

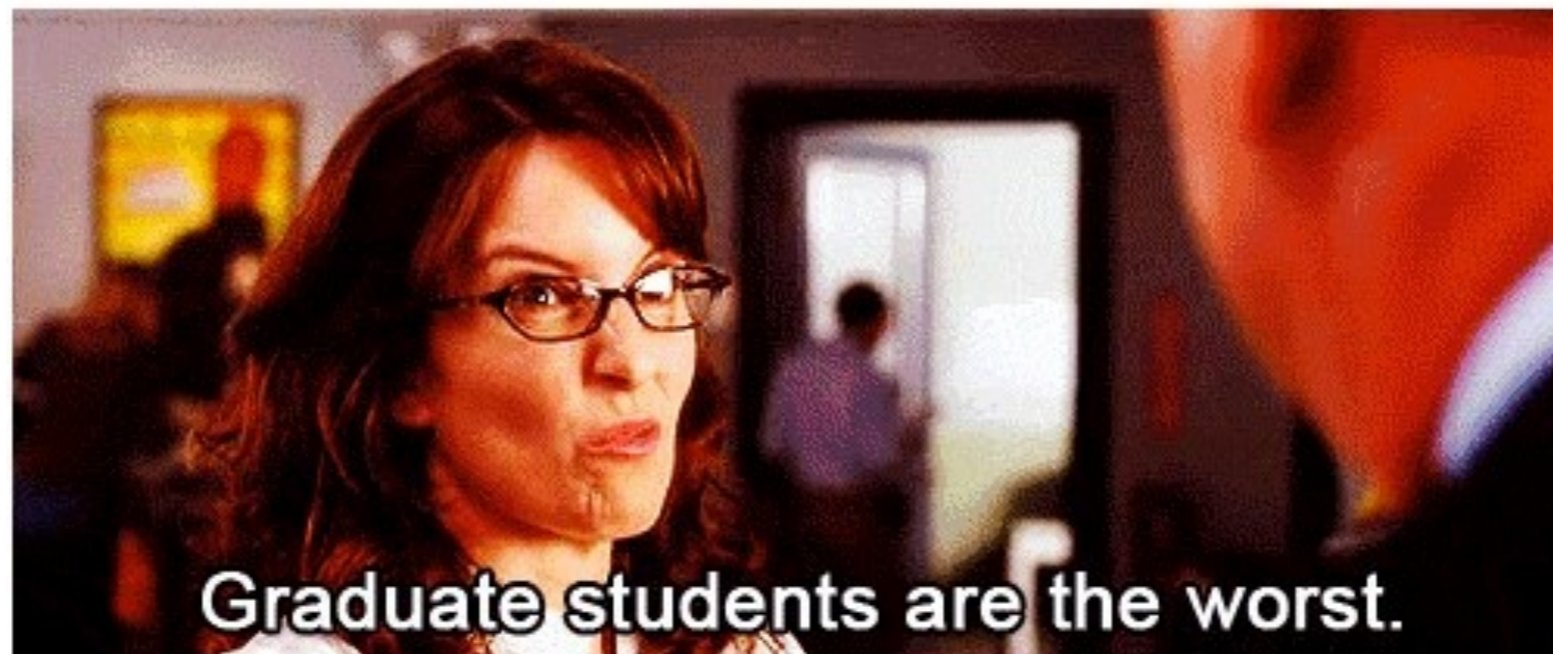
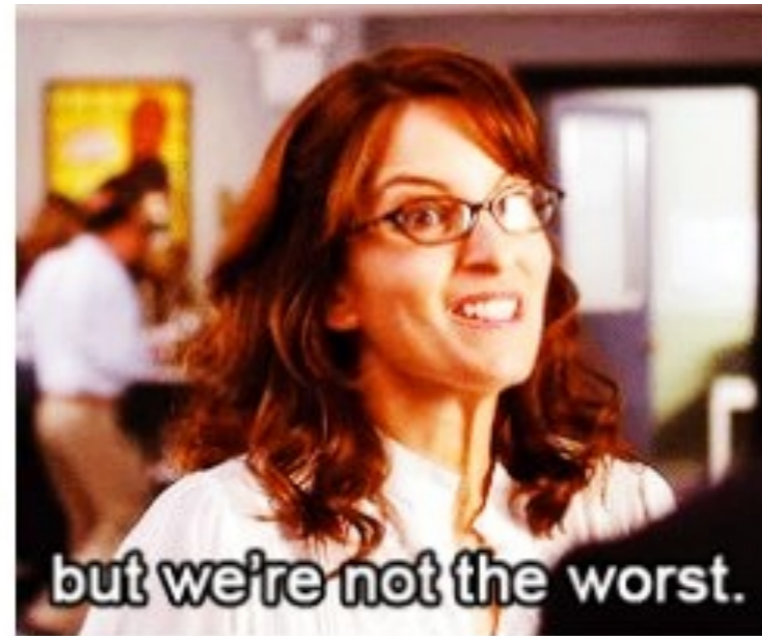
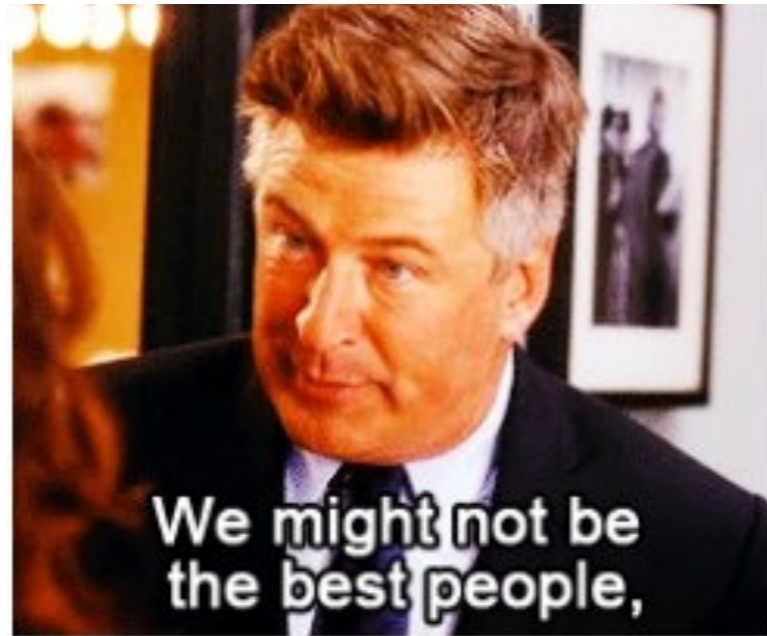
A high-angle, close-up photograph of a group of people's lower legs and feet. They are all wearing sneakers, with a prominent presence of white Adidas sneakers with three black stripes. The people are wearing various styles of pants, including black leggings and blue jeans. The background is a dark, textured floor, possibly a stage or a dance floor. The overall scene suggests a social gathering where fashion choices are being observed or influenced.

