



CROWD PSYCHOLOGY AND PUBLIC ORDER EVENT MANAGEMENT: ANALYSIS OF COLLECTIVE BEHAVIOUR AND EFFECTIVE INTERVENTION STRATEGIES

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Abstract: The management of public order events is a complex task that requires a deep understanding of crowd psychology and effective intervention strategies. This paper provides an analysis of collective behaviour and the key factors that can influence the behaviour of crowds during public order events. It also explores the role of law enforcement agencies and other public authorities in managing public order events and the importance of effective communication strategies. The paper emphasizes the need for a multi-disciplinary approach that incorporates insights from psychology, sociology, and other social sciences in the development of effective strategies for public order management. It argues that a better understanding of the dynamics of collective behaviour can help law enforcement officers to prevent or manage potentially dangerous situations during public order events. Effective communication is another key aspect of public order management, and the paper highlights the importance of clear and respectful language in establishing a rapport with the crowd and reducing the risk of confrontations. It also emphasizes the need for cultural sensitivity in communication strategies, especially in multicultural societies where different groups may have different norms and values. Overall, the paper concludes that effective public order management requires a deep understanding of the psychology of crowds, effective communication strategies, and a multi-disciplinary approach that incorporates insights from various social sciences..

Key words: management, public order, crowd psychology, behaviour.

1. INTRODUCTION

Crowd psychology is a branch of social psychology that focuses on the study of the behaviour and psychology of individuals within a group or crowd. The term "crowd" refers to a group of people who are together in the same place and time and who can be influenced by the emotions and behaviours of others in the group.

Crowd psychology analyses how group members are influenced by social pressure, factors such as anonymity, and the behaviour of leaders.

This discipline focuses on how people change their behaviour and thinking depending on the group they are in, and can thus help to understand social phenomena such as mass wars, protests, and riots.

Crowd psychology is important not only for understanding collective behaviour in emergency situations, but also for helping to develop communication and leadership strategies that encourage positive and responsible behaviour within groups and communities.

Regarding the management of public order events, it involves planning and implementing security and intervention measures in case of emergency situations

such as protests or public demonstrations. In this context, it is important for authorities to understand collective behaviour and develop effective intervention strategies to maintain public order and minimize risks for participants and other citizens.

Collective behaviour analysis focuses on the study of how individuals behave in a group or crowd.

This may include analysing how people influence each other, how their behaviour changes based on the emotions of others in the group, and how leaders influence the behaviour of others.

Effective intervention strategies are based on these analyses and aim to manage collective behaviour in a way that minimizes risks and maintains public order.

These strategies can include negotiation tactics, tension de-escalation strategies, crowd dispersal, and use of force intervention when necessary.

It is important for these strategies to be applied with discernment and to take into account the specific context of the public order event in question, in order to achieve desired results and avoid escalation of violence or conflict.



2. CROWD PSYCHOLOGY

A crowd is a collection or grouping of people who are in the same place and can be influenced by the behaviour and emotions of others in the group. Crowds can be organized or spontaneous and can be composed of a variable number of people. Additionally, crowds can be formed in diverse contexts such as sporting events, concerts, protests or other public gatherings. The behaviour of crowds can be influenced by various factors such as social, cultural, psychological, and emotional factors, and can vary depending on the specific context of the gathering and the nature of the event.

The characteristics of a crowd can vary depending on the specific context of the gathering and the nature of the event. However, there are some common traits of a crowd, such as:

Anonymity: Crowd members may be anonymous or not individually identified.

Conformity: Crowd members tend to adopt similar behaviours and follow the actions of other group members.

Cohesion: The crowd may be cohesive and united, especially when its members share a common cause.

Limited communication: Communication within the crowd may be limited to signs, gestures, and other nonverbal forms of communication.

Strong emotions: Crowd members may experience strong emotions, such as anger, enthusiasm, or fear, that can influence their behaviour.

Rapid reactions: The crowd can react quickly to external stimuli, such as sounds or movements, and can adopt collective behaviours in real-time.

