

15. Groupthink

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"How could we have been so stupid?" President John F. Kennedy asked after he and a close group of advisers had blundered into the Bay of Pigs invasion. For the last two years I have been studying that question, as it applies not only to the Bay of Pigs decision-makers but also to those who led the United States into such other major fiascos as the failure to be prepared for the attack on Pearl Harbor, the Korean War stalemate and the escalation of the Vietnam War.

Stupidity certainly is not the explanation. The men who participated in making the Bay of Pigs decision, for instance, comprised one of the greatest arrays of intellectual talent in the history of American Government—Dean Rusk, Robert McNamara, Douglas Dillon, Robert Kennedy, McGeorge Bundy, Arthur Schlesinger Jr., Allen Dulles and others.

It also seemed to me that explanations were incomplete if they concentrated only on disturbances in the behavior of each individual within a decision-making body: temporary emotional states of elation, fear, or anger that reduce a man's mental efficiency, for example, or chronic blind spots arising from a man's social prejudices or idiosyncratic biases.

I preferred to broaden the picture by looking at the fiascos from the standpoint of group dynamics as it has been explored over the past three decades, first by the great social psychologist Kurt Lewin and later in many experimental situations by myself and other behavioral scientists. My conclusion after poring over hundreds of relevant documents—historical reports about formal group meetings and informal conversations among the members—is that the groups that committed the fiascos were victims of what I call "groupthink."

"GROUPY"

In each case study, I was surprised to discover the extent to which each group displayed the typical phenomena of social conformity that are regularly encountered in studies of group dynamics among ordinary citizens. For example, some of the phenomena appear to be completely in line with findings from social-psychological experiments showing that powerful social pressures are brought to bear by the members of a cohesive group whenever a dissident begins to voice his objections to a group consensus. Other phenomena are reminiscent of the shared illusions observed in encounter groups and friendship cliques when the members simultaneously reach a peak of "groupy" feelings. Above all, there are numerous indications pointing to the development of group norms that bolster morale at the expense of critical thinking. One of the most common norms appears to be that of remaining loyal to the group by sticking with the policies to which the group has already committed itself, even when those policies are obviously working out badly and have unintended consequences that disturb the conscience of each member. This is one of the key characteristics of groupthink.

1984

I use the term groupthink as a quick and easy way to refer to the mode of thinking that persons engage in when concurrence-seeking becomes so dominant in a cohesive

ingroup that it tends to override realistic appraisal of alternative courses of action. Groupthink is a term of the same order as the words in the newspeak vocabulary George Orwell used in his dismaying world of 1984. In that context, groupthink takes on an invidious connotation. Exactly such a connotation is intended, since the term refers to a deterioration in mental efficiency, reality testing and moral judgments as a result of group pressures.

The symptoms of groupthink arise when the members of decision-making groups become motivated to avoid being too harsh in their judgments of their leaders' or their colleagues' ideas. They adopt a soft line of criticism, even in their own thinking. At their meetings, all the members are amiable and seek complete concurrence on every important issue, with no bickering or conflict to spoil the cozy, "we-feeling" atmosphere.

KILL

Paradoxically, soft-headed groups are often hard-hearted when it comes to dealing with outgroups or enemies. They find it relatively easy to resort to dehumanizing solutions—they will readily authorize bombing attacks that kill large numbers of civilians in the name of the noble cause of persuading an unfriendly government to negotiate at the peace table. They are unlikely to pursue the more difficult and controversial issues that arise when alternatives to a harsh military solution come up for discussion. Nor are they inclined to raise ethical issues that carry the implication that *this fine group of ours, with its humanitarianism and its high-minded principles, might be capable of adopting a course of action that is inhumane and immoral*.

NORMS

There is evidence from a number of social-psychological studies that as the members of a group feel more accepted by the others, which is a central feature of increased group cohesiveness, they display less overt conformity to group norms. Thus we would expect that the more cohesive a group becomes, the less the members will feel constrained to censor what they say out of fear of being socially punished for antagonizing the leader or any of their fellow members.

