

**The Psychological aspects of mass gatherings: Stephen Reicher**

In this presentation I shall examine the psychological transformations that occur when people become part of a crowd and how these impact health behaviours in general, both positively and negatively. Specifically, I shall outline three core transformations: cognitive (how we think, how we give significance to experiences, what we value); relational (how we treat and anticipate being treated by others) and affective (how we feel). Drawing upon research in a variety of mass events (including the Hajj and the Allahabad Magh Mela), I shall then show the complex ways in which each of these affects the extent to which people undertake safe/risky health practices. I shall conclude with the practical implications of this work, particularly in terms of how health communications are framed and delivered.