# **Social psychology chapter 9**

### **Conformity**

1. Automatic mimicry: sometimes we mindlessly imitate other people's behavior; we are unconscious copycats
2. Ideamate action: phenomenon when merely thinking about a behavior makes performing it more likely
3. We mimic others' behavior to prepare for interacting with them. Interaction will tend to go more smoothly if we establish some rapport
4. Informational social influence: the rating of other people's comments + actions as an indication of what’s likely to be correct, people, +effective

### **Asch conformity Exp.**

1. Asche’s experiment found that people conform to a majority's incorrect answer ⅓ of the time, even when their original answer was correct; due to the normative social influence. (desire to avoid being disapproved of and criticized.)
2. Social influence can lead to many negative choices, sometimes as extreme as the development of eating disorders
3. Expertise affects informational social influence, while statute affects normalistic social influence
4. Minorities typically influence fewer people but those they do influence often make deeper personal attribute changes

### **Compliance w**

1. 3 basic types of compliance approach

* Directed to the mind
* Directed to the heart
* Those based on the power of norms

1. Norm of reciprocity—people are socially expected “return the favor” in a proportional way when someone does something to them
2. Reciprocals Conventions/”door in the face” technique — staying with a large request that most people will refuse can make people more willing to comply with later, smaller requests
3. The “foot in the door” technique — starting with a small request that people will comply with can make those who do are more likely to comply with later larger requests.

### **Emotion Based + Norm based**

1. Positive mood = charitable & expensive with reason — Feeling good feels good — desire to perpetrate positive feeling
2. Descriptive and Prescriptive Norms:

* It's important to beware, there are two kinds of norms
* Descriptive norms=descriptives of what is typically done

Respond to prescriptive

* Perspectivenorms - what one is supposed to do

1. Negative moods - negative state releases the hypothesis that people engage in certain actions, such as agreeing to a request. To relive their negative feeling and feel better about themselves feelings and guilt up compliance up
2. Effective norm based an appeal

* Students initiating habits
* Assumed students drink more
* Many stopped after

### **Obedience to Authority**

1. Participants in obedience studies are caught in conflict between 2 opposing forces

* Normative social influence
* Moral imperatives

1. The study of obedience has been dominated by the Milgram experiments, which demonstrated the surprising willingness of people to go along with harmful demands of authority
2. Participants often placed the burden of responsibility on the experimenter rather than on themselves
3. It shifts toward the latter when participants tune out the experimenter and tune in the; learner most attempts to stop the experiment were ineffective.

### **Would you have obeyed?**

1. Anyone can commit crimes — not just “exceptionalists”
2. People respond to authorities, even in hideous situations.
3. Humans comply with obedience, even without knowledge to articulate the “right thing”
4. In the M. experiment, people initially obeyed before they obeyed