



#15

SOCIAL INFLUENCE

Our behavior is often influenced by actions by other people.

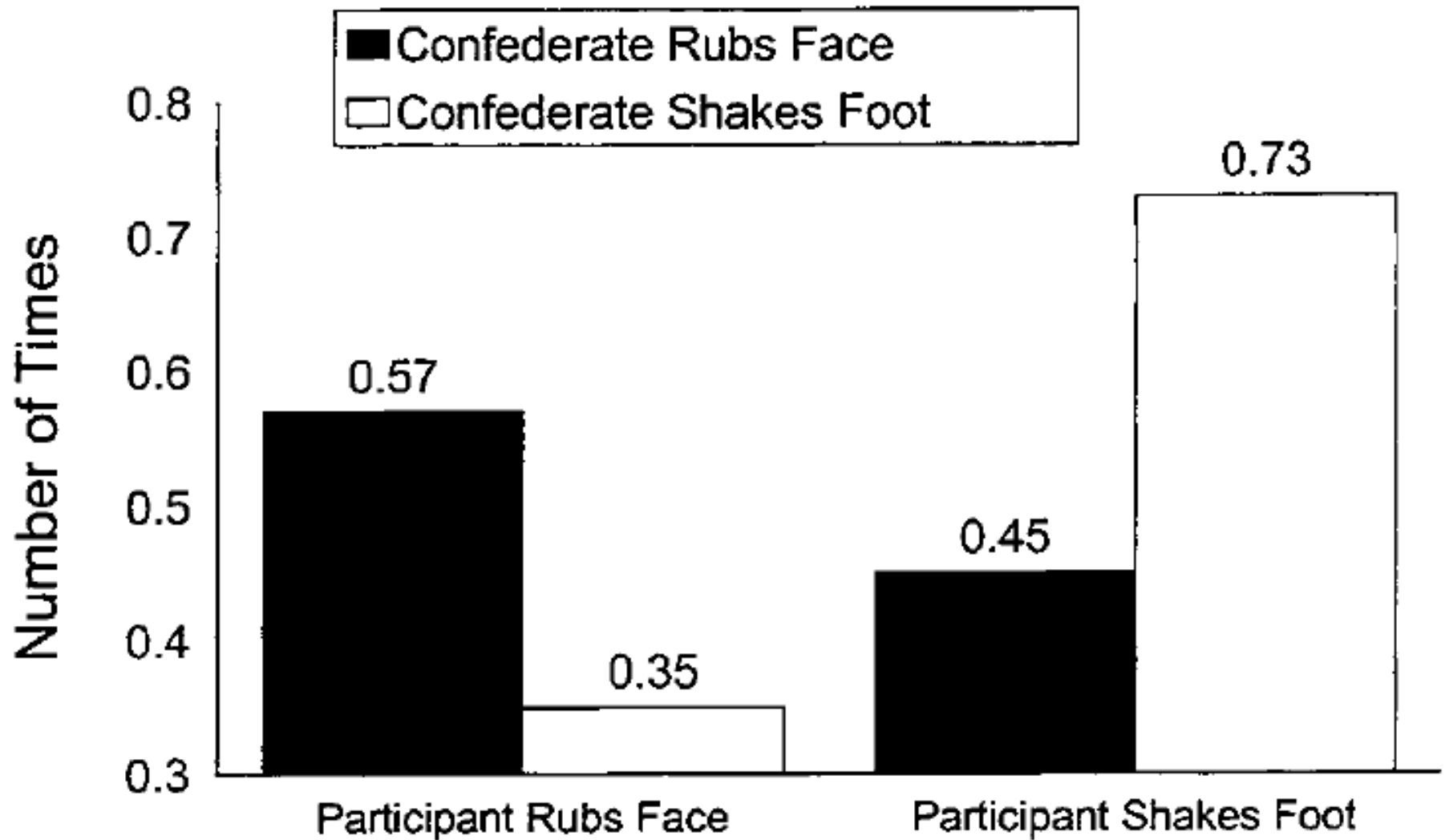
- Social influence

- Observation that behavior of an individual is influenced by actions of other people or groups

- Fundamental attribution error
 - Tendency to overestimate the impact of dispositional factors on behavior
 - Tendency to underestimate the impact of situational influences and social influence

