I. Social Influence Dichotomies

<table>
<thead>
<tr>
<th>Being Influenced</th>
<th>Avoiding Influence</th>
</tr>
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<tbody>
<tr>
<td>Conformity</td>
<td>Independence</td>
</tr>
<tr>
<td>Persuasion</td>
<td>Resistance</td>
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<tr>
<td>Compliance</td>
<td>Assertiveness</td>
</tr>
<tr>
<td>Obedience</td>
<td>Defiance</td>
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II. Social Impact Theory (Latané, 1981)

A. Social influence is defined as the effect that a source has on a target
B. The amount of social influence that exists depends on three factors:

1. Strength of the source

2. Immediacy of the source

3. Number of sources
III. Conformity

A. Conformity is the tendency to change behaviors or thoughts in ways that are consistent with group norms

B. Classic experiments

1. Sherif (1936) autokinetic experiment

2. Asch (1951) line-judging experiment
C. Types of influence

1. Informational influence
   a. Conformity because you want to be correct and you assume that other people have more information than you do
   
   b. Leads to private conformity

2. Normative influence
   a. Conformity because you don’t want to appear different from the group
   
   b. Leads to public conformity

D. Factors that influence conformity

1.

2.

3.
4. Individual differences
a.
b.
c.
d.

E. Minority Influences on a Majority
1. Numerical minorities can influence majorities!

IV. Compliance
A. Compliance: changes in behavior that occur because of direct requests
B. Differences between conformity and compliance

The $1,000,000 question: How do you get people to comply?
C. Sometimes you just have to ask...
   1. Langer’s (1975) mindlessness work (the copy machine study)
2. Secretary study

D. But sometimes you have to be sneakier!

1. Influence strategies based on the norm of reciprocity
   a. The norm of reciprocity: if you do something nice for someone, they should do something nice for you
      
      (1) Kuhns & Wolcott Christmas card study

   b. Pre-giving
      
      (1) You should comply with a request if the requester has recently done something nice for you

      (2) Examples

2. Sequential request strategies (Cialdini)
   a. An initial request is used to set someone up to comply with a later request (there are always two requests)
b. Foot-in-the-door
   (1) Ask for something small first, followed by something large

   (2) Examples

c. Low-balling
   (1) Get a person to agree to a request, but then raise the stakes by making the request larger

   (2) Examples

d. Door-in-the-face
   (1) Ask for something large first, followed by something small
(2) Examples

(1) Begin with a large request, but then make it seem smaller by making concessions

e. That's not all, folks!

(2) Examples
E. Other factors that influence compliance

1. Liking

2. Scarcity

3. Authority
V. Obedience

A. Obedience is changes in behavior in response to direct commands from an authority figure

B. Milgram’s (1963) study

C. Factors that influence obedience
   1. Gender (no effect)
   2. The authority figure
   3. Immediacy of the experimenter
   4. Salience of the victim
5. Disobedient models

Replications of Milgram’s study

<table>
<thead>
<tr>
<th>Condition</th>
<th>% of people who deliver all shocks</th>
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<tbody>
<tr>
<td>Control: no commands at all</td>
<td>2-3</td>
</tr>
<tr>
<td>Baseline: males and females</td>
<td>65</td>
</tr>
<tr>
<td>At Bridgeport Office Building (instead of Yale)</td>
<td>48</td>
</tr>
<tr>
<td>Experimenter portrayed as ordinary person</td>
<td>18</td>
</tr>
<tr>
<td>Experimenter in remote location - commands by phone</td>
<td>20</td>
</tr>
<tr>
<td>Victim in same room as subject</td>
<td>40</td>
</tr>
<tr>
<td>Subject required to touch victim</td>
<td>30</td>
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<tr>
<td>Two confederates rebel</td>
<td>10</td>
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VI. Current perspectives on obedience

A. It's the situation that matters, not the person!

B. Why didn't people disobey?
   1. Socialization of obedience
   2. Gradual escalation
a. Consistency

C. Why did people disobey?

D. Disobedience is more likely when: