

# **The Illusory Shared Honor Effect: A Theoretical Perspective**

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## **Abstract**

The Illusory Shared Honor Effect (ISHE) is a phenomenon that has created a link between individual and collective psychology. According to the survey in the article, 70% - 80% of the surveyed researchers report experiencing the ISHE effect, which also increases recognition of organizations such as their alma mater. Simply put, the ISHE effect highlights a connection between individual and collective psychology, which can strengthen a sense of collective identity.

The ISHE effect is a common phenomenon that manifests in a variety of contexts, such as business, politics, and other fields. The ISHE effect provides new theoretical support for these domains, elucidating how individuals may perceive a sense of shared honor with other members of their group despite variations in their actual contributions to the group's success.

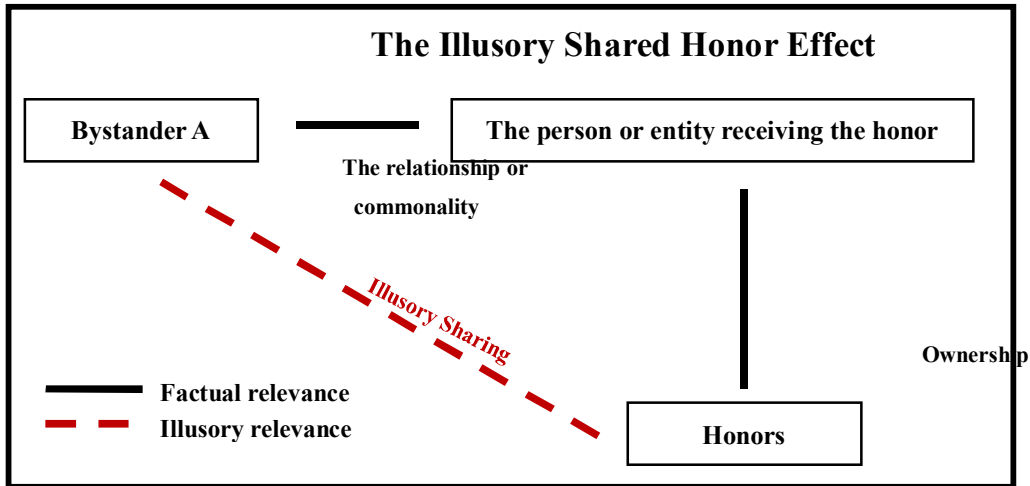
The ISHE effect is distinguished by its novelty, as no previous research had identified this phenomenon. As a result, the author's discovery of the ISHE effect has the potential to significantly advance not only psychology but also other related fields.

## **The Concept**

The concept of the Illusory Shared Honor Effect posits that individuals can gain a sense of pride associated with an honor, even if they did not contribute to it. This phenomenon occurs when a bystander perceives with the person or entity receiving the honor. In such cases, the bystander falsely believe that the honor can be shared, due to a psychological correlation or shared characteristic.

The formation of the Illusory Shared Honor Effect requires a set of specific conditions:

1. the individual must not have made any contribution, effort, or dedication towards the honor.
2. there must be a relationship or commonality of a characteristic between the individual and the honored person or thing, such as the same nationality, identity, or institution.
3. this correlation or common feature must make the individual and the honoree belong to the same category of people in some aspect and have a significant difference from other individuals in this aspect.
4. the sense of pride, self-excellence, and superiority generated within the individual must be self-centered, rather than other-centered.
5. the sense of pride, self-excellence, and superiority generated within the individual can be greater when compared with other individuals of other categories.
6. the honored person or entity can be an individual, a collective, an organization, or an object.
7. the strength of ISHE is inversely proportional to the distance or degree of dissimilarity between the relationship or commonality.
8. The intensity of the Illusory Shared Honor Effect (ISHE) is positively proportional to the perceived magnitude of the honor



This theory has practical implications in various contexts. For example, in the case of football fans, individuals may feel a sense of pride and superiority associated with their team's victories, despite not having made any contributions to the team's success. Similarly, in the realm of celebrity endorsements, individuals may purchase products associated with a celebrity because they feel a sense of illusory shared honor through the association with the celebrity. Patriotism also plays a role in this phenomenon, as governments can use national heroes, achievements, and military power to create a sense of illusory shared honor among citizens.

In conclusion, the Illusory Shared Honor Effect is a psychological phenomenon in which individuals can gain a sense of pride associated with an honor, despite not having made any contributions to it. This occurs when there is a relationship or commonality of a characteristic between the bystander and the honored person or entity. This theory has practical implications in various contexts, such as sports, marketing, and nationalism ideologies.