

DEINDIVIDUATION

When People Lose Their Sense of Individual Identity

Deindividuation is a psychological state in which people become less self-aware and more likely to follow group behavior.

- Occurs in crowds or anonymous settings.
- Reduces personal responsibility.
- Increases impulsive behavior.
- Can lead to actions people normally avoid.

Why Does It Happen?

Deindividuation occurs when group situations reduce self-awareness and accountability.

- Anonymity lowers self-consciousness.
- Group influence shapes behavior.
- Emotional arousal can increase impulsivity.
- Responsibility is shared among group members.



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