**Individual Differences**

There are stable and reliable differences among people in susceptibility to social influence. Some people are characteristically more likely to weigh the perceptions of others more (or less) heavily than their own. Other people are characteristically anticonformist, others compliant, others less obviously one or another type. It seems obvious that such differences exist. We all know people who are so hardheaded they cannot be convinced of anything and others who can be persuaded to accept almost any point of view. In general, research shows that people who have a positive view of themselves, a strong desire to appear unique, and relatively little concern with the opinions of others will weigh their own perceptions more heavily than socially supplied. On the other hand, people who lack confidence, who are unsure of their own worth or of their position in the group, will be readier to make use of socially supplied information. Hancock and Sorrentino (1980), for example, found that people who had received little support from other group members, and as such were unsure of group members' feelings toward them, were more likely to knuckle under to the group's position. From earlier research, we would expect this effect to be particularly strong if group membership is viewed as particularly desirable or attractive. Group cohesiveness and the desire to identify with the group appear to foster public acceptance of socially supplied (group-sanctioned) information.