Social Influence

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PSY.104 | 1 March 2018

Overview

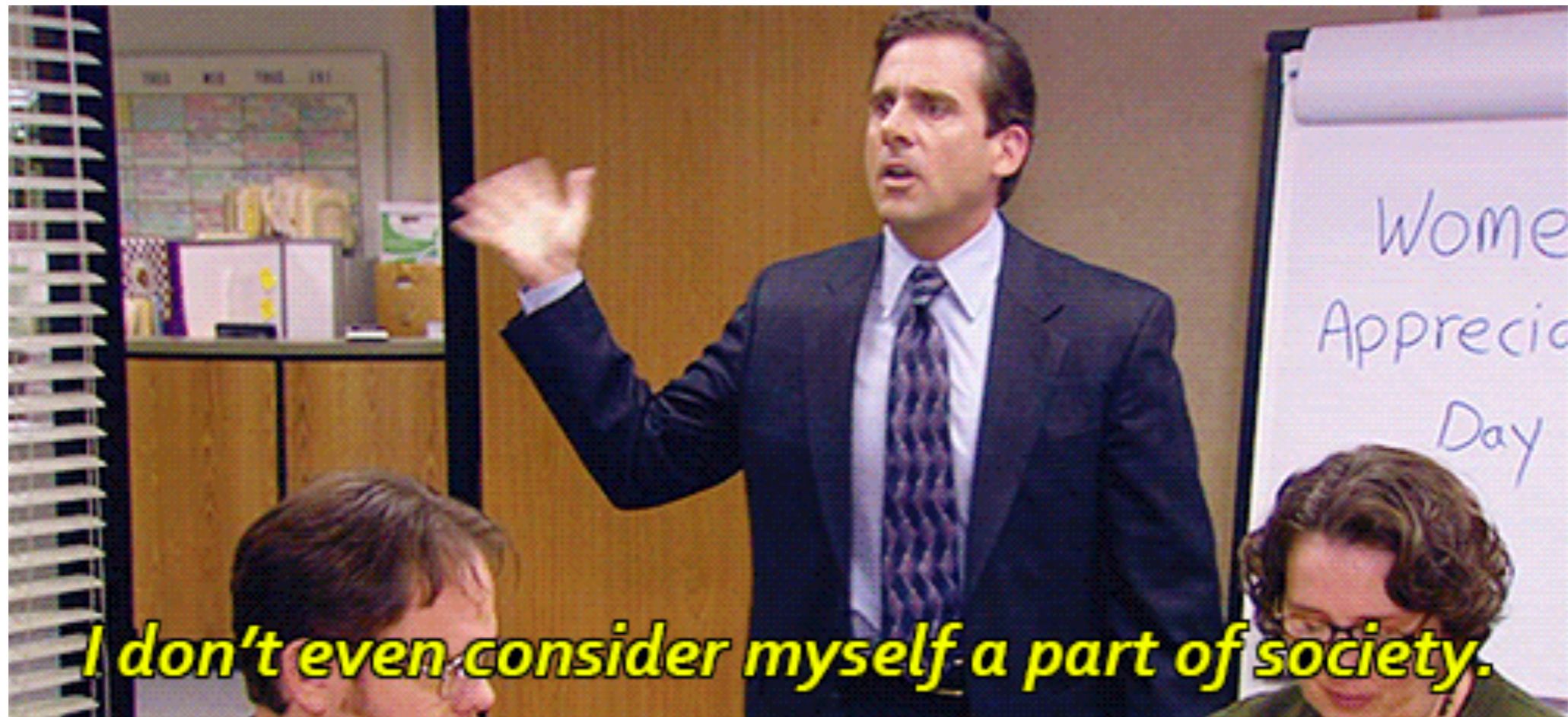
- **Hello & introduction**
- **Social influence**
- **Conformity**
- **Informational & normative influence**
- **Moderators of conformity**
- End of list



