

Social Psychological Analysis and Coping Strategies of Mass Incidents

Jia LIU^{1, a, *}, Min ZHANG^{2, b}

¹Department of Management Engineering, Engineering University of PAP, Xi'an 710086, China

²Department of Basic Military Education, Engineering University of PAP, Xi'an 710086, China

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Abstract: Social psychology runs through the whole development process of mass incidents. The study of social psychology is of great significance in solving and dealing with mass incidents. Combined with the incident of "7.19Menglian", analyze the causes and obvious functions of social psychology in mass incidents, and put forward the corresponding strategies that the relevant government departments should adopt, such as pacifying the situation, recovering the aftermath and preventing recurrence.

1. Introduction

The main contradiction in our society has been transformed into the contradiction between the people's growing needs for a better life and the unbalanced and inadequate development. Mass incidents are emerging under the condition that people's internal contradictions are accumulating and have not been well solved. They are new problems in our political and social life. The frequent occurrence of mass incidents not only destroys social stability and harmony, hinders development of society, but also brings negative effects to the people, and also gives the hostile forces readily exploitable loopholes.

Human beings are social animals. "Sociality refers to the characteristics that are beneficial to collective and social development when living beings act as individuals of collective activities or as members of society. It is the attribute that human beings cannot live in isolation from society " [1]. Therefore, in life and work, no one can be separated from the social collective and exist alone. The individual and the collective are intertwined and inseparable. "When an individual is an isolated individual, he has his own distinctive personality characteristics. When the individual integrates into the group, all his personality will be submerged by the group, and his thoughts will be immediately replaced by the group's thoughts, and he will be characteristic of sentimental, without demur, and low IQ [2].

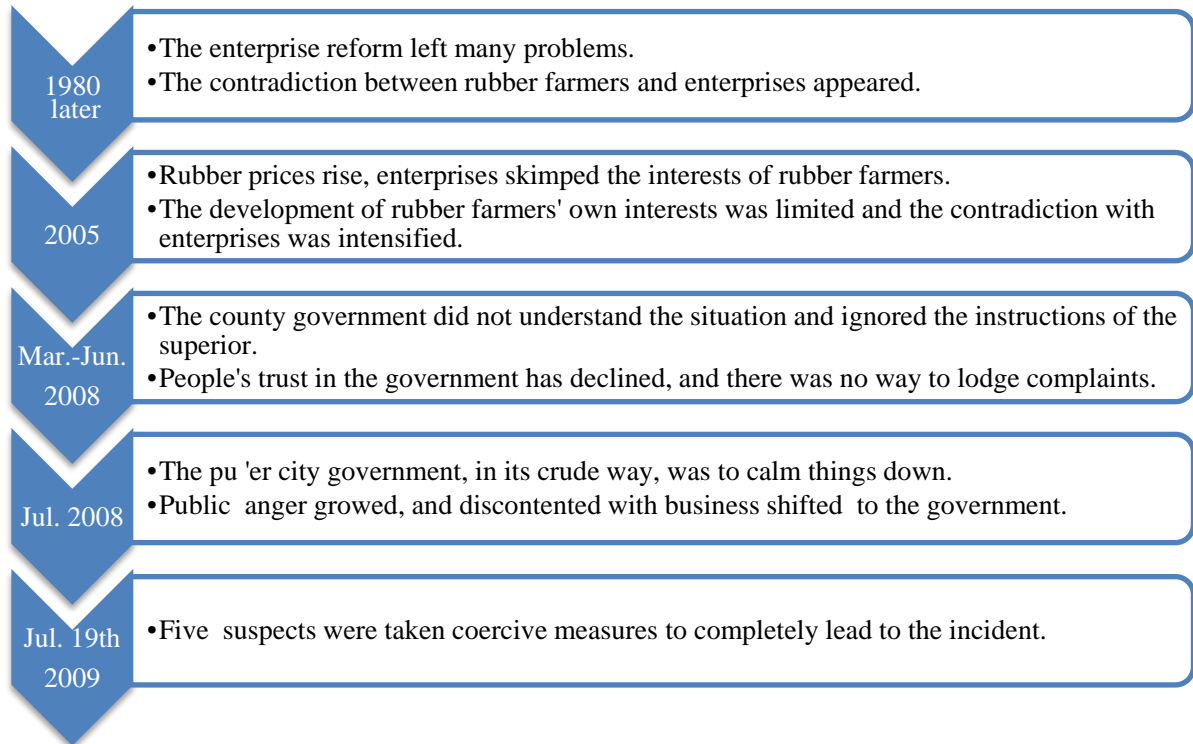
All of these points out that the change and development of social psychology has an intuitive and irreplaceable role in mass incidents. The main body of mass incidents is people, and people cannot exist independently from society. Their will affects social psychology, and social psychology also acts on people's will, and then acts on group events. That is to say, to solve mass incidents is to solve the problem of main body people. Only holding the root of "psychology" can we deal with the main body problem of "people".

2. General Situation of Case: 7.19 Menglian Incident

"Menglian incident" is a serious mass emergency which is caused by the economic interest dispute between rubber farmers and enterprises which cannot be solved for a long time. The reason is that the rubber industry in Menglian County has experienced two times of incomplete reform, and with the rubber price rising in 2008, the interest distribution disputes have gradually intensified. However, the rubber farmers' long-term grievances against rubber companies have not been resolved in time, which has gradually developed into dissatisfaction with grassroots cadres and governments. In the morning of July 19, in response to the smashing of rubber enterprises and the illegal acts hindering the work of grass-roots organizations, when the public security carried out the compulsory summoning measures

for five illegal criminals in Mengma Town, they were interfered and obstructed by the rubber farmers who were instigated, misled and unknown, and developed into a siege and beating of police officers, which led to a serious mass incident[3].