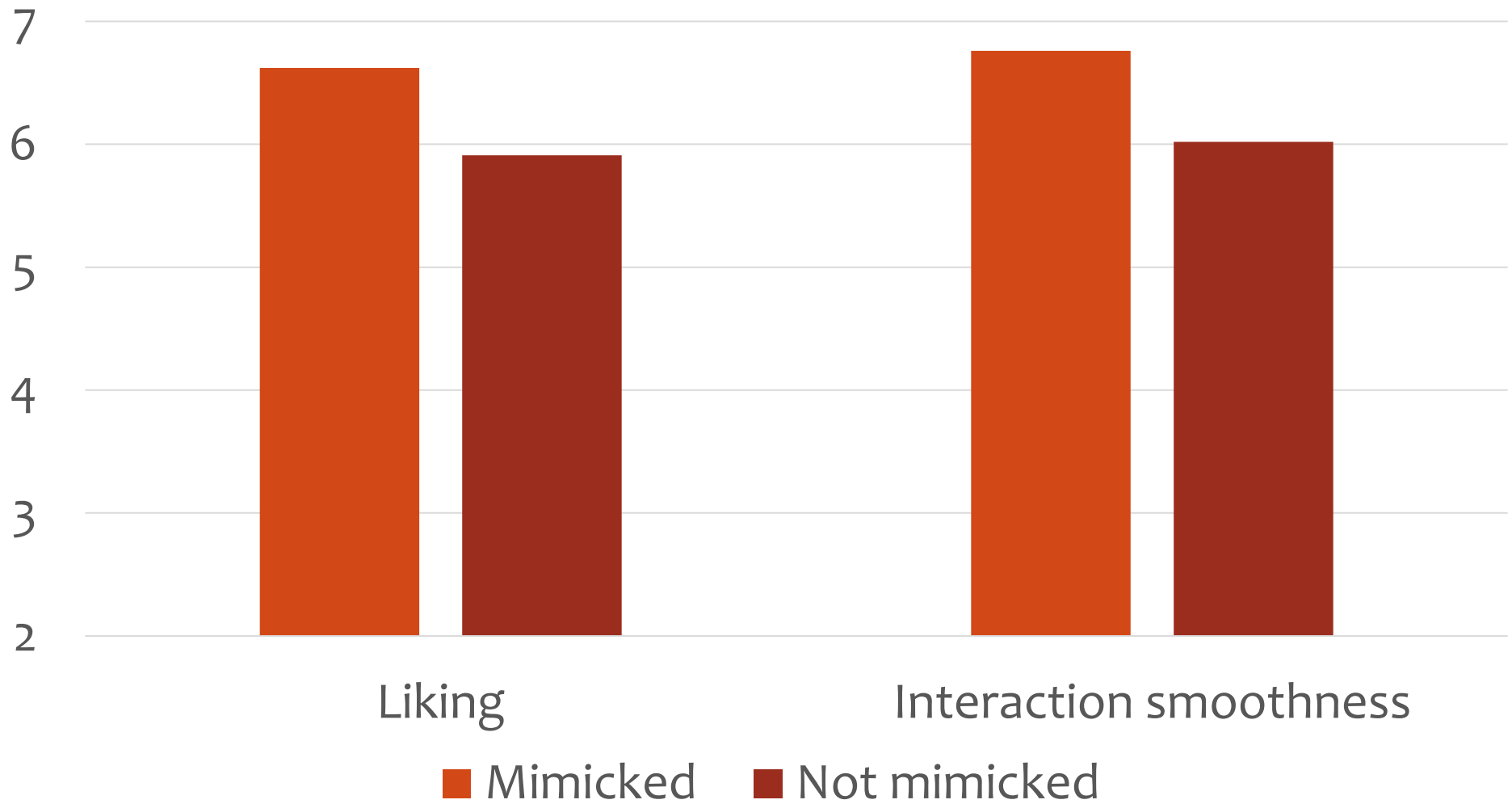
AUTOMATIC MIMICRY

- Automatic mimicry
 - Adoption of postures, gestures, and mannerisms by others that occurs without awareness or intent (Chartrand & Bargh, 1999)