Potential for violence: In some situations, the crowd may become violent, causing material and/or physical damage.

These characteristics can be influenced by different factors, such as the size of the crowd, the context of the event, the nature of the cause, the presence of leaders or authorities, and other social and cultural factors.

2.1. Individual behaviour versus collective behaviour

Individual behaviour refers to the actions and reactions of a single individual, independent of other members of the group or community. Individual behaviour can be influenced by internal factors such as personality, past experiences, motives, and emotions, as well as external factors such as social environment, culture, and community values. Additionally, individual behaviour can be affected by the social context and the nature of interaction with other individuals within a group or community.

Collective behaviour, on the other hand, refers to the actions and reactions of a group or community of people who are interacting with each other.[1] It is characterized by a shared sense of identity and a common goal or purpose, which can lead to coordinated

actions or emotional responses. Collective behaviour can take many forms, such as protests, riots, social movements, or crowd events, and can be influenced by various internal and external factors, such as group norms, social influence, and situational factors. The study of collective behaviour is an interdisciplinary field that draws on theories and methods from sociology, psychology, anthropology, and communication studies, among others. Understanding collective behaviour is important for analysing social phenomena and for developing effective strategies for managing and responding to collective events. In contrast to individual behaviour, collective behaviour is often characterized by a sense of anonymity, reduced personal responsibility, and a greater susceptibility to influence by external factors such as group norms, crowd psychology, and the behaviour of other members in the group.

3. EXPLANATORY THEORIES AND MODELS OF CROWD BEHAVIOR

3.1 Social emergence theory

Social emergence theory is a theoretical framework used to explain collective behaviour in social groups or crowds. According to this theory, the collective behaviour of a group emerges from the interaction and communication between individuals in the group.[2] The behaviour of the group as a whole cannot be predicted or reduced to the behaviour of its individual members. Social emergence theory suggests that the collective behaviour of a group is the result of complex interactions between individuals, rather than the sum of their individual actions. This theory is often used to explain the behaviour of crowds, mobs, and social movements.

3.2 Social Identity Theory

Social Identity Theory (SIT) is a theory in social psychology that explains how individuals develop and maintain their social identities within groups.[3] This theory was developed in the 1970s by researchers Henri Tajfel and John Turner. According to the Social Identity Theory, individuals form their social identities by associating themselves with groups they feel connected to and by comparing themselves to other groups. This process of identification with a group can have several consequences, such as a sense of belonging, improved self-esteem, and the adoption of group values and behaviours. At the same time, this identification can also lead to greater discrimination towards other groups and increased rivalry between groups. The Social Identity Theory is relevant in the study of collective behaviour because it explains why people join groups and engage in common actions. Additionally, this theory can help understand the motivations and dynamics of protests and



other public gatherings related to social identity and the fight for rights and social justice.

3.3 *The Dynamic Interaction Model*

The Dynamic Interaction Model is a theoretical model that explains how members of a crowd change their behaviour during a collective event, such as a gathering or demonstration.[4]

The model focuses on the interaction between individuals and how this interaction affects collective behaviour. According to this model, collective behaviour is not only determined by individual

4. THE MANAGEMENT OF PUBLIC ORDER EVENTS

Managing public order events refers to the actions and strategies adopted by public authorities, such as the police and gendarmerie, to prevent and manage situations that could lead to disturbances of public order or violations of the law during public gatherings or other public events.[5] These events can be diverse, such as protests, political rallies, major sports events or concerts, and their management can be complicated and difficult, as both the civil rights and freedoms of citizens and the need to maintain public order and safety must be taken into account. The importance of managing public order events lies in the fact that they can have a significant impact on society and can affect the lives and property of citizens. Additionally, an event that is not properly managed can lead to property damage and loss of trust in public authorities. Therefore, it is important for public authorities to develop adequate strategies to prevent and manage crisis situations during public order events.

