

The importance of being we

Psychology



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Judging an individual based on the 90% means being biased about the flaws of the person as there is already the aspect of trust and a strong belief in them that has developed and which one does not want to let go. This, therefore, means that if the person is to commit any flaw openly, not only will the trust have been shattered but the faith in relationships will have been negatively affected in the process. Strong trust and beliefs in the in-group will be hard to come by after that. It would also be detrimental when one has lived selectively and only been purely socializing with the members of the in-group simply because there is the 90% effect and belief of knowing them and hence of anything were to happen to break the belief, one would be totally alone and isolated from the rest especially the out-group (Brewer, 2007).