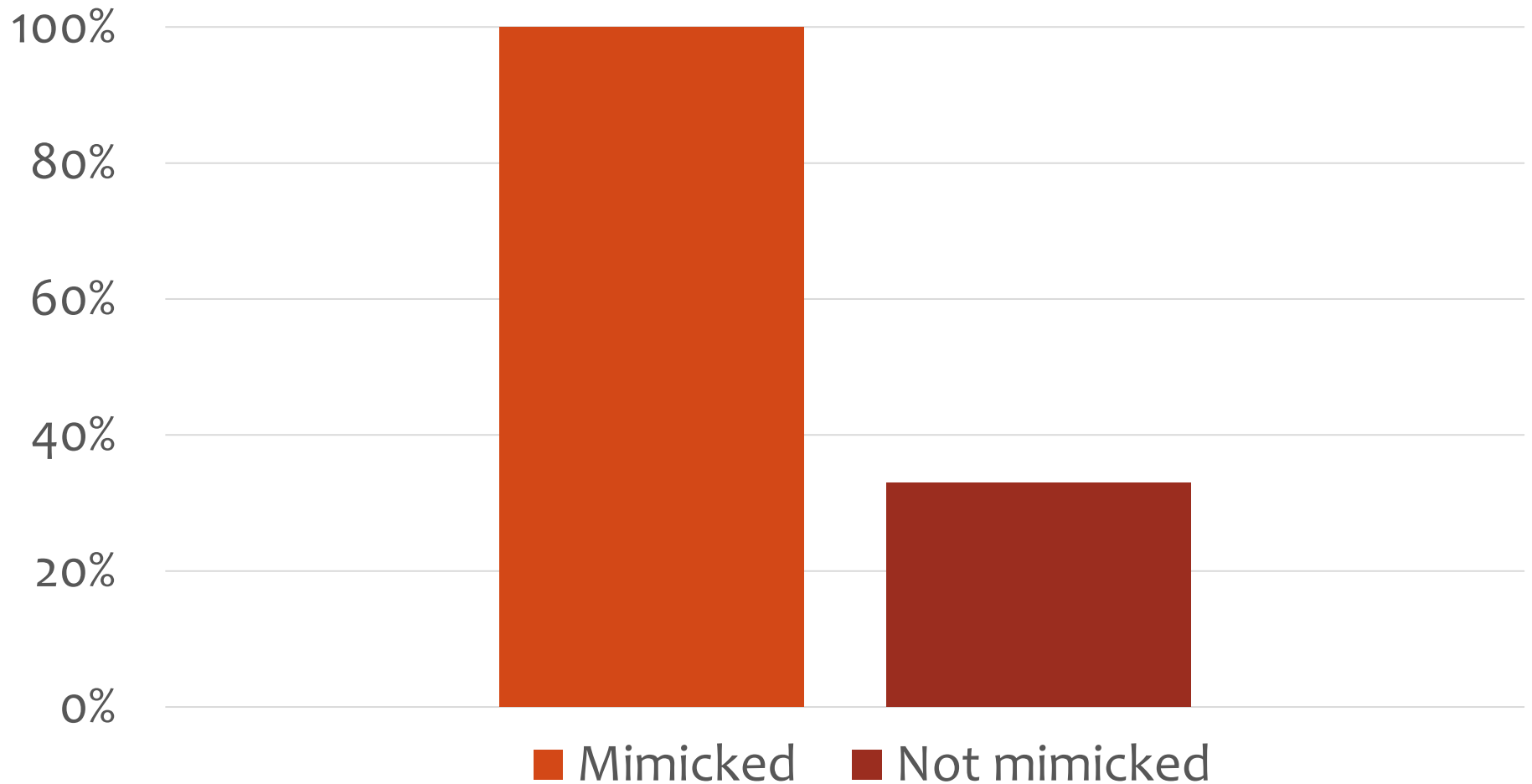


Participants worked alongside a confederate. The confederate sometimes rubbed their face and shook their feet. Participants' own gestures were then observed (Chartrand & Bargh, 1999, Study 1).

- Automatic mimicry
 - Automatic mimicry facilitates communication and fosters relationships with others (Lakin et al. 2003)



After an interaction, participants rated their liking for the partner and smoothness of the interaction. Those who had been mimicked reported better evaluation (Chartrand & Bargh, 1999, Study 2).



The experimenter “accidentally” dropped six pens. Whether the participant helped pick up the pens or not within 10 seconds was observed (Van Barren et al., 2004, Study 2).

CONFORMITY

- Conformity

- Act of changing one's behavior to match the responses of others (Cialdini & Goldstein, 2004)

