

PSYCHOLOGY OF MASS. CROWD AND LAWS OF ITS BEHAVIOR.

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ABSTRACT: INDICATION OF THE BASIC THEORETICAL STUDIES OF THE MASSES AND THE CROWD IN SOCIAL PSYCHOLOGY, AMONG WHICH THOSE OF GUSTAVE LE BON, GABRIEL TARDE, STSPIO SIGELE, SIGMUND FREUD, WILHELM REICH AND OTHERS. IT FOCUSES ON THE DEFINITION OF THE CROWD AS A GROUP OF PEOPLE GATHERED AT RANDOM WITH THE SUBJECT OF FUGITIVE PHENOMENA AWARE THEMSELVES INDETERMINATE SIGN AND BUILDING UPON IT ITS UNITY. PRESENTED A DETAILED DESCRIPTION OF THE BEHAVIOR OF THE TABLE AND THE CROWD.

KEY WORDS: MASSES CROWD, PSYCHOLOGY OF THE MASSES, THE PSYCHOLOGY OF CROWDS, MASS BEHAVIOR, ANONYMOUS COLLECTIVE CONSCIOUSNESS

THE problem of the masses and their behavior has plagued humanity since the dawn of its existence. Consolidation of the communities in which people lived, relationships within them, wars are waged, social and environmental upheaval, who have experienced inevitably sharpening attention on the specifics but the behavior of the crowd and the masses. The very development of social psychology essentially begins with the study of the psychology of the masses.

BASIC THEORETICAL STUDIES OF THE MASSES AND THE CROWD IN SOCIAL PSYCHOLOGY.

ONE of the authors laid the foundation of the study of the psychology of the masses is the representative of the Franco-Italian School **Gustave Le Bon** (1841-1931). Observing the behavior of the masses during the unrest as the Franco-Prussian War and the Paris Commune, he formulated irrational paradigm in the study of the behavior of crowds. You could say that together with **Gabriel Tarde** (1843-1904) he sets a new stage in the history of social and political psychology to the study of mass behavior.

FOR Le Bon basis on which is built the explanation of the mass behavior is medical pathology, whose objective is to explore the individual's inhibitions that are unique to each. According to Le Bon unconscious man's primitive inherited and equally to all. When a person is in the crowd and the mass individual differences are neutralized and foreground stand subconscious instincts, passions and feelings. This understanding provides the basis of Le Bon to emphasize that new age in the history of mankind, the century of the masses. In his

book "Psychology of Crowds" Le Bon reveals mechanisms of equalization of individuals in the composition of the crowd and formulate the content of the law of the unity of the table.

GABRIEL Tarde in his work "The Laws of the crowd" explores the laws of imitation, moving public life, the mechanisms of mental attitude and infection.

Stsipio Sigele (1868-1913) - Italian criminologist and sociologist in his work "The criminal crowd. Experience of collective psychology" attempt to uncover the collective psychology, focusing on individual problem - crowd. It examines the various problems associated with mass psychology, explores the psychology of the crowd, paying particular attention to imitation and suggestion. His merit is the formulation of the basic laws of mass psyche even though some of them are also in the works of Le Bon and Tarde.

Wilhelm Wundt (1832-1920) - regarded as the founder of modern psychology, among other problems dealt with, with his "Psychology of The Nations" an important contribution to the study of mass psyche paying particular attention to language, myths, customs, cultural state, morals, religious notions, linguistics and ethnology, which marked the beginning of relations between generations.

Sigmund Freud (1856-1939) - the founder of the psychoanalytic field had a certain interest in the psychology of the masses and human behavior in them. This interest is enhanced during the First World War, when Freud mining opportunity to explore the behavior of large masses of people. In his book "Psychology of the masses and analysis of the human I" Freud analyzes some of the features of mass behavior, such as interest are ideas developed by him for the sexual behavior of soldiers at the front.

Wilhelm Reich (1897-1957) - Austrian and American psychologist, the only disciple of Freud, who develops opportunities for radical social criticism. From 1930 to 1933, he wrote his famous book "Psychology of the masses and fascism" he fascism serves as a demonstration of the irrationality of characterological structure of the common man, the primary biological needs of whom were suppression for millennia.

Erich Fromm (1900-1980) - German philosopher and social psychologist representative of the Frankfurt School, one of the founders of neofroydizma, develops the doctrine of the social nature as a form of relationship between the individual and the social structure of society. Focus on assimilation and socialization as the main mechanisms for the formation of the social character and distinguishes between two types of people according to their behavior in the crowd - biofilen (love life) and necrophilia (love death). Basic concept of this distinction is that when the masses are led by a guide biofilen they have creative role, and when led by necrophilia leader they mostly destroyed.