Hello!

Who am I and why am I talking at you?

Social Influence



A change in a person's behavior or beliefs in response to the intentional or unintentional influence of others

Conformity

- **Conformity:** adjusting behavior or attitudes to match social norms or pressure from others
- **Why do we conform?**
 1. We want **to be right** (and we think others are likely to be correct)
 2. We want **to be liked** or thought of positively (we don't want to stick out)

Compliance

- **Compliance:** one person asking you to do something



- **Conformity:** involves pressure from multiple people doing the same thing



Now, a class activity



Informational Social Influence:



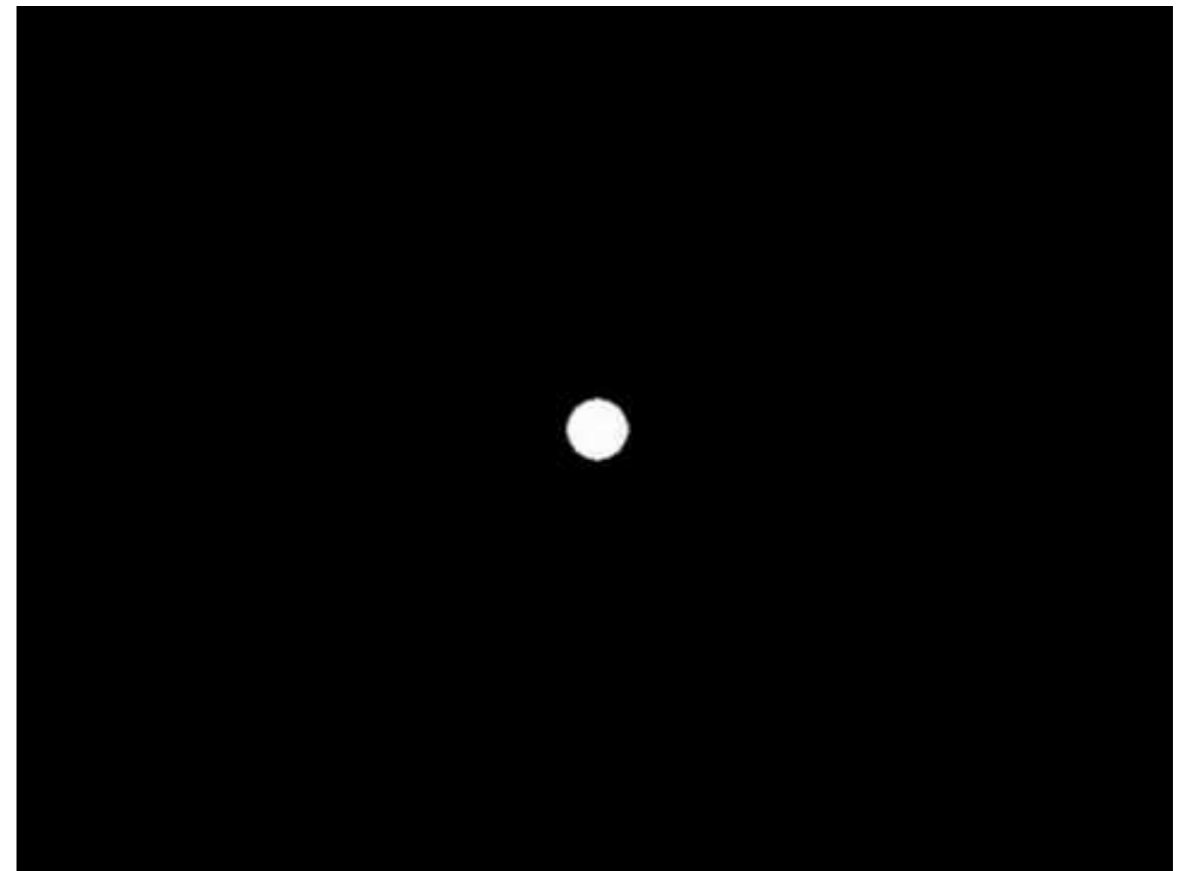
conformity based on the desire to be
accurate