In contrast, the groupthink type of conformity tends to increase as group cohesiveness increases. Groupthink involves nondeliberate suppression of critical thoughts as a result of internalization of the group's norms, which is quite different from deliberate suppression on the basis of external threats of social punishment. The more cohesive the group, the greater the inner compulsion on the part of each member to avoid creating disunity, which inclines him to believe in the soundness of whatever proposals are promoted by the leader or by a majority of the group's members.

In a cohesive group, the danger is not so much that each individual will fail to reveal his objections to what the others propose but that he will think the proposal is a good one, without attempting to carry out a careful, critical scrutiny of the pros and cons of the alternatives. When groupthink becomes dominant, there also is considerable suppression of deviant thoughts, but it takes the form of each person's deciding that his misgivings are not relevant and should be set aside, that the benefit of the doubt regarding any

lingering uncertainties should be given to the group consensus.

STRESS

I do not mean to imply that all cohesive groups necessarily suffer from groupthink. All ingroups may have a mild tendency toward groupthink, displaying one or another of the symptoms from time to time, but it need not be so dominant as to influence the quality of the group's final decision. Neither do I mean to imply that there is anything necessarily inefficient or harmful about group decisions in general. On the contrary, a group whose members have properly defined roles, with traditions concerning the procedures to follow in pursuing a critical inquiry, probably is capable of making better decisions than any individual group member working alone.

The problem is that the advantages of having decisions made by groups are often lost because of powerful psychological pressures that arise when the members work closely together, share the same set of values and, above all, face a crisis situation that puts everyone under intense stress.

The main principle of groupthink, which I offer in the spirit of Parkinson's Law, is this:

The more amiability and esprit de corps there is among the members of a policy-making ingroup, the greater the danger that independent critical thinking will be replaced by groupthink, which is likely to result in irrational and dehumanizing actions directed against outgroups.

SYMPTOMS

In my studies of high-level governmental decision-makers, both civilian and military, I have found eight main symptoms of groupthink.

1. INVULNERABILITY

Most or all of the members of the ingroup share an *illusion* of invulnerability that provides for them some degree of reassurance about obvious dangers and leads them to become over-optimistic and willing to take extraordinary risks. It also causes them to fail to respond to clear warnings of danger.

The Kennedy ingroup, which uncritically accepted the Central Intelligence Agency's disastrous Bay of Pigs plan, operated on the false assumption that (they could keep secret the fact that the United States was responsible for the invasion of Cuba. Even after news of the plan began to leak out, their belief remained unshaken. They failed even to consider the danger that awaited them: a worldwide revulsion against the U.S.

A similar attitude appeared among the members of President Lyndon B. Johnson's ingroup, the "Tuesday Cabinet," which kept escalating the Vietnam War despite repeated setbacks and failures. "There was a belief," Bill Moyers commented after he resigned, "that if we indicated a willingness to use our power, they [the North Vietnamese] would get the message and back away from an all-out confrontation. ... There was a confidence—it was never bragged about, it was just there—that when the chips were really down, the other people would fold."

A most poignant example of an illusion of invulnerability involves the in-group around Admiral H. E. Kimmel, which

failed to prepare for the possibility of a Japanese attack on Pearl Harbor despite repeated warnings. Informed by his intelligence chief that radio contact with Japanese aircraft carriers had been lost, Kimmel joked about it: "What, you don't know where the carriers are? Do you mean to say that they could be rounding Diamond Head (at Honolulu) and you wouldn't know it?" The carriers were in fact moving full-steam toward Kimmel's command post at the time. Laughing together about a danger signal, which labels it as a purely laughing matter, is a characteristic manifestation of groupthink.

