Changing others' Behavior

Social influence – Efforts by one or more persons to change the behavior, attitudes, or feelings of one or more others.

Why people accept social influence

Acceptance

Cooperation

Cohesion

Social Norms and Social Influence

- A social norm is the accepted behavior that an individual is expected to conform to in a particular group, community, or culture.

- People in the society belong to various backgrounds, have their set patterns of thinking and beliefs and, most important, have a critical mind. It might not be so easy to convince them over the given matter.

- Social norms are formed slowly and accepted gradually, which is also based on the experiences of the people concerned or affected.

Norms and Behavior

- Descriptive Norms – what most people do in a given situation

- Injunctive Norms – approved or disapproved behavior in a given situation

Social Influence

| Conformity	Compliance	Obedience
A type of social influence in which individuals change their attitudes or behavior to adhere to existing social norms.	A form of social influence involving direct requests from one person to another.	A form of social influence in which one person simply orders one or more others to perform some action(s).

Conformity

When in Rome, you do as the Romans

- Expectations to *behave* in a certain way in a *given situation*
- Adherence to *social norms*

Is conformity *objectionable?*

- Conformity makes life more predictable

Social Pressure – Conformity

Target line

A B C
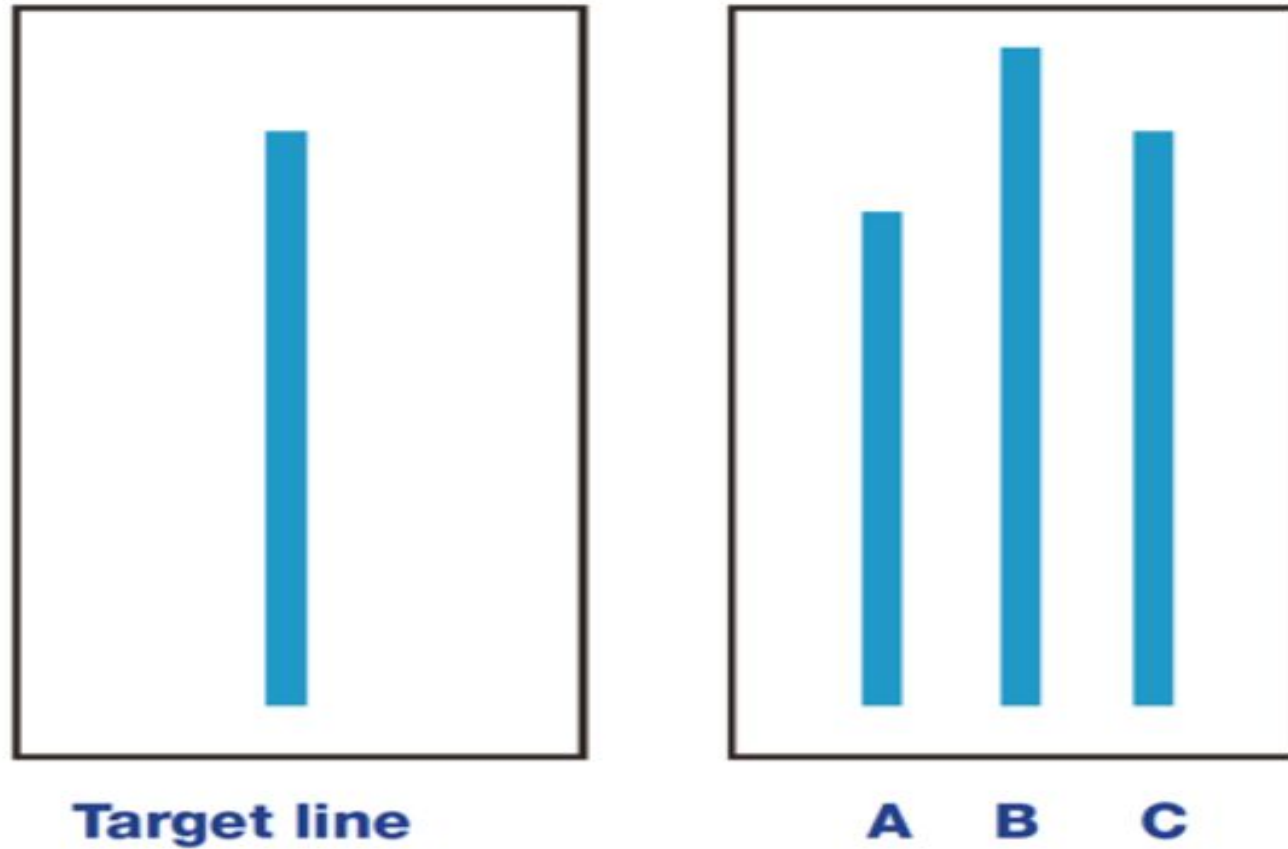
Factors Influencing Conformity

Cohesiveness and Conformity

- Conformity increases when there is more cohesiveness

Conformity and Group Size

- Conformity tends to increase when more people are present.