Informational Social Influence

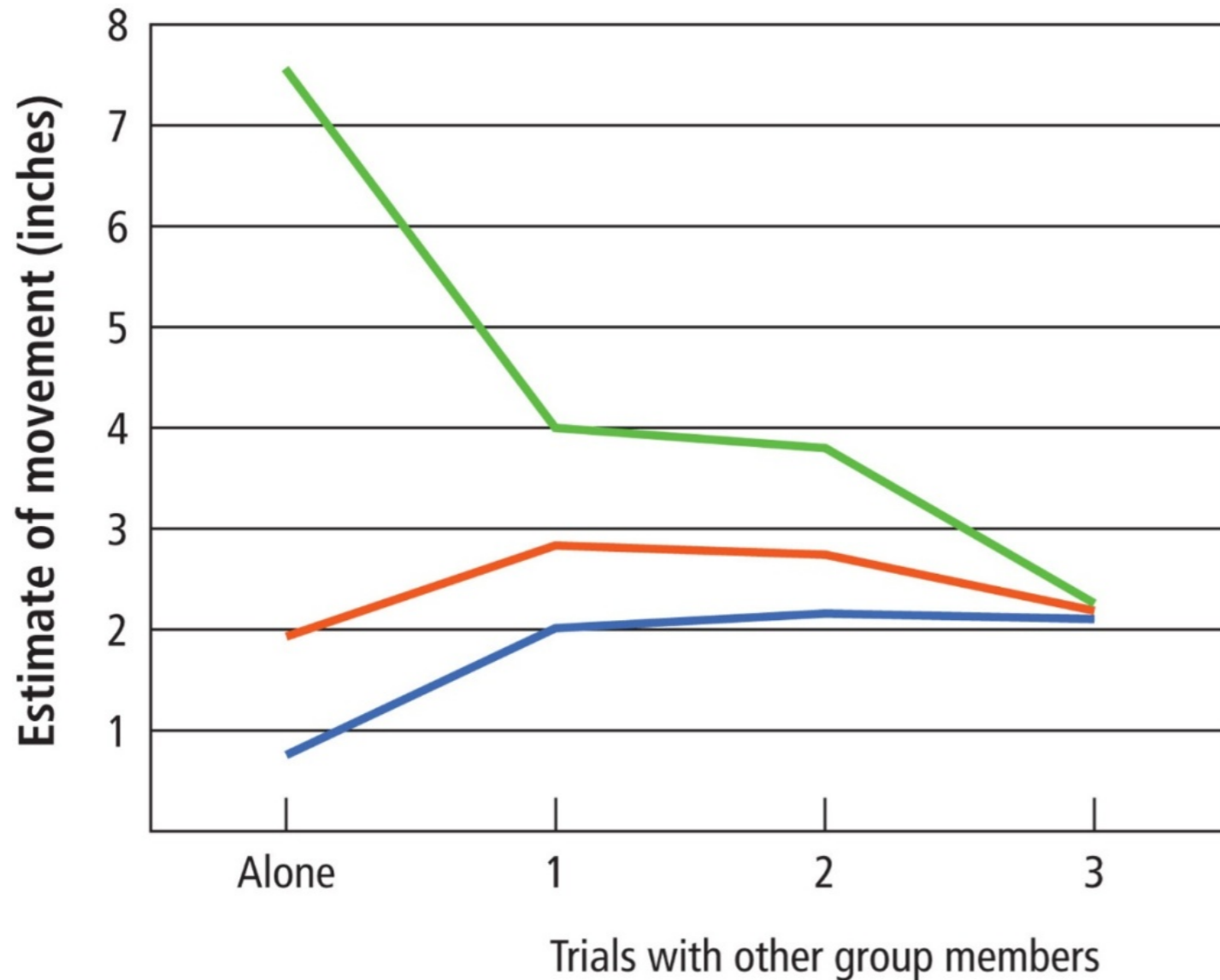
- The **influence of other people** that results from taking their comments or actions as a source of information about what is **correct, proper, or effective**
- Conform because **other people are seen as correct or as having more information**
 - We use other people as a resource
 - If those around us have different opinions or answers than we do, we tend to assume that they are correct