2. RATIONALE

As we see, victims of groupthink ignore warnings; they also collectively construct rationalizations in order to discount warnings and other forms of negative feedback that, taken seriously, might lead the group members to reconsider their assumptions each time they recommit themselves to past decisions. Why did the Johnson ingroup avoid reconsidering its escalation policy when time and again the expectations on which they based their decisions turned out to be wrong? James C. Thompson, Jr., a Harvard historian who spent five years as an observing participant in both the State Department and the White House, tells us that the policymakers avoided critical discussion of their prior decisions and continually invented new rationalizations so that they could sincerely recommit themselves to defeating the North Vietnamese.

In the fall of 1964, before the bombing of North Vietnam began, some of the policymakers predicted that six weeks of air strikes would induce the North Vietnamese to seek peace talks. When someone asked, "What if they don't?" the answer was that another four weeks certainly would do the trick.

Later, after each setback, the ingroup agreed that by investing just a bit more effort (by stepping up the bomb tonnage

a bit, for instance), their course of action would prove to be right. *The Pentagon Papers* bear out these observations.

In *The Limits of Intervention*, Townsend Hoopes, who was acting Secretary of the Air Force under Johnson, says that Walt W. Rostow in particular showed a remarkable capacity for what has been called "instant rationalization." According to Hoopes, Rostow buttressed the group's optimism about being on the road to victory by culling selected scraps of evidence from news reports or, if necessary, by inventing "plausible" forecasts that had no basis in evidence at all.

Admiral Kimmel's group rationalized away their warnings, too. Right up to December 7, 1941, they convinced themselves that the Japanese would never dare attempt a full-scale surprise assault against Hawaii because Japan's leaders would realize that it would precipitate an all-out war which the United States would surely win. They made no attempt to look at the situation through the eyes of the Japanese leaders— another manifestation of groupthink.

3. MORALITY

Victims of groupthink believe unquestioningly in the inherent morality of their ingroup; this belief inclines the members to ignore the ethical or moral consequences of their decisions.

Evidence that this symptom is at work usually is of a negative

kind—the things that are left unsaid in group meetings. At least two influential persons had doubts about the morality of the Bay of Pigs adventure. One of them, Arthur Schlesinger Jr., presented his strong objections in a memorandum to President Kennedy and Secretary of State Rusk but suppressed them when he attended meetings of the Kennedy team. The other, Senator J. William Fulbright, was not a member of the group, but the President invited him to express his misgivings in a speech to the policymakers. However, when Fulbright finished speaking the President moved on to other agenda items without asking for reactions of the group.

David Kraslow and Stuart H. Loory, in *The Secret Search for Peace in Vietnam*, report that during 1966 President Johnson's ingroup was concerned primarily with selecting bomb targets in North Vietnam. They based their selections on four factors—the military advantage, the risk to American aircraft and pilots, the danger of forcing other countries into the fighting, and the danger of heavy civilian casualties. At their regular Tuesday luncheons, they weighed these factors the way school teachers grade examination papers, averaging them out. Though evidence on this point is scant, I suspect that the group's ritualistic adherence to a standardized procedure induced the members to feel morally justified in their destructive way of dealing with the Vietnamese people—after all, the danger of heavy civilian casualties from U.S. air strikes was taken into account on their checklists.

4. STEREOTYPES

Victims of groupthink hold stereotyped views of the leaders of enemy groups: they are so evil that genuine attempts at negotiating differences with them are unwarranted, or they are too weak or too stupid to deal effectively with whatever attempts the ingroup makes to defeat their purposes, no matter how risky the attempts are.

Kennedy's groupthinkers believed that Premier Fidel Castro's air force was so ineffectual that obsolete B-26s could knock it out completely in a surprise attack before the invasion began. They also believed that Castro's army was so weak that a small Cuban-exile brigade could establish a well-protected beachhead at the Bay of Pigs. In addition, they believed that Castro was not smart enough to put down any possible internal uprisings in support of the exiles. They were wrong on all three assumptions. Though much of the blame was attributable to faulty intelligence, the point is that none of Kennedy's advisers even questioned the CIA planners about these assumptions.

