

# 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.