The Data: Sherif (1936)

- **Autokinetic effect:** illusion that a still point of light in an otherwise dark visual field moves
- Stimulus is **ambiguous** - people vary in how much motion they perceive



The Data: Sherif (1936)



- When **alone**, people's estimates **varied**
- When in **groups**, estimates **converged...**
ooOOOooo !!

Adjusted private beliefs based on information group provided

Likelihood of Informational Influence

- Informational social influence is **more likely when**
 - Situation is ambiguous
 - Low in knowledge
 - Other people are experts

Likelihood of Informational Influence



Real World Informational Influence



Informational influence even impacts our perceptions in serious real world situations, like eye witness testimony

When Informational Influence Backfires

- **Contagion** - a rapid spread of emotions or behaviors through a crowd or group

Example 1: **Orson Wells** (1938) sparked a public scare by yelling “We’re being invaded by martians!”



When Informational Influence Backfires

Example 2:
Pizzagate (2016)



Rolling Stone



News Video Music Politics TV Movies Video Games RS Country RS Hip-Hop More ▾

TRENDING



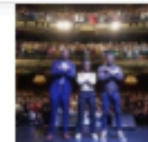
Bobby Brown: I Don't Think Whitney Houston Died From...



The Soul-Crushing Legacy of Billy Graham



How Joel Kinnaman Became a Sci-Fi TV Star (and Lived to...



10 Things We Learned at Ta-Nehisi Coates' 'Black...

Anatomy of a Fake News Scandal

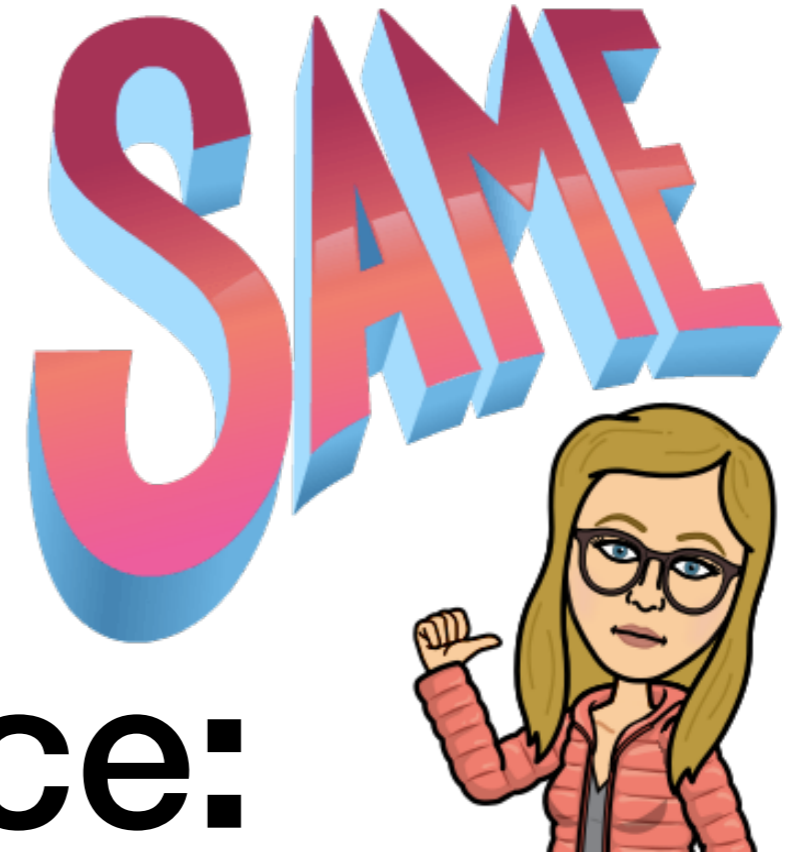
Inside the web of conspiracy theorists, Russian operatives, Trump campaigners and Twitter bots who manufactured the 'news' that Hillary Clinton ran a pizza-restaurant child-sex ring

Now, another class activity

I need **4 volunteers!** Anyone? Eh??