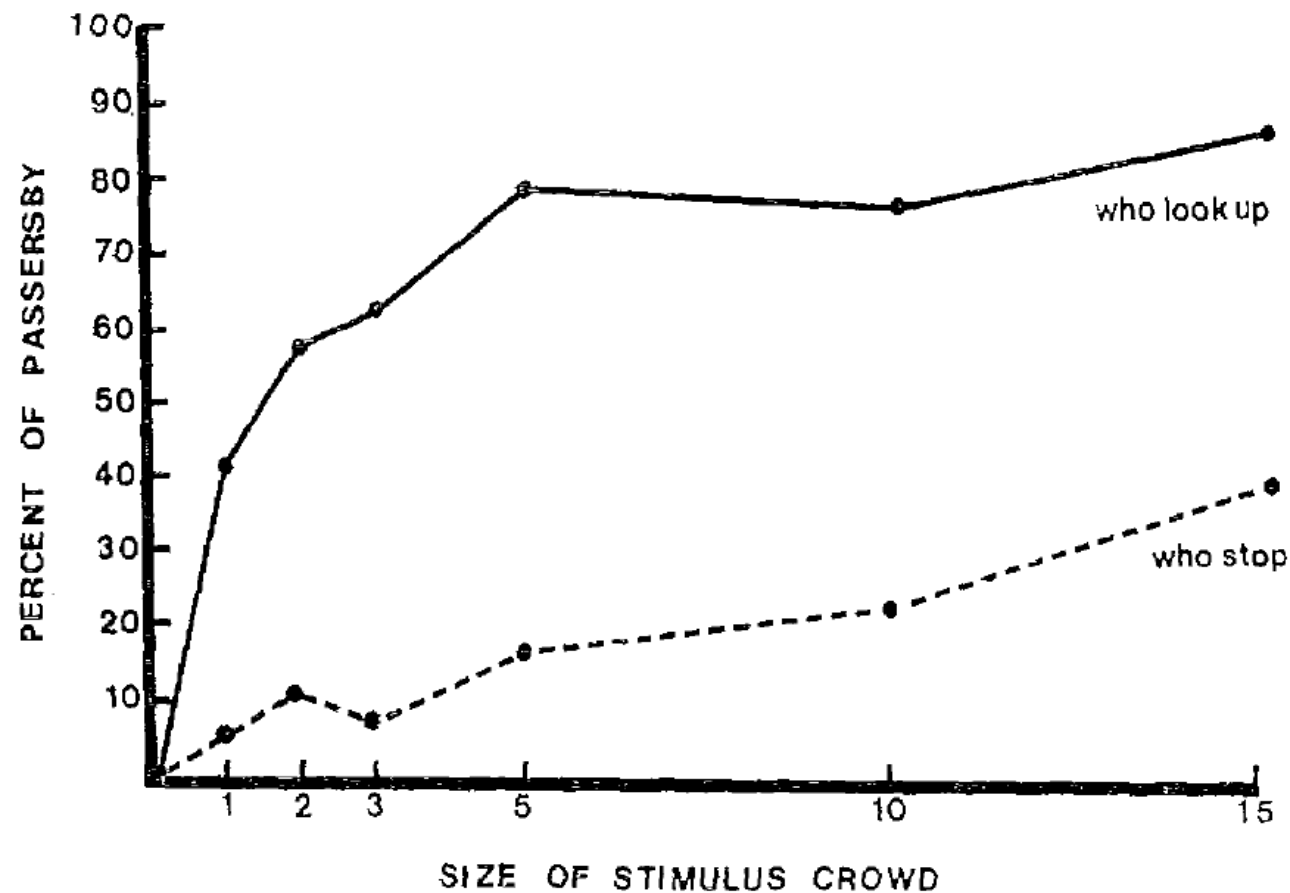
