

A look at loafers

By DEBBIE RZASA
Staff Writer

The average person "loafs" when in a crowd. At least that's what a recent UNC study shows.

"Social loafing is the tendency of the private individual to exert less effort into a task when working with a group than when working alone," said Bibb Latane, professor of psychology and director of UNC's Institute for Research in Social Science. He's one of two UNC professors who compiled the study.

Latane's interest in "social loafing" sprung from research he conducted in the late 1960s. "I became interested in the theory that people in crowds are less likely to intervene in an accident than people who are alone," he said.

During the spring of 1984, Latane combined research with Charles J. Hardy, an assistant professor of physical education at UNC, who "shared a similar interest in social loafing," Latane said.

At first, Hardy and Latane conducted experiments where they paid students to clap and shout alone or in pairs. The students wore blindfolds and earphones so scientists could tell them whether or not they were alone without them knowing for sure. Electronic equipment recorded the results.

They discovered that partici-

pants clapped louder if they thought they were alone. "It was no surprise to us, because we had done similar versions of this study a number of times before with the same result," the two men wrote in an article in the current issue of "Social Science."

Latane said men have a much higher vocal capacity than women but results show that men may be more inhibited in a crowd. Women made 95 percent as much noise in pairs as when they thought they were alone while men made 89 percent as much.

Hardy and Latane wondered if the same results would apply if the participants were engaged in an activity they enjoyed. Thus, Latane said, "Hardy developed an idea to experiment with cheerleaders," and summer cheerleading camps at UNC provided the perfect opportunity.

This experiment yielded the same result as the previous ones. Individual cheerleaders made only 92 percent as much noise in the group, the scientists wrote. Latane and Hardy concluded that social loafing exists even when people engage in an enjoyable task.

"Social loafing is a universal tendency," Latane said, "but there are ways of overcoming it." Studies like these are important to help reduce inefficiency in the workplace, the scientists wrote in their article.

Group founded for black women

By PHYLLIS A. FAIR
Staff Writer

Support groups help unify people, regardless of their race, gender, sexual preference or religious beliefs, to foster a feeling of belonging. Black Women United, a UNC group formed this year, will respond to the needs of black women, said Cassandra Butts, chairwoman of the group.

"It was an idea of Dean (Donella) Crosland," Butts said. "It was her idea to bring black women together on campus, undergrads, graduate students, professors, administrators, staff, ... and have them work together on different projects, and to become a more unified group on campus."

The organization is not working only for black women, but for all students on campus, she said.

"In the future we hope we can

become a springboard for black women when they first get on campus," Butts said.

The group consists of a general body and a steering committee. The committee is made up of eight people, including a chairperson, a secretary/treasurer and six others.

The members of the steering committee make up other subcommittees like the black history month, mother/daughter weekend and publicity committees, she said.

Each person on the steering committee is a chairperson of a subcommittee.

Butts said that BWU wants to get black women involved in organizations everywhere on campus.

"We want them to see that there is a group specifically for them that works for them," she said. "We also

hope that in the future we have members of our group in organizations all over campus to let the group know what's going on on campus. We want to network."

Membership is open to all people. "We welcome all members," Butts said. "I would love to see men come to the meetings."

Butts said it disappoints her to see that the minority groups don't have more of a voice on campus. "This campus needs diversity and I think BWU can give this campus diversity."

One reason Crosland had the idea of forming BWU was because she felt that the sororities segregated black women on campus.

"Through BWU we want to get non-sorority black women an opportunity to become involved on campus," Butts said.

BWU gives a chance for sorority women to become acquainted with non-sorority women. "One of the goals of BWU is to keep black women on the campus," she said.

Other goals of the group are to promote achievement and help fulfill the future aspirations of black women, to assist in recruitment efforts and support the retention of black women at UNC and to acknowledge and preserve the historical contributions of black women, Butts said.

People interested in joining the organization should contact Butts at the student government office or see Dean Crosland at the College of Arts and Sciences.

There is a \$3 membership fee which pays for various events throughout the year, she said.

J-School raising funds for professorship

By KIMBERLY EDENS
Staff Writer

The UNC School of Journalism has begun fund-raising for a \$333,000 endowed professorship in the name of former professor Walter Spearman, according to Dean

Richard R. Cole.

Spearman officially retired in 1978, having taught more than 5,000 UNC students. "Walter was one of the truly great teachers at UNC—CH," Cole said. "He taught here 45 years and won every teaching excel-

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never even vote," Brady said. "We need to get those people involved." Hill said Sitton had more interest

in continuing Hassel's policies, and she showed more initiative about financial aid and minority issues. "Student government shouldn't be turned around 180 degrees this year," he said. "The administration could just wait us out and nothing would get done."

Bailey's platform is too conservative, and it neglects financial aid and the apartheid issue, Hill said. "He thinks just lobbying is enough, but we need someone who will really go after it."

Hill said he had not discussed being appointed to an executive position with either candidate at the time he endorsed Sitton. He would be involved in the financial aid issue this year, probably through the newly formed group Students for Educational Access, he said.

Assistant University Editor Jo Fleischer contributed to this story.

Tuesday polls

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