



SOCIAL INFLUENCE

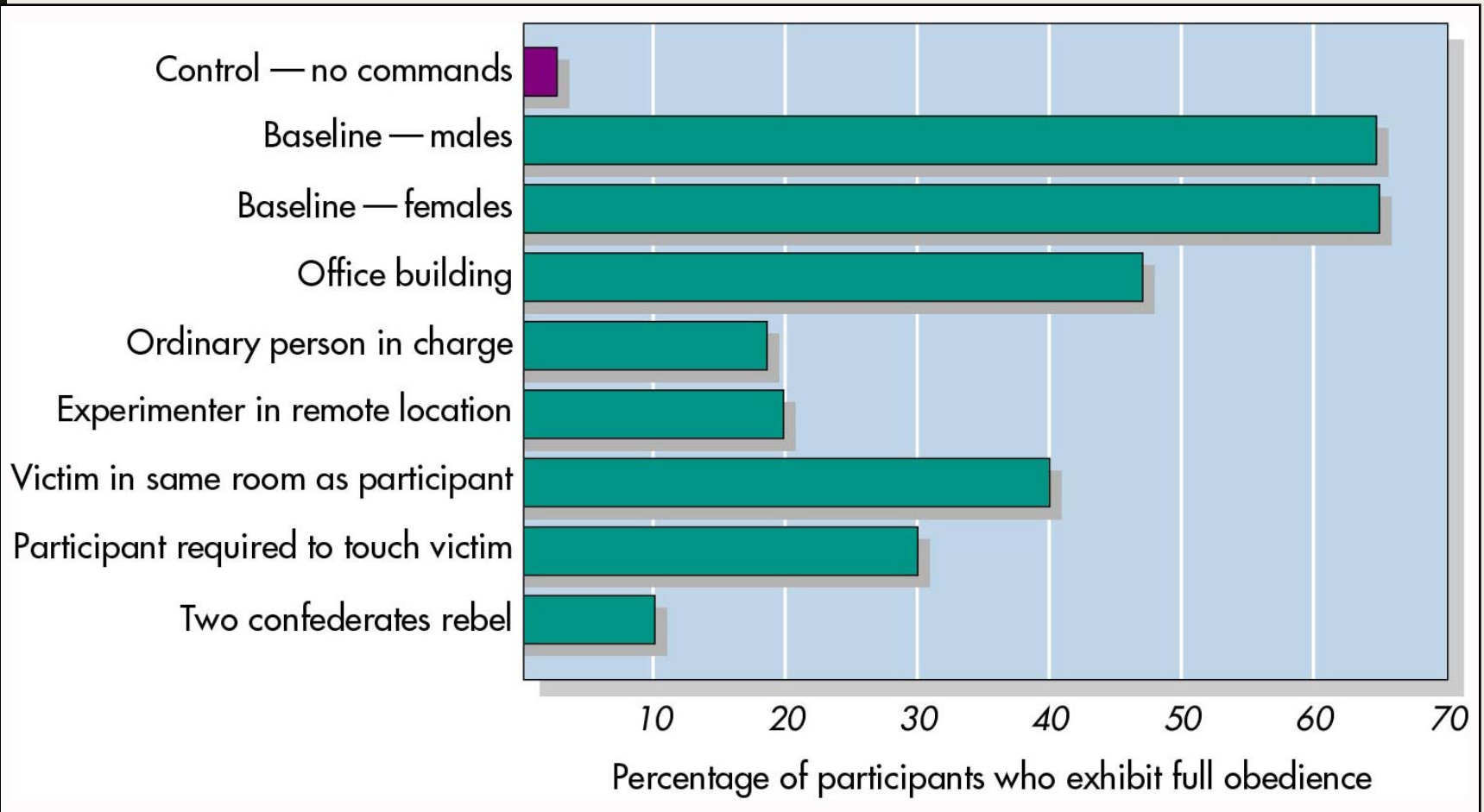
Spring 2018

Milgram Revisited

- Three roles
 - *Experimenter*
 - *Confederate (“learner”)*
 - *Participant (“teacher”)*

Shock Level (Volts)	Participants Who Stopped at This Level	
	Number	Percent
300	5	12.5
315	4	10.0
330	2	5.0
345	1	2.5
360	1	2.5
375	1	2.5
450	26	65.0

Factors that influence obedience



Factors that influence obedience

- Greater distance from target → greater obedience
- Greater distance from authority figure → lower obedience
- Lower personal responsibility → greater obedience
- More people obeying → greater obedience
- Feel that authority figure is legitimate → greater obedience

Social influence depends on:

- Group Size
- Unanimity
- Cohesion
- Status of the responder
- Public response
- Prior commitment

Ethics and Values in Social Psychology

- Moral and legal responsibility to abide by ethical principles.
 - *Virtually every study now has to be evaluated for its ethics by an external committee before the study can be conducted*
- Institutional Review Board (IRB)

History of IRB boards

- Direct response to research abuses in 20th century
 - *Experiments of Nazi physicians*
 - *Tuskegee Syphilis study*

Ethics and Values in Social Psychology

- APA Ethics Code
 - *Informed Consent*
 - *Confidentiality*
 - *Compensation for research participation*
 - *Deception*
 - *Avoid harm (physical, psychological)*
 - *Debriefing*

Thoughts to consider...

- Does learning about Milgram and the Stanford Prison study potentially prevent people from behaving this way in similar powerful situations?



“The Stanford Prison Experiment suggests that extreme behavior flows from extreme institutions. Prisons *aren't* blank slates. Guards do indeed self-select into their jobs, as Zimbardo's students self-selected into a study of prison life. Like Zimbardo's men, they are bombarded with expectations from the first and shaped by pre-existing norms and patterns of behavior. The lesson of Stanford isn't that any random human being is capable of descending into sadism and tyranny. It's that certain institutions and environments demand those behaviors—and, perhaps, can change them.”