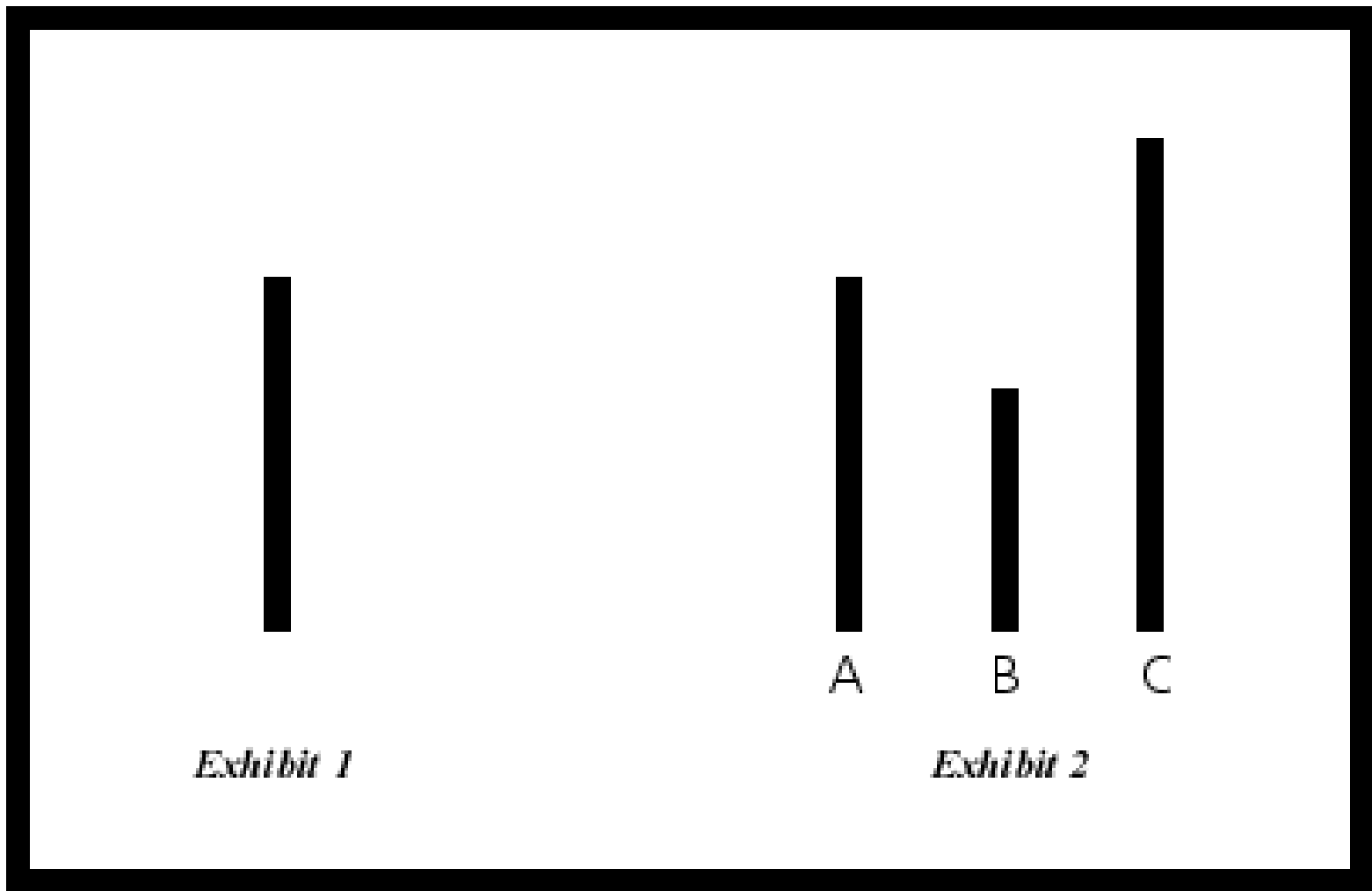
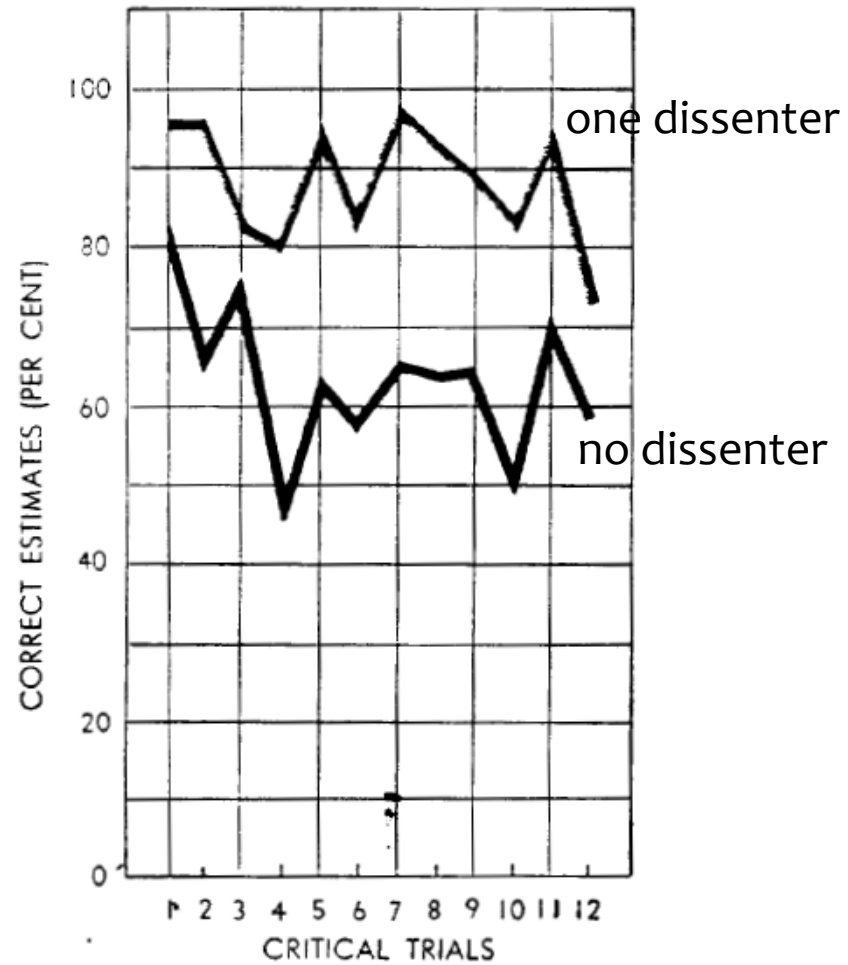
