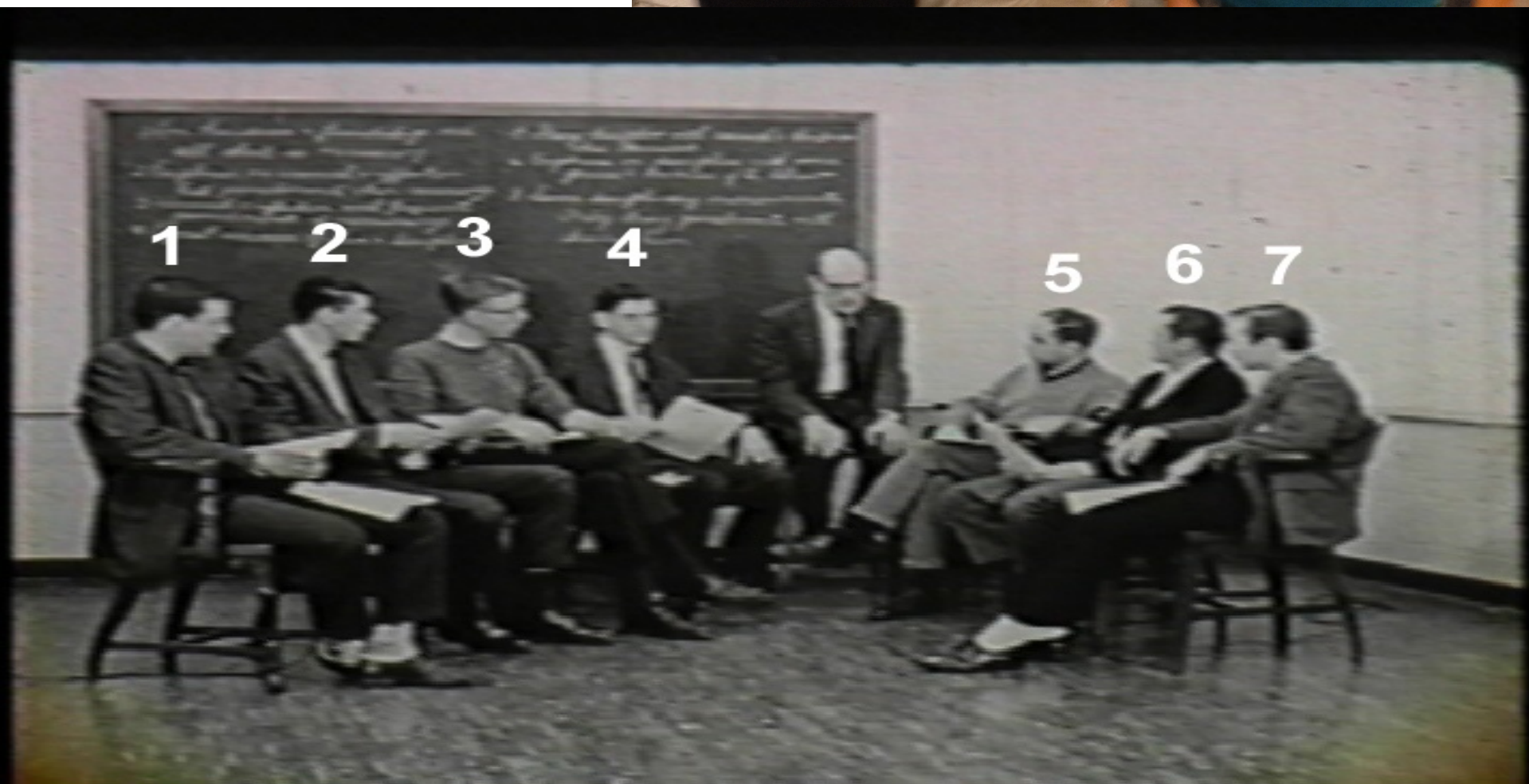
Background

- In Schachter's (1951) research, discussion groups involving 5-7 male participants and 3 male confederates deliberated about how to deal with a juvenile delinquent named Johnny Rocco. Whereas most participants advocated leniency, a confederate argued articulately and logically for harsh discipline, standing his ground against all counterarguments. Schachter found that over time participants attempted to achieve unanimity by increasing the amount of communication toward the Deviate confederate. After it became clear to participants that he would not change his opinion, they stopped communicating with him entirely. At the end of the study, participants tended to suggest less prestigious roles for the Deviate in subsequent discussion groups and typically did not choose him for future group meetings.
 - Confederates:**
 - Deviate:** argued articulately and logically for harsh discipline, standing his ground against all counterarguments
 - Slider:** Initially followed the Deviate and later conformed to the group
 - Mode:** stuck with the consensus throughout the discussion

