Some claim that the answer is simple: Talking about others is so enjoyable and important that the only

few problems and limitations of others?

marriage in their absence. While leads people to violate their own rules and the rules of society to


This latter variety of talk—malicious or derogatory conversations about peers, old friends, family

At least 60% of adult conversations are about people who are not present (Emen, 1999; Lewis & Ankele, 1985).

healthy social functioning?

rejection in the context of overt social comparisons, gossip is purposeful and, perhaps, necessary for

relationships all contribute to making gossip possible. Finally, the morality of gossip is considered, especially in

studies of social comparison, researchers ask for equal or more research into the nature of gossip and its

and all others, for whose interests and concerns are not included in the conversation. To combat this

Heatherton’s account of gossip is applied to a number of people in society, researchers turn their

The central thesis of this article is that all gossip involves social comparison. Research on social

Abstract


A Social Comparison Account of Gossip

Social Comparison and Gossip

Social comparison theory, the backbone of our view of gossip, is a powerful tool for understanding the dynamics of social interaction. At its core, the theory posits that individuals compare themselves with others to assess their own standing and to derive social value. This process is integral to our understanding of social behavior, as it helps shape our perceptions of self-worth and social status.

Social comparison theory was articulated by Leon Festinger in 1954, with his seminal work, "A Theory of Social Comparison Processes." The theory posits that people are naturally inclined to compare themselves with others to gain a sense of self-worth and to understand their place in society. This comparison is often influenced by perceived similarities and differences, which can lead to either positive or negative outcomes.

In contrast, gossip is often seen as a form of self-enhancement, where individuals seek to elevate their own status by disclosing information about others. This process is not only a means of social comparison but also a way to assert power and influence within social contexts. Gossip can serve as a tool for both positive and negative reinforcement, depending on the context in which it is shared.

The central thesis of this article is that gossip involves social comparison, support for this claim is provided through a review of relevant literature. The article also discusses the role of gossip in shaping social norms and the influence it can have on individuals within social groups.

In conclusion, the integration of social comparison theory and the dynamics of gossip provides a deeper understanding of human behavior and the complexities of social interaction. By recognizing the role of gossip in society, we can better understand the mechanisms that shape our interactions and the potential impacts of this behavior on social dynamics.

The article concludes with a call for further research into the multifaceted nature of gossip, including its role in shaping social norms and the influence it has on individual and group dynamics. Through continued exploration of these topics, we can gain a deeper understanding of the complex interplay between social comparison and gossip.
mortality may explain why it tends to be more negative, especially among younger people (Gottman & Markman).

Impressions may be taken as more morally instructive than those of others. Gossip as a teaching function of morals is recognized in many societies (Kohn, 1983). Thus, people... 

By listening to peers gossip, one can learn valuable lessons about how to behave or, more commonly, way to find one's... 

In a parallel way, there are many people with whom one could compete one's self. The choice of... 

Social comparisons with similar others...
Making critical evaluation is also a way of presenting oneself as smarter (Amerling, 1983). Thus, the motive
going to self-present—to project an image to others—may explain some overcriticism. At the same time,
Makinson used as a kind of space to articulate more group and intersubjective to keep the conversation
Although critical evaluation is popular (Bergmann, 1989; Bergmann, 1993; Smith & Silver, 1992; G. Taylor,
Marketing matters just as much in the defense of the public interest as in the self-esteem
When comparisons with similar others are made in gossip, it is most likely to be self-enhancing. Unlike some
Sometimes comparisons with peers produce unsettling results (Tesser, 1987). According to these
Gossiping about peers is also an opportunity to learn through comparison, but allows for these
Research on gossip circles (Eden & Pfeifer, 1997; Houtz & Lidbrink, 1994) reveals that
contradicting goes on in gossip circles (Eden & Pfeifer, 1997; Houtz & Lidbrink, 1994). However, these
course, the need to feedback is already present. In reality, there is evidence that very little
One’s own reactions to help make sense of things or to get a position on an issue (Silverman, 1984; Silverman, 1989).
When people are interested in self-improvement, they tend to compare themselves with people whom they perceive to be better in some way than themselves. (Givens, 1999; Givens & Givens, 1997.) However, this type of comparison is less common in everyday life, and when it does occur, it is often a negative experience. (Givens, 1999; Givens & Givens, 1997.) The reasons for this are complex, but one factor is that people are more likely to seek out comparisons with others whom they consider to be less skilled in a particular domain than themselves. (Givens, 1999; Givens & Givens, 1997.) These comparisons are a way to establish one's own abilities and to feel better about one's own achievements. (Givens, 1999; Givens & Givens, 1997.)

Another emotion that can arise from downward comparisons is regret, as people may feel that they could have done better or that they could have been more successful. (Givens, 1999; Givens & Givens, 1997.) These emotions can be heightened when people compare themselves with others whom they perceive to be more successful or more skilled. (Givens, 1999; Givens & Givens, 1997.)

In general, people are more likely to experience negative feelings of pride when they are exposed to upward comparisons. (Givens, 1999; Givens & Givens, 1997.) These comparisons can be especially powerful because they highlight the gap between one's own abilities and those of others, and they can lead to feelings of inadequacy and self-doubt. (Givens, 1999; Givens & Givens, 1997.)
Jealousy primes subjects as instruments of negative gossip.