[volunteers will not be hurt or offended in any way]

Normative Social Influence:



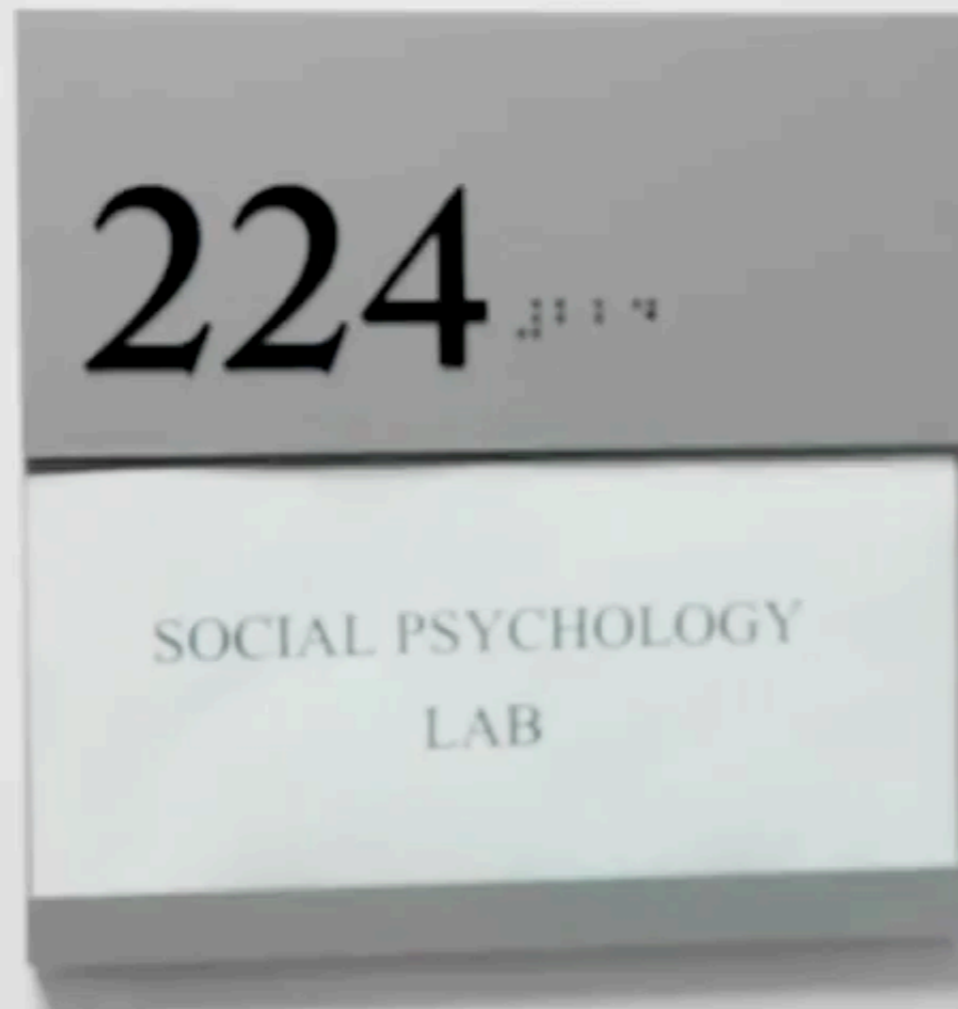
conformity based on the desire to be
liked or socially accepted

The Data: Asch (1951)

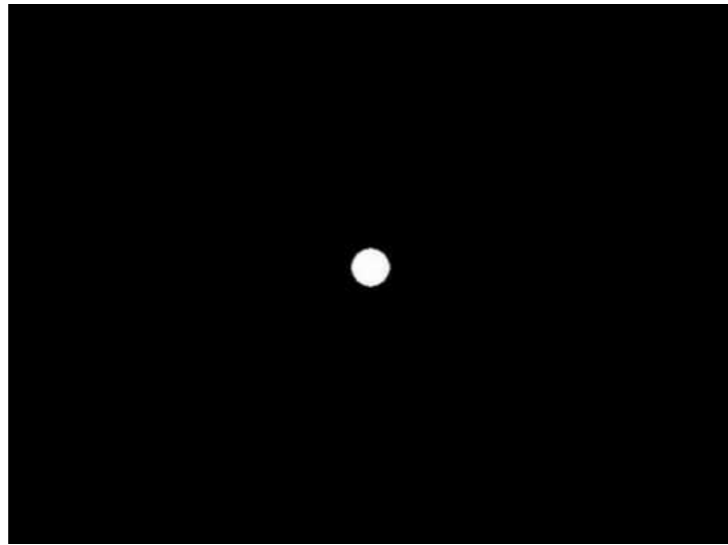


**Subjects went along with wrong answer on
37% of trials**

The Data: Asch (1951)



The Data, Compared



Sherif

- **Ambiguous** stimuli
- **Conformity** occurred via **informational** influence
- **Private acceptance**



Asch

- **Unambiguous** stimuli
- **Conformity** occurred via **normative** influence
- **Public compliance**

Real World Normative Influence



- Capitalized on **normative conformity** to raise money
- **>17 million people** participated, **\$115 million** donated

Violating Norms

- Normative influence is **context dependent**
- What are some examples of **socially appropriate norm violation**?