Purpose

- Because only two direct replications in roughly 60 years (Emerson, 1959; Schachter et al., 1954) used the original procedures and stimulus material, we (Wesselmann et al., 2014) replicated the primary finding in Schachter's original deviance-rejection (the vote outcome), albeit with a smaller effect size. Of his other two dependent variables, we failed to replicate the committee assignment variable, but our data trend supported his original findings for communication patterns.
- We reanalyzed our data with additional measures to extend and clarify these findings.

Our Confederates (to the right) and Schachter's Group Setting (below)



Method

- Participants**
 - Eighty-two men participated and comprised a total of 17 groups, which ranged between 3 and 7 participants (Mode = 5). The final sample consisted of 80 men, of which 73.7% were Caucasian/White.
 - No participants indicated having prior knowledge of the Schachter (1951) study.
- The Confederates**
 - We trained three white male confederates. We trained the confederates to perform all three roles: Mode, Deviate, and Slider. We counterbalanced confederates' role assignments using a Latin-square design.
- Procedure**
 - The experimenter then gave a brief introduction, asked group members to introduce themselves, and explained that he was trying to obtain more funds to allow them to come back for future discussions.
 - The participants then had 5 min to read the *Johnny Rocco* case study.
 - Participants orally indicated their opinions of how Johnny should be treated.
 - During the 45 min discussion, the experimenter took a census approximately 20 min into the discussion and again at the end of the discussion.
 - The confederates all answered last so that they could calibrate their opinions based on the rest of the group.
 - The experimenter then handed out the dependent variables questionnaire.
- Love-Punishment Scale**
 - 1 = Total Love;** Give Johnny nothing but love, kindness, and friendship
 - 4 = Equality;** Give Johnny equal love and punishment
 - 7 = Total Punishment;** Give Johnny nothing but a severe discipline environment by punishing him
- Other DVs**
 - Participants were also asked to place the confederates in a committee and to vote on the confederates.

Results

- Liking the Confederates**
 - Participants' final Love-Punishment vote significantly predicted differences between the Deviate and Mode ($\beta = .30, R^2 = .09, p = .01$) as well as the Deviate and the Slider ($\beta = .29, R^2 = .00, p = .02$). No significant differences emerged between Mode and Slider, $\beta = .03, R^2 = .001, p = .81$. Participants liked the Deviate more as their opinions on the Love-Punishment Scale were closer to the Deviate's position. See Figure 1.
- Assignment to Important Roles**
 - We used an Ordinal Regression with the final, private Love-Punishment rating predicting the committee to which the participants placed the Deviate. The model fit the information, $\chi^2(1) = 5.18, p = .02$. The closer to 7 the participants were on the Love-Punishment scale, the participants were more likely to put the Deviate in the executive committee, Nagelkerke Pseudo $R^2 = .09$, Estimate = .59 ($SD = .27$), Wald(1) = 4.64, $p = .03$. See Figure 2.
- Deviante Rank Compared to the Confederates**
 - The final, private Love-Punishment scale predicting the vote outcome for the Deviate. The model fit the information, $\chi^2(1) = 7.03, p = .008$. The closer the participants were to Love-Punishment Scale number one, the more likely they were to rank the Deviate lower than the other confederates, Nagelkerke Pseudo $R^2 = .11$, Estimate = -.70 ($SD = .27$), Wald(1) = 6.50, $p = .01$. See Figure 3.
- Individual Members' Liking of the Deviate**
 - The difference between the groups' aggregate opinion and the Deviate did not influence individual members' liking of the Deviate, $g_{01} = .20, p = .56$.