Serge Moscovici (1925-) - one of the most famous contemporary social psychologists. In his book "Psychology of the masses" and "Century of the crowds" he explores the crowd from three perspectives - on the one hand as a collection of individuals, that crisis of the ruling system turned against her; on the other hand as unbridled, crazy and hysterical large group of people; and by a third party as a group of people with criminal behavior. According to him, the crowd generally consists of normal people, but come it began to feel, think and behave differently. Researching the crowd Moskovich focuses on lowering individual abilities in the crowd, strengthening the emotional effects of neglect personal gain.

Ernesto Grassi (1902-1991) - Italian professor, philosopher and psychologist whose ideas are essentially similar to the ideas of Moskovich. According to him, one in the composition of the crowd ignored personal responsibility and ceases to control their emotions and passions.

Spiridon Kazandzhiev (1882-1951) - Bulgarian professor, psychologist, a student of Wundt, who in his capacity as an officer during the Balkan Wars and World War has direct behavioral observations of the masses, who later systematized in his work "Military psychology." It essentially analyzes the characteristics of mass behavior in the spirit of the traditions of Z. Freud. S. Kazandjiev study is a major contribution of the Bulgarian school on psychological behavior of the masses and the crowd.

Todor Panov (1885-1945) - he is not the most famous authors, since his works were forgotten for many years. As an officer Lieutenant during the Balkan war as a result of nalyudeniyata he wrote the books "Psychology of the masses and experience on the psychology of the Bulgarian nation" (1913) and "Psychology of the Bulgarian people" (1914) which analyzes the psyche and behavior of the masses during the war. His work "Psychology of the Bulgarian people" is considered the first laying the foundations of sociology and social psychology in Bulgaria.

PSYCHOLOGICAL CHARACTERISTICS OF THE MASSES

MASS and the crowd are unorganized human communities, there are various attempts to give a definition of mass and crowd. Le Bon, who sees it in two senses - as an ordinary crowd (a collection of individuals regardless of nationality, gender and occupation), and the crowd in the psychological sense (collection of individuals without purpose).

ACCORDING to the Dictionary of Psychology, the crowd is gathering a lot of people in indefinite mass. Heterogeneous mass of individuals without a strong connection collected by chance, not by laws and obligations.

GENERALLY analyzing the definitions of different authors we can offer the following definition: *group of people gathered at random with the subject of fugitive phenomena aware themselves indeterminate sign and building upon it its unity.*

DIFFERENT authors state in their research different types of diffuse social communities. Generally we can classify as follows:

- **public** - community where there discussed deserving public attention, which in essence is of general interest and is implemented by certain rules. In a sense, the audience still has a relatively high degree of organization, it is allowed in and discussion of the problem, purpose, etc.;
- **crowd** - is accidental majority of people united on an emotional basis and the possessing generally negative attitudes. Usually together under a common negative principle from which arises the unity of the crowd, acting unanimously, targeted and uncritically. When it does not allow discussion and debate;
- **mass** - a large majority of people in their amorphous structure in which there is no contact between members, there is more or less a community of interests. Since the reasons for its occurrence in most cases are social at a time and under certain conditions, the mass can acquire organizational characteristics.

LE BON in his "Psychology of Crowds" classify different types of crowds, dividing them into two categories:

- heterogeneous - a crowd composed of individuals of different sex, profession, with different ages and different levels of intelligence. It transforms into a crowd with its unique team spirit, which dominate the subconscious feelings. This type of crowd exists

in two varieties – **anonymous** - Le Bon defines it as criminal as the absence of a sense of responsibility lifted forms of social control, which makes this type of mob aggressive and asocial; **non-anonymous** - has a higher social status, perform certain social functions, with them absent irresponsibility and intolerance;

- homogeneous - these are psychological crowds where individual sacrifice its interests at the expense of the collective, on the basis of psychological contamination. This type of crowd there are three varieties - sects; castes; and classes.

MOST authors [9, 14, 15] are united around the idea that there are these kinds of crowds:

- random - it's crowd, which arises out of an accident or occasion;
- expressive - the definition of this type of crowd is used as a criterion uniform mood that people have;
- conventional - the crowd is united on a principle agreement on joint action, i. E. Adopt any general rules for all;
- acting - for the determination of this type of crowd as a criterion used to focus the actions it performs. According to them this criterion crowd can be defined as: aggressive - if emphasis is placed on the unbridled aggression of the crowd; **salvage** - if emphasis is placed on the rescue operation, which crowd out; **rebel** - if the crowd carried act having a social character, attend class and element can be defined as an organized act of social struggle and others.

