



# Social Influence (1)

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*Psych 1A – Social Psychology*



THE UNIVERSITY  
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We acknowledge and pay our respects to the Kaurna people,  
the traditional custodians whose ancestral lands we gather on.

We acknowledge the deep feelings of attachment and relationship of the  
Kaurna people to country and we respect and value their past, present  
and ongoing connection to the land and cultural beliefs.

Length: 15m

# Introduction

This presentation discusses social influence, particularly around social roles, norms, and conformity.

## Learning Outcomes:

1. Introduction to norms and social roles
2. Learn why people are likely to conform

# Social Roles

We take on different social roles depending on the situation that we are in.

The social situation tends to dictate how we behave in these roles.



# Social Rules

Social rules are everywhere. They can be explicit (do not drink drive) or implicit (introduce yourself with a handshake).

## Stanford Prison Experiment:

- Took normal people and assigned them to be prison guards or prisoners
- ***Expectations about roles strongly affected behaviour***
  - Guards de-individuated (stopped taking responsibility for their actions), encouraging dehumanising and aggressive behaviours toward prisoners

# Social Norms and Conformity

## Social Norms:

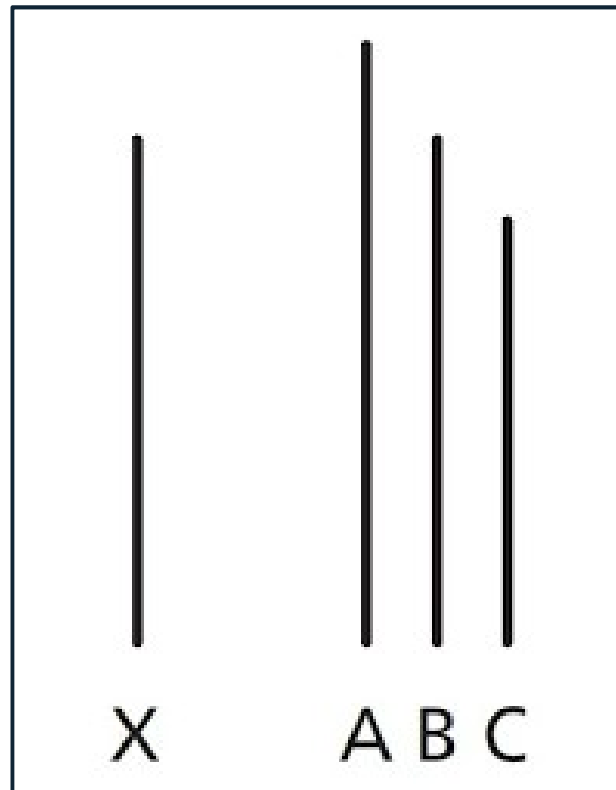
- What society thinks is the appropriate way to behave in a particular situation

## Conformity:

- When people yield to real or imagined social pressure



# The Asch Studies



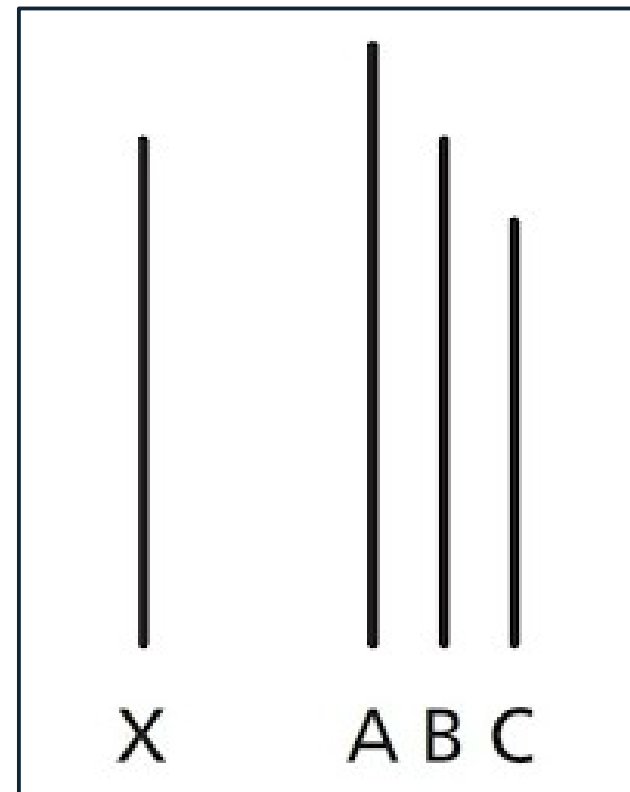
# The Asch Studies

1 student seated in a group of 7-9 people.

- Only one real participant, rest were confederates
- Completed the Asch Lines task
- Real participant always went second-last

Confederates deliberately made the wrong choice.

- Would the participant stick to their beliefs, or conform to the group?

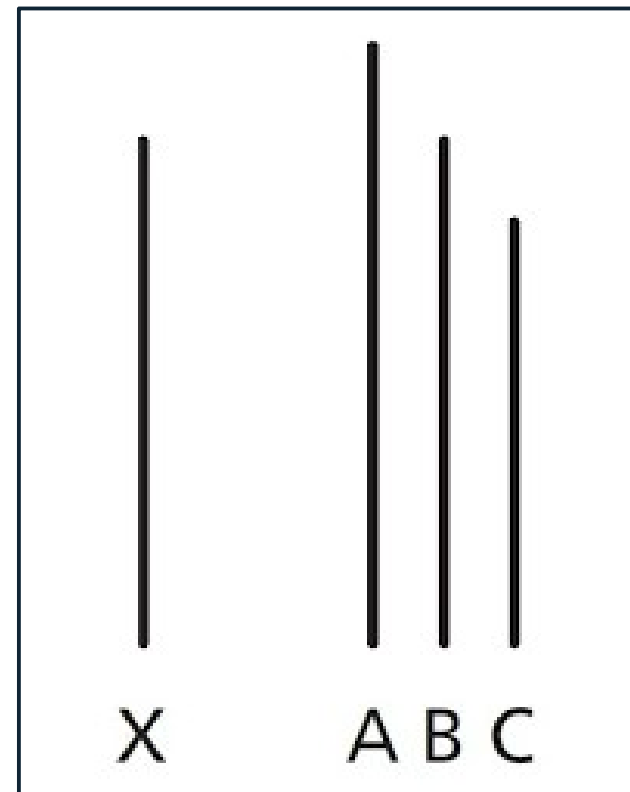




# The Asch Studies: Results

Overall, average conformity rate was 37%.

- 25% of participants did not conform.
- 50% conformed on 6+ erroneous trials
- 5% conformed on all 12 erroneous trials



# Why/When Do People Conform?

- Why: informational and normative influences
- Conformity increases with group size
- Conformity decreases when just one other dissenter is present
  - Even when the other dissenter doesn't think the same as the participant
- Conformity increases with ambiguity
  - Tend to conform to the wishes of a 'leader'



# Summary

- We play different roles in different situations
- We tend to adhere to what we expect of a social role and or social rule
- We tend to conform when in groups



make  
history.