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Jealousy (Sternberg, 1988) is a common source of envy and jealousy is romantic relationships in which there exists a perceived real

A common source of envy and jealousy is romantic relationships in which there exists a perceived real

Jealousy is similar to envy; jealousy may need to be expressed indirectly, which makes both envy and jealousy susceptible to social norms. Either case is subjective to the self and undetectable to others. Whatever the real is in possession of something desired (any), because the real is positioned to take away these emotions, the individual must recognize that the events to be described by a real, either because embarrassment of possession/rejection or advantage (Sternberg & Rodin, 1994; Sternberg & Rodin, 1987). Although embarrassment of possession/rejection or advantage is frequently emotional, and envy and jealousy are frequent emotional feelings of others. To feel embarrassed about the compression emotion, some feel that embarrassment is felt by the self. To feel embarrassed about the compression emotion, some feel that embarrassment is felt by the self.

Envy makes us feel inferior, and the sense of being inferior is felt by the self. To feel embarrassed about the compression emotion, some feel that embarrassment is felt by the self. To feel embarrassed about the compression emotion, some feel that embarrassment is felt by the self.

Another emotion that can result from an upward comparison is envy (Sternberg & Rodin, 1994). Unlike embarrassment, envy is felt by the self. To feel embarrassed about the compression emotion, some feel that embarrassment is felt by the self. To feel embarrassed about the compression emotion, some feel that embarrassment is felt by the self.

What more, jealousy can lead to embarrassment when the inferiority position is not liked or is

embarrassment may be especially disabling. From this mixture, millions of gossip may flow.

There is research on feelings of embarrassment caused by an inferior situation (Stangor, 2000). Thus, public airing of feelings

of embarrassment may be especially disabling. From this mixture, millions of gossip may flow.

What other reasons may lead to gossip about higher-ups being neglected? One possibility is that many

similar to the case of comparisons with similar others. There is nothing inherently negative about

information about them without the embarrassment to those selves of a face-to-face comparison (Sternberg & Rodin, 1994).
It is often said that gossip is a necessary part of human nature, allowing people to share information and spread news. However, recent studies have shown that gossip can also have negative consequences, such as spreading rumors and creating a toxic work environment. In one study, researchers found that gossip is often used as a form of social control, with individuals gossiping about others to assert their own power and influence. Another study suggests that gossip can lead to increased levels of anxiety and depression, as individuals engage in negative self-talk and compare themselves to others. These findings highlight the importance of understanding the role that gossip plays in our lives, and the need for individuals to be mindful of their own gossiping behaviors.
Restoration of the group's norms through gossip appears to increase when the group is threatened from within (Goffman, 1955). Anthropological studies of societies threatened by a larger, more powerful or dominant society have pointed to rampant gossip within the threatened society. One study of the Macaw Indian tribe in Brazil revealed that gossip is a common occurrence in such communities, a community surrounded by the increasingly dominant and influential American culture (Cook, 1953, cited in Goffman, 1955). Similarly, in the case of the Welsh farming town threatened by the increasing activities of unscrupulous traders, the amount of gossip was more or less than that of the villagers (Frankenberg, 1957). This may also be true in other communities, so it is impossible to say whether the amount of gossip was more or less than that of the villagers (Frankenberg, 1957). Unfortunately, these studies involved only short-term observations of the villagers, not a long-term study of the villagers.

In addition to the positive influence of gossip on the group's norms, there are also negative influences on the group's norms. For example, gossip may also be provided by individuals who are not part of the group (e.g., a relative or a friend). This may be the case when the gossip is provided by an individual who is not part of the group and who may not have the same interests or values as the group members. This may lead to a breakdown in the group's norms and the group may lose its ability to function effectively.

Temporary forms of relief from oppression may also be provided by gossip. However, gossip seems to be most effective when the group is threatened from without (Goffman, 1955). This is because gossip is a way for group members to express their feelings and opinions, and to maintain their sense of identity and community. In addition, gossip may also be a way for group members to promote the group's norms and values, and to encourage the group to maintain its identity and community.
These constructed social comparisons can be analogous to our daily experiences of clustering of tendencies that we observe in a way that helps us make judgments. The tendency to group and form clusters based on our observations is often a result of our social comparisons.

Constructing Social Comparisons

of another type of comparison: constructed social comparison

regardless, comparisons can lead to images of people whom we may not actually exist. This brings us to the discussion

that leads to images of people whom we may not actually exist. This brings us to the discussion

of another type of comparison: constructed social comparison.

Gossip is a powerful tool in constructing social comparisons. It allows us to form beliefs about people and their characteristics without actually knowing them. Gossip is often used to create and maintain these beliefs, and it can be a powerful force in shaping our perceptions of others.

This is similar to another phenomenon emerging from group discussion: group polarization. After an issue has been discussed among a group, individuals’ judgments become more extreme (Sherif & Sherif, 1967). As

Another phenomenon that has been observed in group discussion is the tendency of individuals to follow the majority view. When a group reaches a consensus, individuals may feel a sense of pressure to conform to the group's standards and beliefs. This can lead to a lack of critical thinking and the suppression of alternative viewpoints.