Conformity and Task

- Conformity also increases when the task becomes more difficult.

Conformity and Status within a Group

- Conformity increases when other members of the group are of a higher social status.

Conformity and Group Presence

- Conformity tends to decrease, however, when people are able to respond privately.

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Social Foundations of Conformity
why we Often choose to "Go Along"

- Normative Social Influence: The Desire to be Liked

approval and acceptance

- Informational Social Influence: The Desire to be Right

tendency to depend on others as a source of information about many aspects of the social world.

The Downside of Conformity

- https://www.youtube.com/watch?v=3XN2X72jrFk
- https://www.youtube.com/watch?v=O7y3-qEOtd4&t=32s

Reasons for Non-Conformity
"Not to Go Along"

- Power as a shield against conformity

- Desire to be unique and nonconformity

- The benefits of nonconforming

Minority Influence

- First, the members of such groups must be consistent in their opposition to majority opinions.

- Members of the minority must avoid appearing to be rigid and dogmatic.

- The general social context in which a minority operates is important. If a minority argues for a position that is consistent with current social trends

Gender and Conformity

- Women seems to be more likely than men to adopt new fashions in clothing and hairstyles.

- Difference in the status and power structure

- Glass Celling Effect

Compliance:
To Ask—Sometimes—Is to Receive

- Many tactics for gaining *compliance*—for getting others to say yes to your requests

The underlying Principles for compliance

- Although techniques for gaining compliance take many different forms, they all rest to some degree on six basic principles

Friendship/liking

Commitment/consistency

Scarcity

Reciprocity

Social validation

Authority

Tactics Based on Friendship or Liking

- *Impression Management* – various procedures for making a good impression on others

- *Flattery*—praising others in some manner

- *Self-promotion*—informing others about our past accomplishments or positive characteristics

- *Incidental Similarity*—calling attention to small and slightly surprising similarities between them and ourselves

Tactics Based on Commitment or Consistency:
The Foot-in-the-Door and the Lowball

- Foot-in-the-door technique – A procedure for gaining compliance in which requesters begin with a small request and then, when this is granted, escalate to a larger one (the one they actually desired all along).

- Low-ball procedure – A technique for gaining compliance in which an offer or deal is changed to make it less attractive to the target person after this person has accepted it.

Tactics Based on Reciprocity:
The Door-in-the Face and the "That's-Not-All" Approach

- Door-in-the-face technique – A procedure for gaining compliance in which requesters begin with a large request and then, when this is refused, retreat to a smaller one (the one they actually desired all along).

- That's-not-all technique – A technique for gaining compliance in which requesters offer additional benefits to target people before they have decided whether to comply with or reject specific requests.

Tactics Based on Scarcity:
Playing Hard to Get and the Fast-Approaching-Deadline Technique

- Playing hard to get – A technique that can be used for increasing compliance by suggesting that a person or object is scarce and hard to obtain.

- Deadline technique – A technique for increasing compliance in which target people are told that they have only limited time to take advantage of some offer or to obtain some item.

Symbolic Social Influence:
How We Are Influenced by Others Even When They Are Not There

- Other people can influence us even when they are not present through our mental representations of them and our relationship with them.

- The extent other people are present in our thoughts.

- The psychological presence of others may trigger goals with which that person is associated—goals they want us to achieve.

Obedience to Authority:
Would You Harm an Innocent Stranger If Ordered to Do So?

A form of social influence in which one person simply orders one or more others to perform some action(s).

Obedience in the Laboratory

https://www.youtube.com/watch?v=JXXbIF5Okjc

Destructive Obedience:
Why It Occurs

People in authority assume responsibility

People in authority often have visible signs of their status and power

Commands are gradual in nature, and do not start out with orders to perform extreme actions

Events move at a fast pace, giving the people involved little chance to consider their options

Strong Tendency to Obey