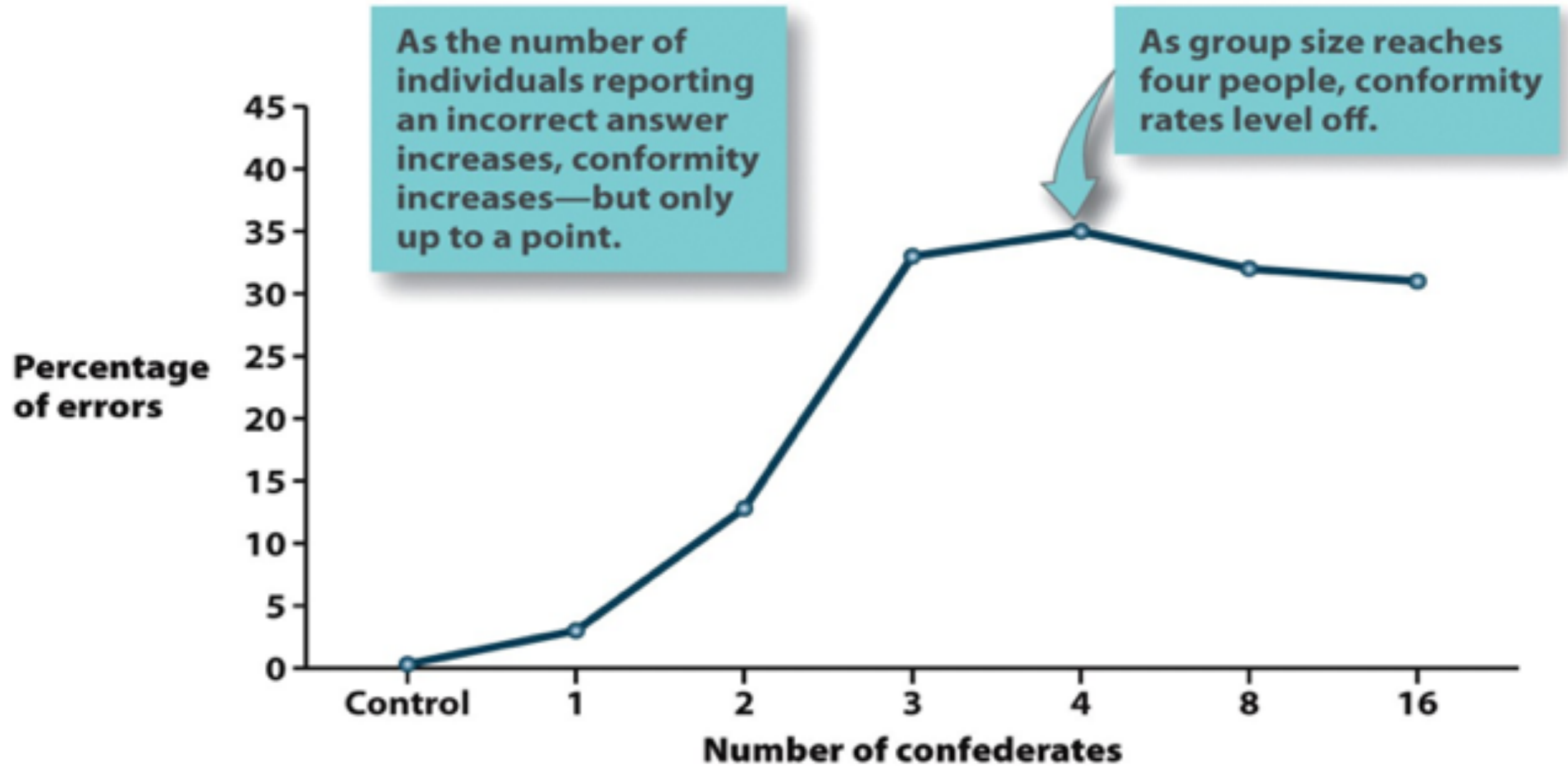


Moderators of Conformity:

