

MORE ON SOCIAL INFLUENCE

WHY ARE PEOPLE INFLUENCED?

- Being Right Informational social influence
- Being Likeable. Normative social influence
- Group locomotion. Tactical influence
- Threat.

PERSEVERANCE OF INFLUENCE

- Compliance. Public behavior complies while under surveillance of influencing agent
- Internalization. Public behavior complies and person's "mind changes."
- Which goes with normative, which with informational?

THE TWO CLASSIC CONFORMITY STUDIES

- Sherif. The autokinetic effect.
- Asch. The length of line judging studies
 - Found conformity
 - Depends on #.
 - Depends on status of majority.
 - Minority of two eliminates conformity

ASCH. NORMATIVE OR INFORMATIONAL?

- Private answers.
- Treatment of dissenting confederate
- Conclusion. Largely normative, when task is difficult, some informational influence.

WHAT DOES THE DISSENTER TEACH THE OBSERVER?

- Brings the dissenting opinion to their attention.
- Tests the waters for treatment of dissenters.
- Disinhibits the observer.

FIELD STUDIES OF SOCIAL INFLUENCE

- The Bennington Study.
- Productivity in the work place studies.
- The “gentleman’s C.”
- Crandall on eating behavior

VARIETIES OF SOCIAL INFLUENCE

- Many on one. Social influence
- One on one. “Power” or “leadership”
- One on many. Persuasion

THE VARIETIES OF POWER

- Expert power. Knowledge
- Referent power. Shared social identity.
- Informational power. Quality of arguments
- Legitimate power. Cultural rules and norms
- Reward power. Giving or withholding rewards
- Coercive power. Punishments and threats