CHARACTERISTICS OF THE BEHAVIOR OF MASS AND THE CROWD

VARIOUS authors in their studies indicate different characteristics of the behavior of the crowd and the table. However, among them, there are common points, making it possible to structure the following features:

- psychological infection - for Bulgarian psychological school, it is best described by Spiridon Kazandzhiev in his "Military Psychology" (1943). There is the notion that under the influence of affect, people unite around the common idea and are willing to sacrifice their personal interests for its achievement;
- regimentation - presumably the idea developed from Lyobon that crowd the table, people lose their social status and rank, and cleared in consciousness and behavior;
- anonymity - represents the idea that each person losing their social status and identity, actually acts as an anonymous face in the crowd, making it irresponsible;
- collective consciousness - the general idea placed in front of a crowd of its leaders in the state of mental contamination and affect raises collective thought for its implementation;
- increased activity - in the composition of the table the individual feels strong with its power, which led him to do things and to act as a normal setting out the composition of the crowd would not have acted;
- vozhdizam - crowd and its leader be adopted as a whole, the leader feels strong with the power of the crowd, and the crowd is identified with its leader;
- emotion - as stated by S. Kazandjiev this is a strong sense narrowing the field of consciousness that makes mass susceptible to manipulation and hypnosis;
- lack of criticism - is associated with the state of affect, S. Kazandjiev analysis shows that in the state of affect the crowd is not capable of adequate reasoning, making it susceptible to conduct aggressive actions and perform destructive missions;

- primitivism - the result of all the above listed characteristics observed denigration, simplification and primitivism thinking and feeling.

S. SIGELE in his work "The criminal crowd. Experience of collective psychology" formulate laws of the psychology of the crowd, calling them because he says they are valid for all crowds and masses irrespective of their characteristics:

- Law of the unity of the spirit of the crowd - based on the observation that the crowd is deleted individuality is suppressed consciousness and all means and think of the people involved in it are directed in one direction, the direction of the unconscious instincts, impulses and motives;
- Law on distribution and transformation of expressive movement - is concluded in the fact that images taken by individuals excite in them corresponding movements that can be terminated only by vigorous action;
- Law on instituting the spiritual state - reflects the mechanism of mental contamination, in which mental state of the crowd excited and also such a state at rest;
- Law on the spread of rumors - rumors in the crowd spread very quickly and are perceived as reality;
- Law on mental mimizam - is the effect of imitation and he said people in the crowd behave in the same way as those that surround them;
- Law number - the greater the size of the crowd, the more manifest primitive instincts and increases aggression.

AS already emphasize the minds of the people involved in the composition of the mass is shrinking under the influence of affect. At the forefront of people's behavior out certain instincts, impulses and motives in the main of which are: the herd instinct - some scientists, including Bulgarian (I. Peev) assume that std instinct is innate in man, inherited from the time when the primates lived in herds, it is concluded in the tendency of people to gather and keep living together; instinct of self-preservation – basic biological instinct inherent in all living beings and one of the basic instincts set in psychoanalysis Freud; predatory instinct - is concluded in the desire to suppress, to crush those who feel inferior to you and others.

THESE instincts affect change human behavior in the composition of the masses. Appears loss of independence and initiative of the individual reactions are identical to those of the rest of the table, which lowers to the same level of mass individual is weakened intellectual activity appears penchant for crossing moral boundaries and striving for transfer of emotional energy in action. This allows to define several types of individuals in the composition of the crowd:

- criminal individuals who in their personal lives, outside the crowd feature brutally violent behavior;
- individuals who without their inherent criminality succumb to the hypnotic influence of the crowd and constituted conduct such;
- prone to crime, which in normal life not to apply this behavior because of fear of punishment, but the composition of the crowd lost a sense of fear and responsibility under the influence of the situation of anonymity;
- individuals who act under the influence of the maxim "once all do so will do it and I";
- passive individuals who do not oppose the behavior of the crowd, but enjoy its manifestations;

- opposing or resisting to individuals who realize that their values are conflicting actions of the crowd.

AS a rule, the crowd can be observed different behaviors. Already pointed out that most of the mass psyche browsing authors reported that more typical in this behavior are negative manifestations. While the crowd is characterized by a high level of mental contagion and suggestibility extends even to people who normally are not susceptible to this.

THE mechanism of functioning of crowd behavior in several stages: first it is necessary to implement identifikatsiyana total incentive of the crowd; this in turn leads to a common response uniting the people. Began the so-called stage of preparation for action, in which the basis of joint calls feelings accumulate and begin their escalation; establishing a general image, most often negative, which could be formulated as an image of "the enemy" to whom direct joint actions; stage action passing through activation by samonasarchavane to the action against the site; stage of remission of aggression and stage of decomposition of the crowd.

THE modern world provides many opportunities for confirmation or rejection of the basic theories of mass psychology. Political, social and other unrest and riots are to be analyzed in the light of psychological science and conclusions to be drawn about the possible routes, ways and means to mitigate the negative and aggressive behavior of crowds.

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