The Johnson advisers' sloganistic thinking about "the Communist apparatus" that was "working all around the world" (as Dean Rusk put it) led them to overlook the powerful nationalistic strivings of the North Vietnamese government and its efforts to ward off Chinese domination. The crudest of all stereotypes used by Johnson's inner circle to justify their policies was the domino theory ("If we don't stop the Reds in South Vietnam, tomorrow they will be in Hawaii and next week they will be in San Francisco," Johnson once said). The group so firmly accepted this stereotype that it became almost impossible for any adviser to introduce a more sophisticated viewpoint.

In the documents on Pearl Harbor, it is clear to see that the Navy commanders stationed in Hawaii had a naive image of Japan as a midget that would not dare to strike a blow

against a powerful giant.

5. PRESSURE

Victims of groupthink apply direct pressure to any individual who momentarily expresses doubts about any of the group's shared illusions or who questions the validity of the arguments supporting a policy alternative favored by the majority. This gambit reinforces the concurrence-seeking norm that loyal members are expected to maintain.

President Kennedy probably was more active than anyone else in raising skeptical questions during the Bay of Pigs meetings, and yet he seems to have encouraged the group's docile, uncritical acceptance of defective arguments in favor of the CIA's plan. At every meeting, he allowed the CIA representatives to dominate the discussion. He permitted them to give their immediate refutations in response to each tentative doubt that one of the others expressed, instead of asking whether anyone shared the doubt or wanted to pursue the implications of the new worrisome issue that had just been raised. And at the most crucial meeting, when he was calling on each member to give his vote for or against the plan, he did not call on Arthur Schlesinger, the one man there who was known by the President to have serious misgivings.

Historian Thomson informs us that whenever a member of Johnson's ingroup began to express doubts, the group used subtle social pressures to "domesticate" him. To start with, the dissenter was made to feel at home, provided that he lived up to two restrictions: 1) that he did not voice his doubts to outsiders, which would play into the hands of the opposition; and 2) that he kept his criticisms within the bounds of acceptable deviation, which meant not challenging any of the fundamental assumptions that went into the group's prior commitments. One such "domesticated dissenter" was Bill Moyers. When Moyers arrived at a meeting, Thomson tells us, the President greeted him with, "Well, here comes Mr. Stop-the-Bombing."

6. SELF-CENSORSHIP

Victims of groupthink avoid deviating from what appears to be group consensus; they keep silent about their misgivings and even minimize to themselves the importance of their doubts.

As we have seen, Schlesinger was not at all hesitant about presenting his strong objections to the Bay of Pigs plan in a memorandum to the President and the Secretary of State. But he became keenly aware of his tendency to suppress objections at the White House meetings. "In the months after the Bay of Pigs I bitterly reproached myself for having kept so silent during those crucial discussions in the cabinet room," Schlesinger writes in *A Thousand Days*. "I can only explain my failure to do more than raise a few timid questions by reporting that one's impulse to blow the whistle on this nonsense was simply undone by the circumstances of the discussion."

7. UNANIMITY

Victims of groupthink share an *illusion* of unanimity within the group concerning almost all judgments expressed by members who speak in favor of the majority view. This symptom results partly from the preceding one, whose effects are augmented by the false assumption that any

individual who remains silent during any part of the discussion is in full accord with what the others are saying.

When a group of persons who respect each other's opinions arrives at a unanimous view, each member is likely to feel that the belief must be true. This reliance on consensual validation within the group tends to replace individual critical thinking and reality testing unless there are clear-cut disagreements among the members. In contemplating a course of action such as the invasion of Cuba, it is painful for the members to confront disagreements within their group, particularly if it becomes apparent that there are widely divergent views about whether the preferred course of action is too risky to undertake at all. Such disagreements are likely to arouse anxieties about making a serious error. Once the sense of unanimity is shattered, the members no longer can feel complacently confident about the decision they are inclined to make. Each man must then face the annoying realization that there are troublesome uncertainties and he must diligently seek out the best information he can get in order to decide for himself exactly how serious the risks might be. This is one of the unpleasant consequences of being in a group of hard-headed, critical thinkers.