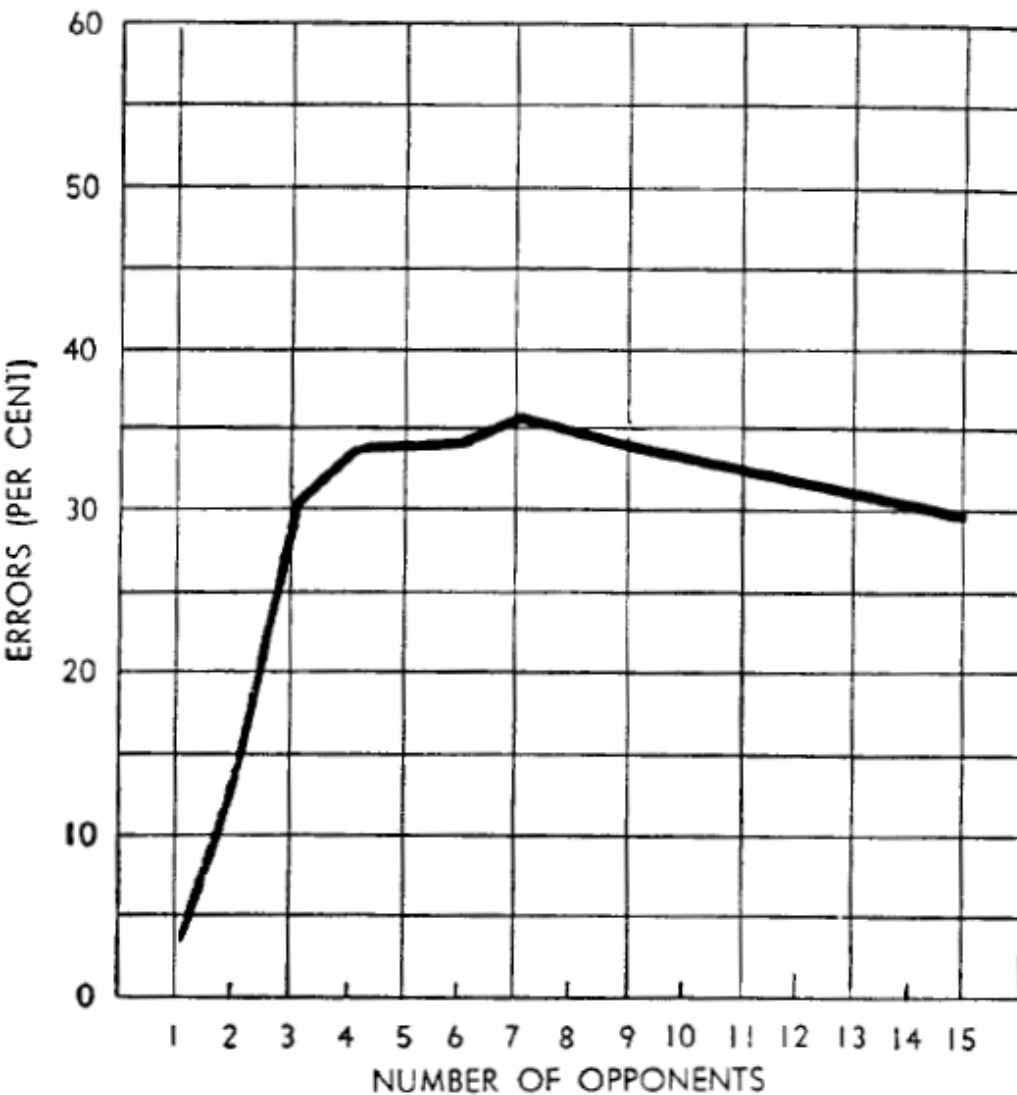


