

Social influence

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Some distinctions

- Social power: a capacity of an influence agent
- Social influence: an effect, movement of the target of influence
- Two types of influence
 - Informational: do this because it makes sense
 - Normative: do this because an influence agent says to do so

Increasing exerted power

- Imitation
- "Fitting in"
- Minority influence
- Majority influence (conformity)
- Tactics of compliance
- Direct orders (obedience)

Imitation

- Matching of body position, movements
- Social learning theory
 - Modeling
 - Vicarious reinforcement for behavior
- Contagion
 - Of mood
 - Of behavior

Fitting in

- Know the cultural customs or risk unintentionally offending your host
- Learn the unwritten rules of an organization you join
- Seek and follow the advice of a mentor

Minority influence

- The consistent, rational, lone dissenter
- Idiosyncrasy credits: become a capable insider first
- Greater effect on opinion issues than on issues where there is a (single) correct answer
- The appointed “devil’s advocate”

Majority influence

- A few is as effective as a lot
- How many “independent minds” are there?
- Knowledge and activation of norms
- But a minority of two dissenters, even if they disagree with each other
- Individualism of the culture

Contributors to compliance

- Scripts and mindlessness
- Reciprocity
- Foot-in-the-door effect (commitment)
- Low-balling
- Asking for too much (door-in-the-face and “that’s not all...”)
- Social proof and scarcity

Obedience

- The infamous shock generator
- A study of “teaching and learning”
- Mr. Wallace objects
- A “shocking” 65 % go all the way!
- The value of science
- The *experimenter's* responsibility
- Source-immediacy-number