The tendency to follow the majority view is also evident in our daily lives. We often find ourselves conforming to the opinions of others, even if we disagree with them. This can be a result of social pressure and the desire to be accepted by others. However, it is important to remember that our own viewpoints are valuable and should be considered when making decisions.

In summary, gossip and group discussion can both have significant impacts on our beliefs and behaviors. It is important to be aware of these influences and to critically evaluate the information we receive.
Emotional Compassion

Image: In the Wysocki et al. study, gossip was found to play a significant role in understanding the perspective of others. The researchers suggested that gossip is a form of emotional communication that helps individuals to understand and empathize with others.

Community members are likely to gossip when they feel that others are taking advantage of them or when they feel that others are not being fair. In such situations, gossip can serve as a form of emotional support for the network members. For example, gossip can serve as a way of expressing frustration or dissatisfaction with the behavior of others. In this way, gossip can be seen as a form of emotional regulation, helping members of the community to cope with difficult social situations.

In the Wysocki et al. study, gossip was found to be a effective way of understanding the perspective of others. The researchers suggested that gossip can serve as a form of emotional communication that helps individuals to understand and empathize with others. In this way, gossip can be seen as a form of emotional regulation, helping members of the community to cope with difficult social situations.

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Student behavior (Gibson & Pulkkinen, 1995).

Ambiguities occur at the decision to neglect the presence of nursery transmission, especially when

Ambiguous or uncertain situations also appear to heighten rates of nursery transmission, especially when

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Empirical evidence for the role of anxiety in nursery transmission has been supported by a few experiments.

Evidence for this comes from research on closely related conditions during wartime, suggesting that nursery transmission may be relied on as a source of emotional comparison information during anxious or uncertain

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trigger is powerlessness. Those who are disenfranchised from formal modes of influence and
trigger are powerlessness. The fact that power is a highly valued status in society, and those who
power are powerless to influence decisions that affect their lives, is a significant factor in
triggering negative gossip. Negative gossip may spread quickly through networks of influence
and power, and once it becomes established, it can be difficult to stop.

A second trigger is suspicion ofTypeId. Feelings of envy and jealousy can be exacerbated in
individuals who are suspicious or feel that their information is being misrepresented or
maligned. This can lead to negative gossip, where people feel that they are not being
trusted or respected.

Social comparisons are motivated by the desire for self-evaluation, to improve their social
status, and to compare themselves to others. These comparisons can be positive or negative,
depending on the context.

Summary of Social Comparisons and Gossip

In an attempt to know more about the personalities with which they must grapple to complete their
tasks, social comparison occurs. By comparing ourselves to others, we can gain information
about the quality of our opinions and abilities. This, in turn, can lead to the development of
negative gossip. Gossip can be both good and bad, and it is important to be aware of its
impact on social dynamics.

Social comparisons are motivated by the desire for self-evaluation, to improve their social
status, and to compare themselves to others. These comparisons can be positive or negative,
depending on the context.

Workers who are cut off from information that affects their performance may be more likely
to engage in negative gossip, as they feel that they are not being treated fairly or
equitably. Gossip can also be used to build coalitions or打架 against perceived injustices.

Other ways to manage gossip include setting clear boundaries and encouraging open
communication. It is important to address gossip early on, as it can escalate quickly and
damage relationships.
Conclusion

There are weaknesses for the inside scoop.

in other as they say it, there are distractions. For one, there is no one is full command of his or her social world. We all encounter situations where our reactions, our worth, or our needs are not evident to others. Where do we go if we are not responding to their needs for social information? We go to the next best thing, which is to try and reflect on our own needs.

Another reason individuals may feel that gossip is wrong is that it conflicts with the informational purpose of social communication. People need social information, and they obtain it through gossip. When we are individuals trust, we feel that gossip is wrong.

Gossip is a way to get stories out of thin air. It is a way to tell people what they want to hear. It is a way to make people feel good about themselves.

First, why would communities be harmed by gossip? We have argued that all gossip involves social relations. It is not just a way to get information, but also a way to control others. People use gossip as a way to control others, and it is a way to make others feel bad about themselves.

Second, what moral offense is committed when we talk about others behind their back? To answer this, we need to understand that gossip is not just a way to control others, but also a way to control ourselves. Gossip can be used as a way to control our own behavior, and it can be used as a way to control others.

Morality and Gossip

Gossip.

The text continues...
References

attitudinal processes, and many other psychological phenomena.

so a promising avenue for studying social comparison...socio...and group

and further, we believe that gossip is overlooked by psychologists, both in the emerging social

psychologists to include gossip in their research and their theories. Few have answered the

possession of a "ripple" (Barnes 1976) also suggests that, in a given context, the

The early days of social psychology saw serious commentaries on the role of gossip in the

judgments of those whom they gossip about in the long term and in the short term.

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The third point is an obvious one: Gossip is social psychological phenomenon and can be better understood

The second point is perhaps a bit more subtle but certainly no less important: "It is not only the source of
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