FIG. 1. Mean percentage of passersby who look up and who stop, as a function of the size of the stimulus crowd.

A single confederate or a group of confederates stopped and looked up at a sidewalk. How passersby reacted was observed (Milgram et al., 1969).



Participants completed a very easy line judgment task (99% of students got the right answer when performing alone) in the presence of others (confederates). In 12 out of 18 trials, the other members unanimously gave a wrong answer.



75 % of all participants conformed in at least one trial. Taken together, participants conformed in 37% of the time. The size of the group made a difference. When there was a dissenter in the group, conformity was weaker (Asch, 1955).

- Conformity
 - Individual differences (e.g., low self-esteem; Hardy, 1957)
 - Cultural differences (e.g., Asians are more likely to conform compared with Americans; Bond & Smith, 1996)

- Conformity
 - Two motives
 - Informational motivation (to form an accurate interpretation of a situation and behave correctly)
 - Normative motivation (to obtain approval or avoid disapproval by others)

- Conformity
 - **Social roles:** behaviors that are associated with or expected for people in a given position (e.g., teacher, student)
 - Behavior sometimes is a function of conformity to social roles rather than personalities (Zimbardo, 1973)



College students openly recruited were randomly assigned to the role of prisoner or guard in a simulation study. The simulation became so real and the guards became so abusive such that the study had to be shut down after only 6 days (Zimbardo, 1973).



**Hände verbreiten
Krankheitserreger.**

Händewaschen schützt.

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Conformity may be triggered by the presence of subtle social cues. In a field study in a women's public restroom, more hand washing was observed in the watching eyes condition (83.3%) than the control condition (71.9%) (Pfattheicher et al., 2018).

COMPLIANCE

- Compliance

- Acquiescence or positive response to a direct and covert request (e.g., sales pitch, donation solicitation)

- Foot-in-the-door technique
 - People are more likely to comply with a request if they have first agreed to a smaller one
 - 76% among those who had previously agreed to display a small window sign agreed to pose a “Drive Carefully” sign in their front yard; baseline: 17% (Freedman & Fraser, 1966)

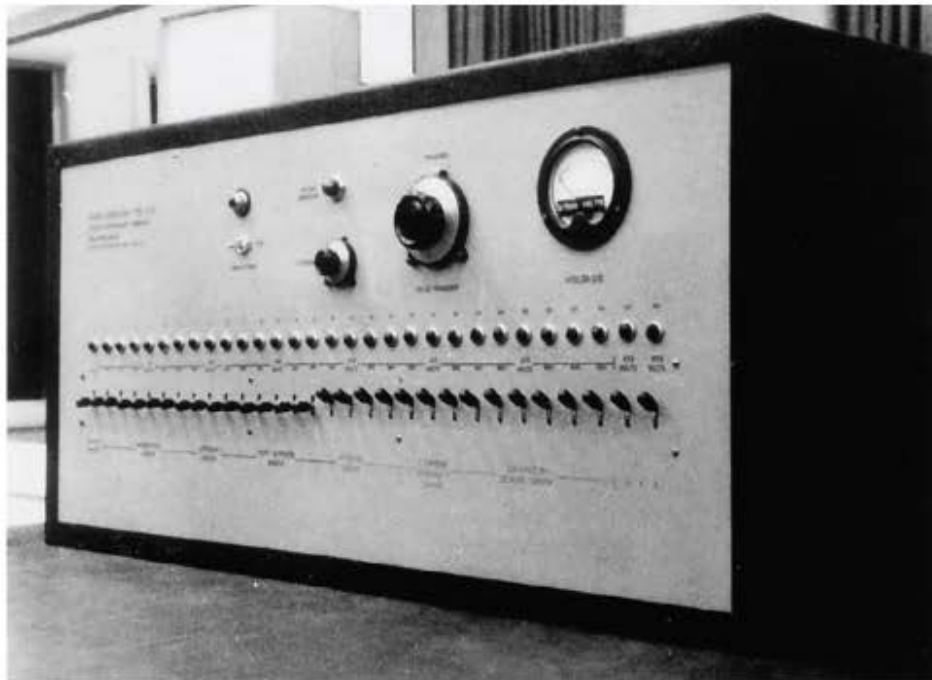
- Door-in-the-face technique
 - Making a large request, expecting it to be refused, following with a smaller, target request
 - 50% of those who had refused to serve as unpaid counselors 2 hours per week for 2 years complied with the request to bring some delinquents to a zoo; baseline: 17% (Cialdini et al., 1975)

- Six universal principles (Cialdini, 2006)
 - Reciprocation
 - Commitment/Consistency
 - Authority
 - Social proof
 - Scarcity
 - Liking