The process of managing public order events involves several stages, which may vary depending on the specific event and the authorities involved. Generally, these stages include:

- a) *Planning* - this stage involves risk assessment and the development of an action plan to prevent or manage any crisis situations.
- b) *Mobilization* - the public authorities responsible for managing the event mobilize the necessary forces to ensure public safety.
- c) *Surveillance and monitoring* - public authorities monitor the event to identify potential risk situations and to intervene promptly in case of incidents.
- d) *Communication* - communication with event participants is important to provide relevant information, make them aware of behavioural rules, and convey safety messages.
- e) *Intervention* - in case of risk situations, public authorities intervene to restore order and ensure public safety.
- f) *Evaluation* - after the event, public authorities carry out an evaluation to identify any issues that arose

behaviour but also by the interaction and communication between members of the crowd. This can lead to the emergence of collective phenomena, such as group polarization or a change in the direction of the crowd's action. The Dynamic Interaction Model is relevant in the study of collective behaviour because it helps to understand the dynamics and evolution of collective actions. It can also be useful in developing strategies for managing crowds and preventing situations of conflict or violence in public gatherings.

and to improve strategies for managing future public order events.

4.1 *Strategies and tactics used in managing public order events*

Strategies and tactics used in managing public order events can vary depending on the specific event, location, and context. Some commonly used strategies and tactics include: [6]

1. *Risk assessment and planning*: Before an event, public authorities assess potential risks and develop a plan of action to prevent or manage any crisis situations that may arise.
2. *Communication and engagement*: Effective communication with event organizers and participants is important to ensure a clear understanding of expectations and behaviour. Engaging with community leaders and groups can also help to build trust and promote cooperation.
3. *Crowd management*: Strategies for managing crowds may include creating barriers or cordons to control the movement of people, using crowd control techniques such as crowd psychology and communication, and employing trained personnel such as stewards or marshals.
4. *Use of force*: In situations where public safety is threatened, law enforcement agencies may use force to restore order. However, the use of force must be proportionate and necessary, and comply with legal and ethical standards.
5. *Arrest and detention*: If criminal activity is detected, police may make arrests and detain individuals suspected of committing offences. Procedures for arrest and detention must follow legal requirements and respect individual rights.

5. THE ROLE OF PSYCHOLOGY IN MANAGING PUBLIC ORDER EVENTS

Psychology plays an important role in the management of public order events, as it can provide insights into the behaviour of individuals and crowds and inform the development of effective strategies and



tactics for maintaining public order and safety.[7] One aspect of psychology that is particularly relevant to public order management is crowd psychology. Understanding how crowds behave, what factors can influence their behaviour, and how to prevent or manage potentially dangerous situations is essential for effective public order management. Psychology can also inform the development of communication strategies that are effective in calming tensions and preventing violence during public order events. For example, using language that is clear, calm, and respectful can help to establish a rapport with the crowd and reduce the risk of confrontations. In addition, psychology can play a role in the training of law enforcement officers and other public authorities responsible for managing public order events. By providing training on topics such as conflict resolution, de-escalation techniques, and cultural sensitivity, law enforcement officers can be better equipped to manage potentially volatile situations during public order events

6. CONCLUSIONS

In conclusion, effective management of public order events requires an understanding of crowd psychology and collective behaviour. Crowd psychology research can inform the development of effective intervention strategies that prioritize de-escalation and non-violent communication. Effective communication is essential in calming tensions and preventing violent outbreaks during public order events. It is important to establish a rapport with the crowd and use language that is clear, calm, and respectful to reduce the risk of confrontations. Law enforcement officers and other public authorities responsible for managing public order events can benefit from training on topics such as conflict resolution, de-escalation techniques, and cultural sensitivity. By providing such training, law enforcement officers can be better equipped to manage potentially volatile situations during public order events. Overall, a better understanding of crowd psychology and collective behaviour can lead to the development of effective intervention strategies that maintain public order and safety while respecting the rights and dignity of individuals and groups involved in the event.

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