To avoid such an unpleasant state, the members often become inclined, without quite realizing it, to prevent latent disagreements from surfacing when they are about to initiate a risky course of action. The group leader and the

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members support each other in playing up the areas of convergence in their thinking, at the expense of fully exploring divergencies that might reveal unsettled issues.

"Our meetings took place in a curious atmosphere of assumed consensus," Schlesinger writes. His additional comments clearly show that, curiously, the consensus was an illusion—an illusion that could be maintained only because the major participants did not reveal their own reasoning or discuss their idiosyncratic assumptions and vague reservations. Evidence from several sources makes it clear that even the three principals—President Kennedy, Rusk and McNamara—had widely differing assumptions about the invasion plan.

8. MINDGUARDS

Victims of groupthink sometimes appoint themselves as mindguards to protect the leader and fellow members from adverse information that might break the complacency they shared about the effectiveness and morality of past decisions. At a large birthday party for his wife, Attorney General Robert F. Kennedy, who had been constantly informed about the Cuban invasion plan, took Schlesinger aside and asked him why he was opposed. Kennedy listened coldly and said, "You may be right or you may be wrong, but the President has made his mind up. Don't push it any further. Now is the time for everyone to help him all they can."

Rusk also functioned as a highly effective mindguard by failing to transmit to the group the strong objections of three "outsiders" who had learned of the invasion plan—Undersecretary of State Chester Bowles, USIA Director

Edward R. Murrow, and Rusk's intelligence chief, Roger Hilsman. Had Rusk done so, their warnings might have reinforced Schlesinger's memorandum and jolted some of Kennedy's ingroup, if not the President himself, into reconsidering the decision.

PRODUCTS

When a group of executives frequently displays most or all of these interrelated symptoms, a detailed study of their deliberations is likely to reveal a number of immediate consequences. These consequences are, in effect, products of poor decision-making practices because they lead to inadequate solutions to the problems under discussion.

First, the group limits its discussions to a few alternative courses of action (often only two) without an initial survey of all the alternatives that might be worthy of consideration."

Second, the group fails to reexamine the course of action initially preferred by the majority after they learn of risks and drawbacks they had not considered originally.

Third, the members spend little or no time discussing whether there are no obvious gains they may have overlooked or ways of reducing the seemingly prohibitive costs that made rejected alternatives appear undesirable to them.

Fourth, members make little or no attempt to obtain information from experts within their own organizations who might be able to supply more precise estimates of potential losses and gains.

Fifth, members show positive interest in facts and opinions that support their preferred policy; they tend to ignore facts and opinions that do not.

Sixth, members spend little time deliberating about how the chosen policy might be hindered by bureaucratic inertia, sabotaged by political opponents, or temporarily derailed by common accidents. Consequently, they fail to work out contingency plans to cope with foreseeable setbacks that could endanger the overall success of their chosen course.

SUPPORT

The search for an explanation of why groupthink occurs has led me through a quagmire of complicated theoretical issues in the murky area of human motivation. My belief, based on recent social psychological research, is that we can best understand the various symptoms of groupthink as a mutual effort among the group members to maintain self-esteem and emotional equanimity by providing social support to each other, especially at times when they share responsibility for making vital decisions.

Even when no important decision is pending, the typical administrator will begin to doubt the wisdom and morality of his past decisions each time he receives information about setbacks, particularly if the information is accompanied by negative feedback from prominent men who originally had been his supporters. It should not be surprising, therefore, to find that individual members strive to develop unanimity and *esprit de corps* that will help bolster each other's morale, to create an optimistic outlook about the success of pending decisions, and to reaffirm the positive value of past policies to which all of them are committed.

PRIDE

Shared illusions of invulnerability, for example, can reduce anxiety about taking risks. Rationalizations help members believe that the risks are really not so bad after all. The assumption of inherent morality helps the members to avoid feelings of shame or guilt. Negative stereotypes function as stress-reducing devices to enhance a sense of moral righteousness as well as pride in a lofty mission.

