Report Documentation Page			Form Approved OMB No. 0704-0188	
Public reporting burden for the collection of information is estimated maintaining the data needed, and completing and reviewing the collectincluding suggestions for reducing this burden, to Washington Headqu VA 22202-4302. Respondents should be aware that notwithstanding a does not display a currently valid OMB control number.	tion of information. Send comments regardanters Services, Directorate for Informati	rding this burden estimate or on Operations and Reports,	r any other aspect of th 1215 Jefferson Davis I	is collection of information, Highway, Suite 1204, Arlington
1. REPORT DATE 26 MAY 2011	2. REPORT TYPE Conference Poster Pr	esentation	3. DATES COVE 00-00-2008	RED B to 00-00-2011
4. TITLE AND SUBTITLE		5a. CONTRACT NUMBER		
Lewin's Field Theory in Crowd Behavior Experimentation. Presented at the 23rd annual convention of the Association for Psychological Science, May 26-29, 2011, Washington, D.C.			5b. GRANT NUMBER	
			5c. PROGRAM ELEMENT NUMBER	
6. AUTHOR(S) Gordon Cooke; Elizabeth Mezzacappa; Charles Sheridan; Robert DeMarco; Kevin Tevis			5d. PROJECT NUMBER	
			5e. TASK NUMBER	
Demaico, actin 1015		5f. WORK UNIT NUMBER		
7. PERFORMING ORGANIZATION NAME(S) AND ADDRESS(ES) Army, ARDEC, Target Behavioral Response Laboratory,RDAR-EIQ-SD,Building 3518,Picatinny Arsenal,NJ,07806-5000			8. PERFORMING REPORT NUMB	G ORGANIZATION ER
9. SPONSORING/MONITORING AGENCY NAME(S) AND ADDRESS(ES)			10. SPONSOR/MONITOR'S ACRONYM(S)	
			11. SPONSOR/M NUMBER(S)	ONITOR'S REPORT
12. DISTRIBUTION/AVAILABILITY STATEMENT Approved for public release; distribut	ion unlimited			
13. SUPPLEMENTARY NOTES The other authors are Kenneth Short,	Gladstone Reid, Nasir	Jaffery, and Jo	ohn Riedener	r.
14. ABSTRACT The conceptual framework of our crowwill give an overview of how field theo test hypotheses based on the fundamentensions toward regions.	ry methods are used. I	Experiments an	d laboratorie	es are configured to
15. SUBJECT TERMS Field Theory, Lewin, locomotion, goal valence, human behavior, human experience, vector field region, Target Be	erimentation, non-letha	d weapons, cro	,	, <u>-</u> ,
16. SECURITY CLASSIFICATION OF:		17. LIMITATION OF ABSTRACT	18. NUMBER OF PAGES	19a. NAME OF RESPONSIBLE PERSON

c. THIS PAGE

unclassified

a. REPORT

unclassified

b. ABSTRACT

unclassified

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LEWIN'S FIELD THEORY IN CROWD BEHAVIOR EXPERIMENTATION

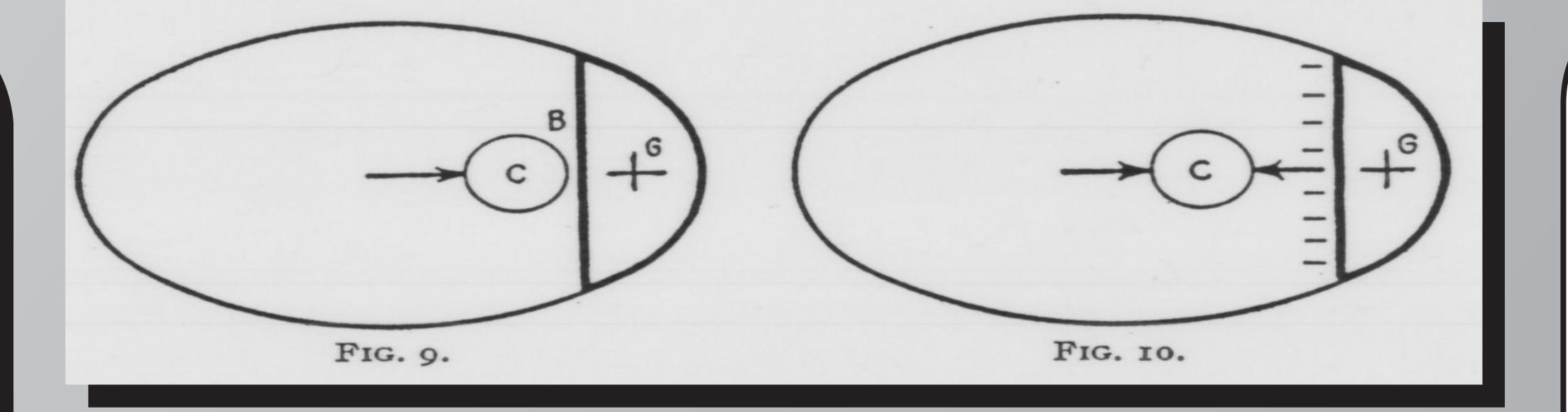
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Nasir Jaffery, John Riedener