Figure 1
Liking Based on Confederate Role and L-P Scale

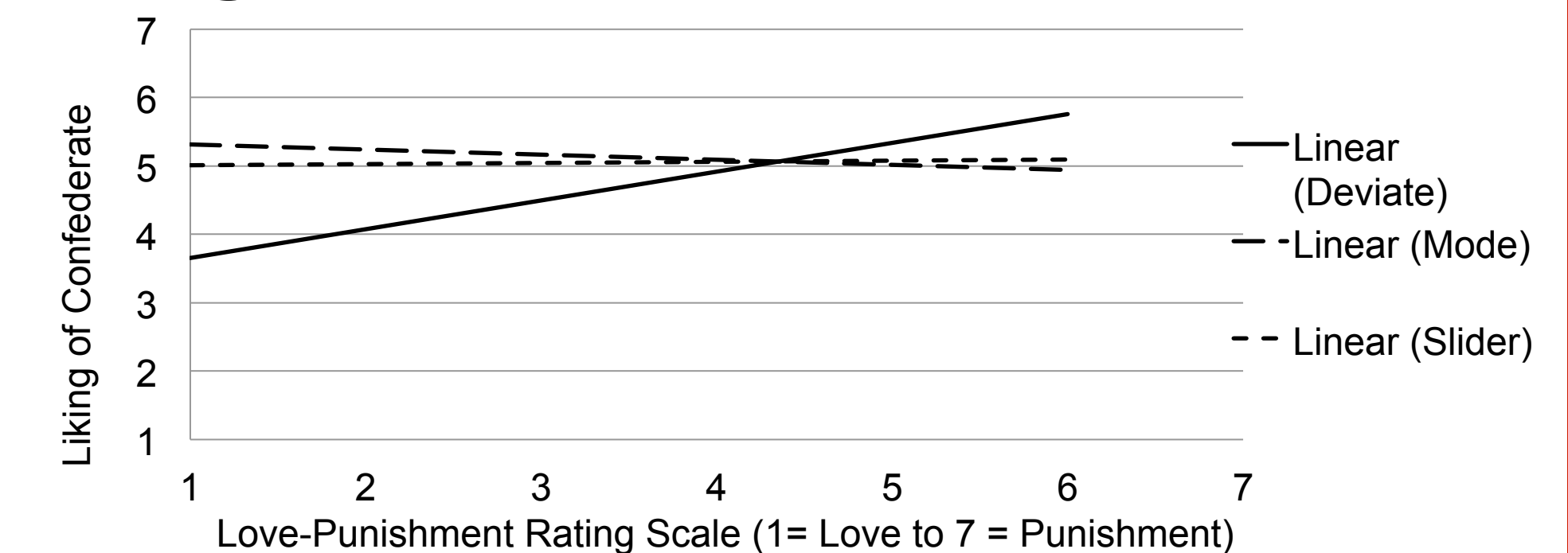


Figure 2
Assignment to Important Roles

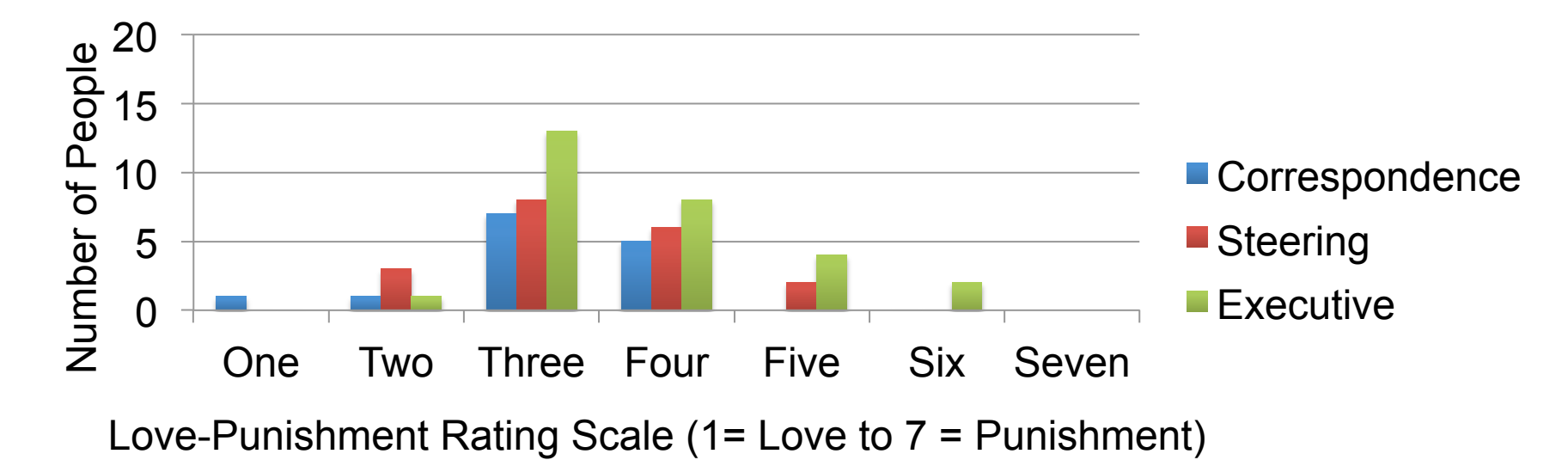
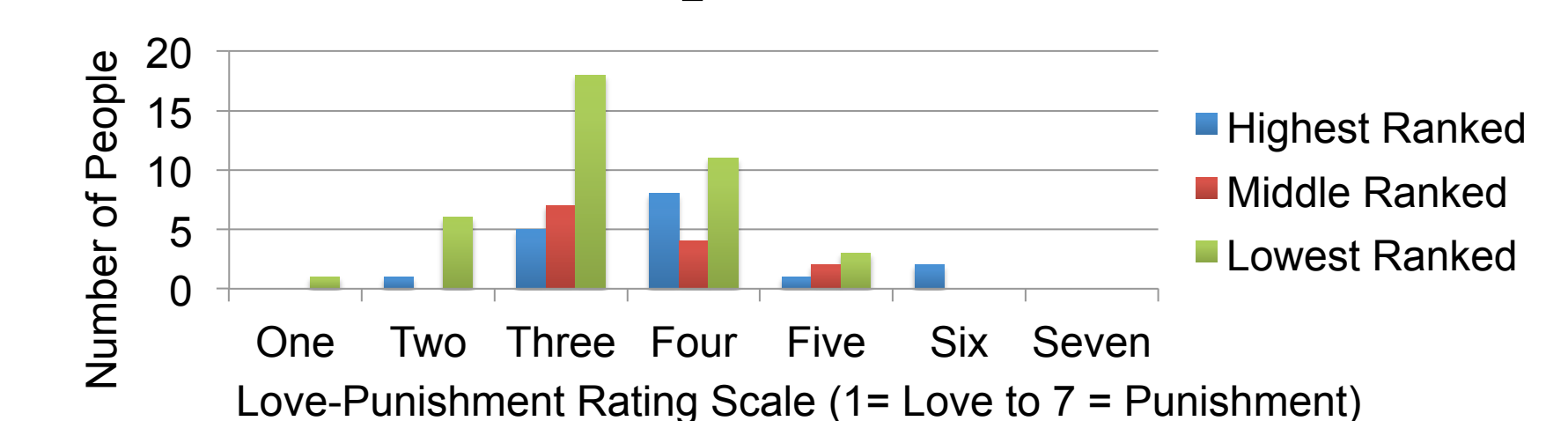


Figure 3
Deviante Rank Compared to the Confederates



Discussion

- To conclude, our extended results indicate a much more nuanced approach to accepting a deviate group member than what is indicated in our (Wesselmann et al., 2014) replication analyses. Our extended results indicate that individuals like the Deviate more and will work in more important roles with the Deviate if they hold similar opinions against the group.
- Schachter's participants believed they were guaranteed future sessions, but our participants only believed future sessions a possibility. This difference could have made the Deviate's threat to group harmony less salient. Similar to Schachter's participants, the majority of our participants also expressed a general perception of group cohesion and a desire to continue meeting.
- One intriguing possibility is that our study (Wesselmann et al., 2014) found somewhat weaker reactions to Deviates. These extended results could indicate weaker reactions because of secretly held, private and also deviating beliefs.