The mutual enhancement of self-esteem and morale may have functional value in enabling the members to maintain their capacity to take action, but it has maladaptive consequences insofar as concurrence-seeking tendencies interfere with critical, rational capacities and lead to serious errors of judgment.

While I have limited my study to decision-making bodies in Government, groupthink symptoms appear in business, industry and any other field where small, cohesive groups make the decisions. It is vital, then, for all sorts of people—and especially group leaders—to know what steps they can take to prevent groupthink.

REMEDIES

To counterpoint my case studies of the major fiascos, I have also investigated two highly successful group enterprises, the formulation of the Marshall Plan in the Truman Administration and the handling of the Cuban missile crisis by President Kennedy and his advisers. I have found it instructive to examine the steps Kennedy took to change his group's decision-making processes. These changes ensured that the mistakes made by his Bay of Pigs ingroup were not repeated by the missile-crisis ingroup, even though the membership of both groups was essentially the same.

The following recommendations for preventing groupthink incorporate many of the good practices I discovered to be characteristic of the Marshall Plan and missile-crisis groups:

- 1) The leader of a policy-forming group should assign the role of critical evaluator to each member, encouraging the group to give high priority to open airing of objections and doubts. This practice needs to be reinforced by the leader's acceptance of criticism of his own judgments in order to discourage members from soft-pedaling their disagreements and from allowing their striving for concurrence to inhibit critical thinking.
- 2) When the key members of a hierarchy assign a policy-planning mission to any group within their organization, they should adopt an impartial stance instead of stating preferences and expectations at the beginning. This will encourage open inquiry and impartial probing of a wide range of policy alternatives.
- 3) The organization routinely should set up several outside policy-planning and evaluation groups to work on the same policy question, each deliberating under a different leader. This can prevent the insulation of an ingroup.
- 4) At intervals before the group reaches a final consensus, the leader should require each member to discuss the group's deliberations with

associates in his own unit of the organization—assuming that those associates can be trusted to adhere to the same security regulations that govern the policy-makers—and then to report back their reactions to the group.

- 5) The group should invite one or more outside experts to each meeting on a staggered basis and encourage the experts to challenge the views of the core members.
- 6) At every general meeting of the group, whenever the agenda calls for an evaluation of policy alternatives, at least one member should play devil's advocate, functioning as a good lawyer in challenging the testimony of those who advocate the majority position.
- 7) Whenever the policy issue involves relations with a rival nation or organization, the group should devote a sizable block of time, perhaps an entire session, to a survey of all warning signals from the rivals and should write alternative scenarios on the rivals' intentions.
- 8) When the group is surveying policy alternatives for feasibility and effectiveness, it should from time to time divide into two or more subgroups to meet separately under different chairmen, and then come back together to hammer out differences.
- 9) After reaching a preliminary consensus about what seems to be the best policy, the group should hold a "second-chance" meeting at which every member expresses as vividly as he can all his residual doubts, and rethinks the entire issue before making a definitive choice.

HOW

These recommendations have their disadvantages. To encourage the open airing of objections, for instance, might lead to prolonged and costly debates when a rapidly growing crisis requires immediate solution. It also could cause rejection, depression and anger. A leader's failure to set a norm might create cleavage between leader and members that could develop into a disruptive power struggle if the leader looks on the emerging consensus as anathema. Setting up outside evaluation groups might increase the risk of security leakage. Still, inventive executives who know their way around the organizational maze probably can figure out how to apply one or another of the prescriptions successfully, without harmful side effects.

They also could benefit from the advice of outside experts in the administrative and behavioral sciences. Though these experts have much to offer, they have had few chances to work on policy-making machinery within large organizations. As matters now stand, executives innovate only when they need new procedures to avoid repeating serious errors that have deflated their self-images.

In this era of atomic warheads, urban disorganization and ecocatastrophes, it seems to me that policymakers should collaborate with behavioral scientists and give top priority to preventing groupthink and its attendant fiascos.