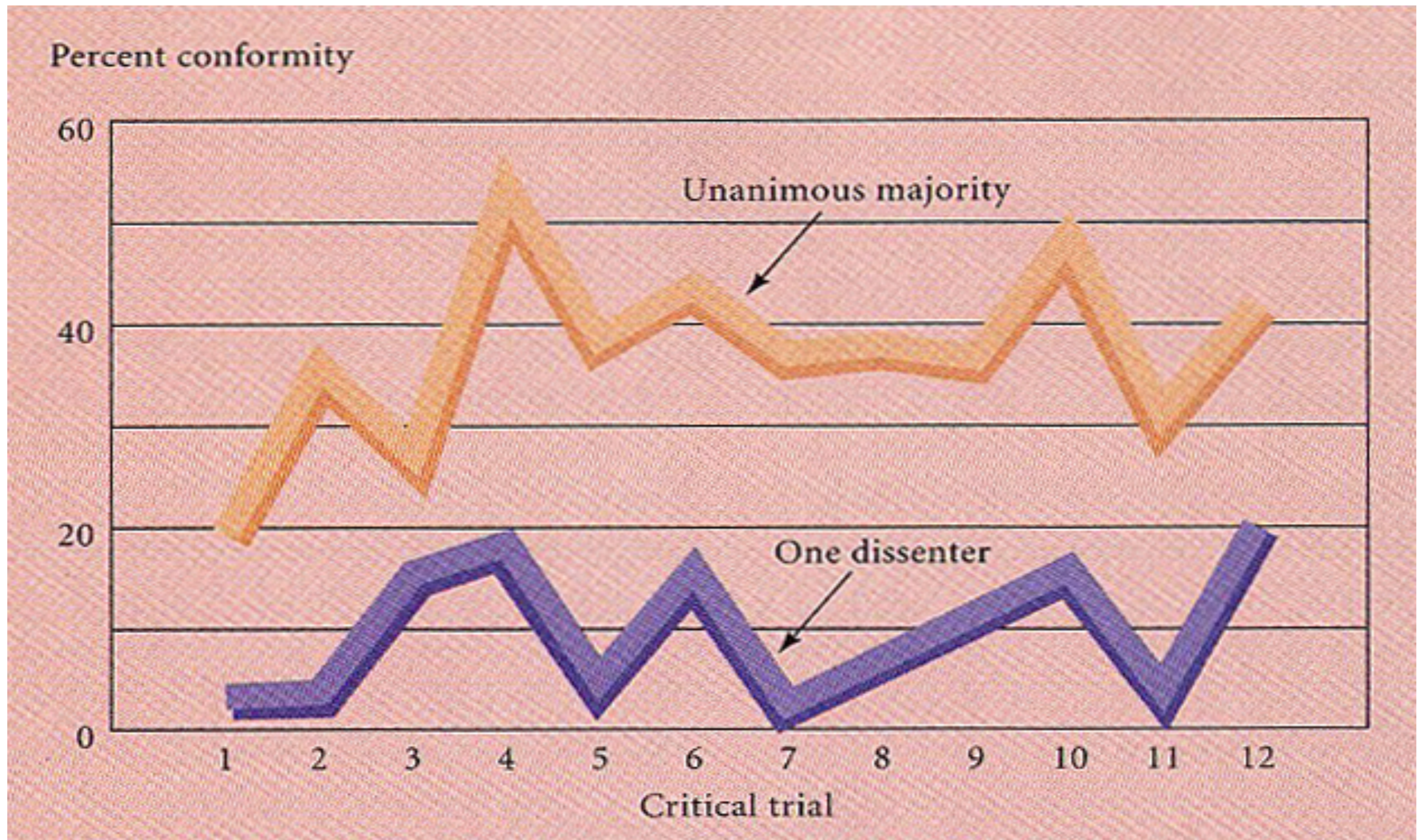
When is there more conformity?

When is there less?

Group Size



Presence of an Ally



Demographics

- **Age** (conformity peaks in 9th grade)
- **Gender** (women conform more)
- **Culture** (collectivist cultures conform more)
- **Experts** >> more informational influence
- **High status** >> more normative influence

Social Impact Theory

Conformity depends on...

- The importance of the issue or behavior to the group or person
- The immediacy of the event
- The number or size of the group

Awareness of Norms



I saw Cady Heron wearing army pants and flip flops, so I bought army pants and flip flops.

Awareness of Norms

- **Injunctive norms:** people's perceptions of what behaviors are approved or disapproved of by others
- **Descriptive norms:** people's perceptions of how people actually behave in given situations, regardless of whether that behavior is approved or disapproved by others



Idiosyncrasy Credits

- The tolerance a person earns by conforming to group norms over time
- If enough credits, the person can, on occasion, deviate from the group without retribution

Minority Influence

- **When a minority influences the majority**
- **But minority members must show the same view over time and agree with one another for this to work**



Next Class

- Finish chapter 8 & chapter 8 quiz
- Other tactics for social influence
- Why are we so obedient?
- Review Milgram study



Thank you!

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