



Plate 12.1 *These fans share membership of a social group: they are all Ajax football supporters.*



Plate 12.2 *Intimacy groups, e.g. a family, are seen as high in entitativity.*



Plate 12.3 *Some groups are formed for a special reason and also end after some time, e.g., a group of students in a psychology seminar.*

Plate 12.4 *Members of the People's Temple at Jonestown, Guyana, committed mass suicide in 1978. They were socialized to accept the cult's norms, especially group loyalty.*

