



**Université Pierre Mendès France**

Université de Savoie

*Laboratoire InterUniversitaire de Psychologie  
Personnalité, Cognition, Changement Social (EA 4145)*

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# SEMINAIRE

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## The Threat, and Promise, of Deviance

**Deborah PRENTICE**, Princeton University

**Abstract** : Deviating from group norms carries a high social price: People enforce the norms of their groups by punishing those who violate them. Most research on this phenomenon has focused on the tendency of group members to devalue, reject, and exclude deviates from the group. Researchers have explained this behavior as a response to the threat deviates pose to the group and to the self through association. In this talk, I seek to augment this view with an examination of more inclusive strategies people use to punish deviates. Specifically, I focus on derision: the tendency to tease, mock, and ridicule deviates. Derision, like rejection, is punitive, but it is a form of social punishment that keeps intact, and even emphasizes, the relationships among the punisher, the deviate, and the group. I will present a set of empirical studies that examine when and why people respond to deviates with derision. These studies show that deviates are routinely derided and that deriding them feels good, so long as the deviant behavior does not pose an immediate threat to the functioning of the group.

**Jeudi 10 juin 2010  
de 11h à 12h30**

Sur Deborah Prentice : <http://weblamp.princeton.edu/~psych/psychology/research/prentice/index.php>

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**Lieu :**

**Université Pierre Mendès France – Salle des colloques  
2ème étage bâtiment BSHM**