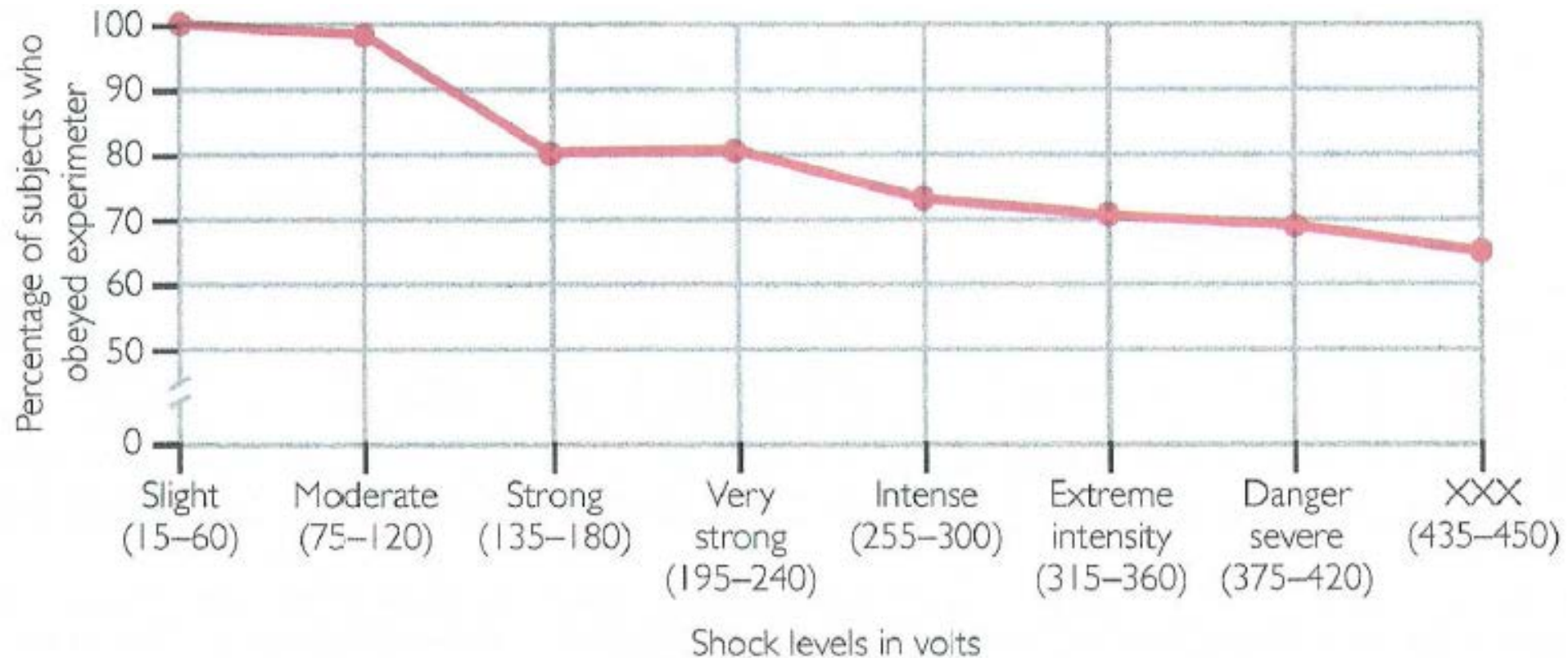
OBEDIENCE

- Obedience

- Adherence to commands or instructions from someone with higher status or authority (Milgram, 1963)



Participants were instructed to deliver increasingly strong electric shocks to a learner (a confederate) in a study on learning. Most who heard a description of this experiment felt that it's unlikely that any participant would give the maximum shock (Milgram, 1963).



65% of participants eventually delivered the maximum level of shock. Participants obeyed mostly because they believed the experimenter would be responsible (e.g., “I was just doing my job,” “I was just following orders”) (Milgram, 1963).

Numbers (and Percentages) of Participants Who Stopped and Who Continued

Behavior	Base condition	Modeled refusal condition	Milgram's Experiment 5
Stopped at 150 volts or earlier	12 (30.0)	11 (36.7)	7 (17.5)
Continued after 150 volts	28 (70.0)	19 (63.3)	33 (82.5)

A replication of Milgram's study in 2000s showed that obedience did not drop much. A majority of participants continued after 150 volts, when the confederate yelled out of pain. Seeing a defying model did not reduce obedience by much (Burger, 2009).

■ Obedience

- Similarity across cultures (Blass, 2004)
- Morally advanced participants are more defying (Milgram, 1974)
- People with high authoritarianism (who see the world as a hierarchy of power) are more obedient (Elms & Milgram, 1966)



Adolf Eichmann was executed in 1962 for his part in the Holocaust, in which 6 million Jewish (as well as gypsies, communists and trade unionists) were murdered. At his trial, Eichmann expressed surprise at being hated by Jewish, saying that he had merely obeyed orders, and obeying order could only be a good thing (McLeod, 2007).