Target Behavioral Response Laboratory

Brief Abstract

The conceptual framework of our crowd behavior research is Lewinian Field Theory. This second poster will give an overview of how field theory methods are used. Experiments and laboratories are configured to test hypotheses based on the fundamental concepts of goal regions and valenced psychological forces and tensions toward regions.

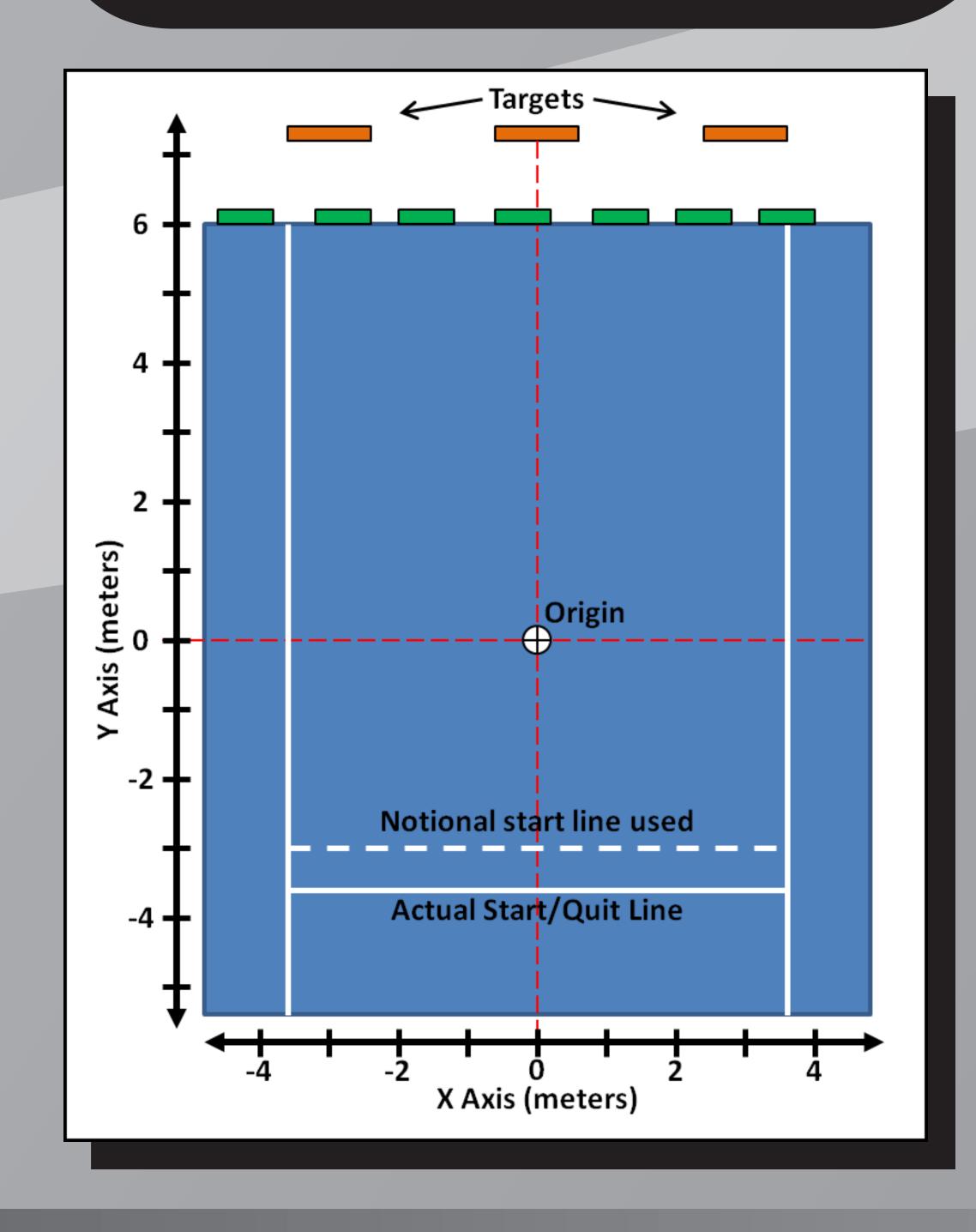


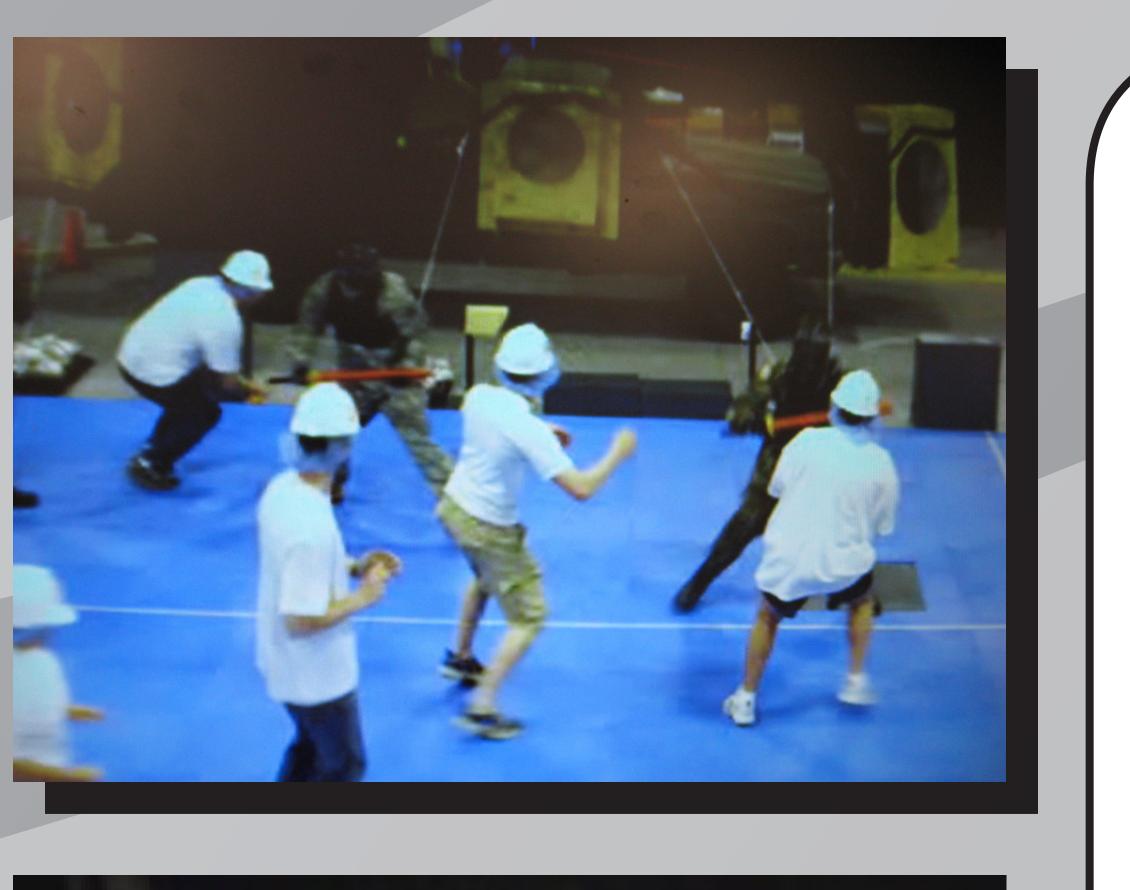


- Lewin conceptualized goal regions as having positive and negative valences. People locomote towards "positive-valence regions" and locomote away from "negative-valence goal regions".
- These valenced goal regions give rise to psychological tensions, psychological forces, and then locomotion.
- People are attracted to positive valence goal regions and thus attempt to move toward such regions.
 Conversely people are repulsed from negative valence goal regions and thus attempt to move away from such regions.
- Field theory makes this conceptual orientation useful in terms of predicting how non-lethal weapons move crowds.

Experimental Design

Groups of 12-19 individuals.
Controlled motivations
toward goal and away from
control force with money.









- The concepts of attraction and repulsion allow for the use of standard methods for vector analysis from engineering and physics.
- These vector field regions can be used to render forces arising from positive and negative valence goal regions as fields of attraction and fields for repulsion graphically.
- We can use these vector methods in comparing effectiveness of non-lethal weapons in that we can compare the recorded negative repulsive forces arising from the Soldier wielding the measured negative force filed.
- The stronger the measure negative force field the more effective the weapon.

