The Theory of Illusory Shared Dishonor Effect
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Abstract
Illusory Shared Dishonor Effect (ISDE) is a novel theory first introduced by Bryce Petofi Towne. This article introduces the concept of formation of ISDE. The author hopes that this paper serves as a theoretical framework to investigate how sense of shame is shared and how it may shape the society as whole.

ISDE Concept
The ISDE is a social psychological phenomenon whereby individuals share a sense of shame, which is not self-centered, resulting from the wrongdoing of another person or entity, even if they have not contributed to it. This effect occurs when a person perceives a connection with the person or entity being blamed, causing them to incorrectly believe that the blame can be shared due to a psychological correlation or shared characteristic.

The Formation of the ISDE
For the effect to be established, the following conditions must be met:

I. The individuals must not have contributed to or been involved in the dishonorable act.
II. The individuals must have a close or inseparable relationship with the shameful person or entity.
III. The individuals must belong to a category associated with the shameful individual or entity.
IV. The shame is not centered on the individuals, but rather on a shared characteristic, group with which they identify or the guilty person or entity.
V. The closer the relationship, the more likely the individuals who share the shame will defend the guilty person or entity.
VI. The disgraced individual or entity may be a person, a group, an organization, or an object.
VII. There is no Illusory Shared Dishonor Effect when no close or significant connection between the individuals and the disgraced individual or entity exists.