Fig.1 Cause of 7.19 Menglian Incident



3. Collective Psychology in Mass Incidents

3.1 Group Cohesion

Generally speaking, if a group's cohesion is very high, it will have a high level of attraction to its members, and at the same time, members will attract each other. In this highly cohesive group, individuals will have a strong sense of identity with each other and maintain close emotional ties and form a sense of consciously performing the consciousness to make contribution to group. This is a good explanation, in the "Menglian incident", the public security to take away five "suspects" and promote the incident.

3.2 Collective Promotion Effect

Collective promotion effect refers to the phenomenon that when an individual completes an activity, the efficiency of the activity is higher than when it is carried out alone because of working together with others or being observed by others. It is also called social facilitation [4]. The reason why mass incident expands is that individuals' interest demands are often be ignored. "overwhelm with numerical strength" is widely known, once the number of participants is increasing, it means that people's behavior will become unbridled, once their demand is not be satisfied.

3.3 Group Attitude Change

There is an emotional brewing stage from the formation of a group to the outbreak of a mass incident, during which the change of group attitude plays an important role. Attitude is the stable psychological tendency of an individual to respond to a particular object. When the attitude cognition, emotion and behavior tendency are not in harmony, emotion will play a leading role and determine individual behavior tendency. At the beginning of the event, the group is not stable, because the common values of the group and the attitude towards the event do not tend to be absolutely consistent.

Then, the information transmitter will transmit the information to the receiver by some way in a specific situation, so as to promote the receiver to change his attitude and form a unified collective.

3.4 Risk Transfer Mechanism

Risk transfer mechanism refers to the group of individuals who tend to be cautious in their activities, who enhance the tendency of individual risk-taking behavior. The suggestions and behaviors of individuals in the group are more radical and riskier than those of individuals alone. This is one of the specific manifestations of group polarization. Many of the participants of mass incident have been pregnant with certain risk-taking psychology in the process of suffering social setbacks and experiencing social psychological imbalance. When they are gathered as a group, the responsibility is widely distributed among all participants, and no individual has to bear all the responsibility for the consequences of the behavior, so the behavior they take is often more radical and more adventurous than when they are alone.

4. Mass Incident Response Strategy Based on the Social Psychological Analysis

4.1 Recognize the Contradiction and Solve the Problem Actively, Eliminate the Setback Psychology

To solve the problem, we must recognize the root cause of the problem. In dealing with mass incidents, for the masses of benefit lost, the government departments should meet their reasonable and legitimate interest demands, apologize and make up for the deficiencies in the previous work, go deep into the grass-roots level, enter into the people's life and communicate actively, evaluate from all aspects, and put forward effective solutions. In view of unreasonable policies, we should adjust them in time and formulate policies of benefiting the people really. The satisfaction of most people's interest demands can eliminate their frustrations and disintegrate the collective cohesion in time. Letting the masses feel the warmth of the government, can immediately pull into the relationship between the cadres and the masses. The masses and government departments stand on the same front from the opposite side, which can make the event develop towards a good situation.

4.2 Distinguish the types of hazards, reduce the loss, and limit the risk-taking behavior

In the process of event handling, the types of hazards should be distinguished. And toward to the people with different purposes, different methods should be adopted flexibly to ensure the solemnity of the law, the seriousness of the institution and the fairness, rationality, and legality to the people. Let the hostile forces and saboteurs have no advantage to exploit, so as to limit the ordinary people to risk themselves and lead to a big mistake.

For individuals who are unreasonable, special personnel shall be specially assigned to take charge of them. On the premise that they have no major damage or serious attack, and no serious adverse effects or harm, through visits to their communities, village committees, friends, and relatives, we shall help them through various channels. If they are just greedy, they shall be clear about the stakes, visit and publicity policy for many times, and mobilize their relatives and friends to persuade together. If we are determined to do it all the time, we must take corresponding compulsory measures according to law so as to eliminate the risk-taking psychology and reduce the repeated risk of event deterioration.

As for the groups who take the fire to rob and make trouble, we should resolutely take necessary compulsory measures to deter them in time and pursue responsibility according to law. The necessary compulsory measures can greatly deter the participants, reduce the group promotion effect and individual risk-taking psychology, prevent the ordinary people from further going into the abyss of illegal crimes, and effectively prevent the events from getting out of control and ensure the safety of people's lives and property.

4.3 Recover Order to Prevent Event Regeneration, Correct Cognitive Deviation.

After the event, social order should be recovered in time to effectively alleviate social impact, and experience and lesson should be summarized. First of all, the behavior of the functional departments

of the government should be standardized. Party members and cadres should always bear in mind the original intention of the mission, truly serve the people wholeheartedly, follow the policies according to the law, correctly exercise their rights according to the law, timely resolve local problems and contradictions, boldly respond to practical difficulties, maintain the relationship between the cadres and the masses, and truly kill group events in the embryonic stage. Secondly, we need to improve the channels for the government and the people to appeal for their interests, establish an equal social communication system to collect and handle the people's expressions and demands for interests in a timely manner, so that the people's negative emotions can have a smooth outlet, and prevent the emotions from converging into hostile emotions, and then generate group events. At the same time, it is necessary to establish an early warning and emergency mechanism for immediate response. To timely guide and relieve the negative emotions of the masses and correct the cognitive bias in different periods can control the development of the situation in time when the group event begins. In addition, we should avoid provoking the masses and intensifying conflicts due to slow response or improper handling methods, leading to the occurrence of out of control phenomenon.

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