

SOCIAL INFLUENCE IN COMPLEX SETTINGS

SETTINGS TO CONSIDER

- Unclear settings that provoke anxiety
- Defining one's own emotions.
- The Milgram situation. Social influence via an authority.

FEAR AND AFFILIATION

- The Schachter findings. “Dr. Zilstein”
- Conclusion. Seeking cognitive clarity
- Actual conformity findings.
- Conclusion. More open to social influence from similarly situated other.

SOCIAL INFLUENCE ON EMOTIONS: THEORY

- Physical arousal is a necessary but not sufficient condition.
- The arousal must be attributed.
- Depending on its attribution, it may be experienced as emotion.
- The surrounding interpersonal situation will cue particular emotional labels.

WHAT EPINEPHERIN DOES

- Increased heart rate
- Face flushed, hot
- Hand trembling
- In other words, arousal

THE FUNNY FILM EXPERIMENT

- Cover. “suproxin” effects on vision.
- Wait for it to take effect. Fill time, watch movie. (Funny movie.)
- Conditions, arousal injection, placebo, and arousal blocker.
- Dependent variables: observations of amusement signs, and ratings of film.
- Results.

THE HULA HOOP EXPERIMENT

- Suproxin and waiting room
- “Other subject” (confederate) in room.
- Conditions. Anger and Euphoria
- Dependent variables. Observations and self ratings.
- Conclusions. Cues as to appropriate emotions from others shapes felt emotion.

OFFSHOOTS

- Observations of spinal cord injured patients
- The James-Lange theory of emotions
- The excitation transfer hypothesis

THE MILGRAM EXPERIMENTS

- What are the results?
- What was the experimental setup?
- State the results in the context of the setup.
- What variations in the context made little or no difference in the results?
- What variations did make a difference?
- Why then do people obey?

QUESTIONS FOR REFLECTION

- Re-examine the informational vs normative distinction. Which is going on in Milgram.
- Notice the connection between social influence and authority/power.