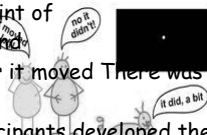


SOCIAL INFLUENCE REVISION GUIDE

Conformity	Majority influence
Compliance	Conformity with public agreement and private disagreement.
Normative social influence	Explanation for compliance: changing behaviour out of the desire to fit in i.e. gain acceptance/ avoid rejection.
Internalisation	Conformity with public and private agreement.
Informational social influence	Explanation for internalisation: conforming out of the desire to be correct e.g. in an ambiguous situation.
Task difficulty, group size, unanimity	Situational variables which altered compliance levels in Asch's experiment.
Identification	Conformity to social roles.
Obedience	Behaviour changes as a result of direct orders from a person who is in a position of authority over us.
Uniform, proximity, location	Situational variables which altered compliance levels in Milgram's experiment.
Legitimacy of authority	Explanation for obedience: The system, authority figure and their demands must be seen as valid in order to result in obedience.
Agency theory	Explanation for obedience: where we surrender our free will and shift responsibility for our actions to an authority figure (as opposed to our usual autonomous state).
Buffers	Explanation for obedience: something which prevents us from seeing the consequences of our actions.
Dispositional explanation	Explanation for obedience: the view that a person's personality predisposes them to be obedient, regardless of the situation e.g. ...
Authoritarian personality	A collection of traits developed from strict parenting, eg conformist/conventional/dogmatic, causing them to be obedient towards people of perceived higher status (measured via F scale)
Resistance to social influence	Non-conformity and disobedience.
Social support	The presence of other non-conformists and disobedient Ps makes resistance more likely (see Asch & Milgram *)
Locus of control	A stable personality trait relating to beliefs about the causes of events, measured on a scale from internal to external (internal= more resistant to social influence)
Minority influence	When a majority is persuaded to change their attitudes/ behaviour by a minority group.
Consistency	Repetition of the minority opinion, in the same way by all members (synchronic consistency) over time (diachronic consistency).
Commitment	Minorities engage in extreme activities to persuade the majority of their deep belief (the augmentation principle).

Flexibility	The minority must be seen to be accepting of valid counterarguments so as to not seem dogmatic.
Attention	Minorities need to attract the attention of the majority to the issue.
Cognitive conflict	A conflict is created between the message of the minority and belief already held by the minority, causing the majority to process the message of the minority more deeply.
Consistency	Minorities need to continue to express their message in over time (diachronic consistency). Members of the minority need to be perceived as united on the message (synchronic consistency).
Augmentation principle	The appeal of the minority is strengthened if they are perceived to suffer for their views.
The snowball effect	Minority influence slowly spreads to a greater number of people until a "tipping point" is reached- thought to be around 10%- when wide-scale social change begins to occur rapidly
Social crypto amnesia	By the time change occurs, people have forgotten the original source of the opinion change.

CONFORMITY

Definition		
A form of social influence where real or imagined group pressure results in a change in behaviour/attitudes. Also known as "majority influence".		
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Explanation of Conformity	<u>INFORMATIONAL SOCIAL INFLUENCE</u> Acting as other members of a group act out of the desire to be correct . This occurs when we are lacking knowledge or expertise about the correct way to act or in an ambiguous situation.	<u>NORMATIVE SOCIAL INFLUENCE</u> Changing your behaviour out of the desire to fit in i.e. gain acceptance/ avoid rejection.
Type of conformity	<u>INTERNALISATION</u> A type of conformity characterised by public and private agreement i.e. a person comes to genuinely believe in the attitude of the group. Leads to a true, long-lasting change of attitudes and behaviour.	<u>COMPLIANCE</u> A type of conformity characterised by public agreement, but private disagreement i.e. changing behaviour whilst not changing one's private views.
Evidence	<u>Sherif</u> Ps shown a still point of light in the dark and estimated how far it moved. There was no right answer.  When alone, participants developed their own estimates. In the group, judgements gradually became closer and closer until a group norm developed (an estimate they agreed on).	<u>Asch</u> Participants in groups of 7 or 8 judged line lengths by saying out loud which comparison line (1, 2, or 3) matched the standard line. Each group had only one real participant, the others were confederates of the experimenter. Real participant always went last but one so had heard rest of the answers. In critical trials participants conformed to majority 37% of time. 75% conformed at least once. (for variations, see the next page)
AO3 of Evidence	<u>Conclusion:</u> This demonstrates ISI leading to internalisation, as in an ambiguous task the Ps are motivated to conform in order to gain the information to give a correct answer.	<u>Conclusion:</u> This demonstrates NSI leading to compliance, as in an unambiguous task, where the Ps could have had no doubt as to the correct answer, the likely motivation of Ps to conform is in order to fit in. <u>Evaluation</u> 😞 This task was artificial meaning that the behaviour demonstrated may lack eco. val. in terms of not representing how Ps behave in the real world. E.g., the line judging task was trivial and the confederates were strangers to the P. This may have increased compliance in comparison to real life situations which may involve more important decisions and the influence of peers... 😞 The experiment may not validly represent the human behaviour as the sample was not representative. This means that the behaviour of the sample may not generalise to the whole population e.g. male US students may not show conformity in a way which is typical of other groups such as women or people from collectivist cultures.... 😞 The experiment raises ethical issues, meaning that there are implications for the Ps who took part. e.g. the Ps were witnessed to experience discomfort and embarrassment as they listened to the confederates' answers and prepared to give theirs..... 😞 The behaviour demonstrated may have been a result of demand characteristics. This means that the Ps may have behaved as they believed they were expected to e.g. the answers of the confederates were so obviously wrong that the Ps may have guessed the aim of the experiment, and were therefore not truly complying with the group...
AO3 of explanations	😞 Deutsch & Gerard proposed that ISI & NSI are different. However, in reality, they are difficult to demonstrate separately. This is because the resultant conformity differs only in terms of whether there is private dis/agreement which cannot be observed. e.g. in Sherif's experiment, Ps may actually have changed their behaviour to fit in... 😞 NSI and ISI don't explain all cases of conformity. This means they aren't the only reasons for conformity e.g. identification and Social Identity Theory are more appropriate in some cases... NSI: There are individual differences in how much people want to be liked by others ((N-Affil). This means not everyone will conform due to this desire e.g. the behaviour seen in Asch can't be generalised to all individuals...	