

PSYCH 108s
Lecture 7: Social Influence

*“Why do we change our behavior
because of other people??”*

7/14/2015

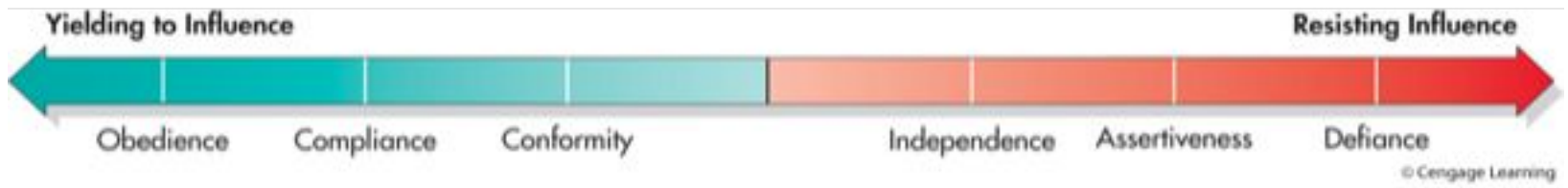
Fiona Lee

Daily question: *“What do you value most in a friendship?”*

How do Types of Social Influence Differ?

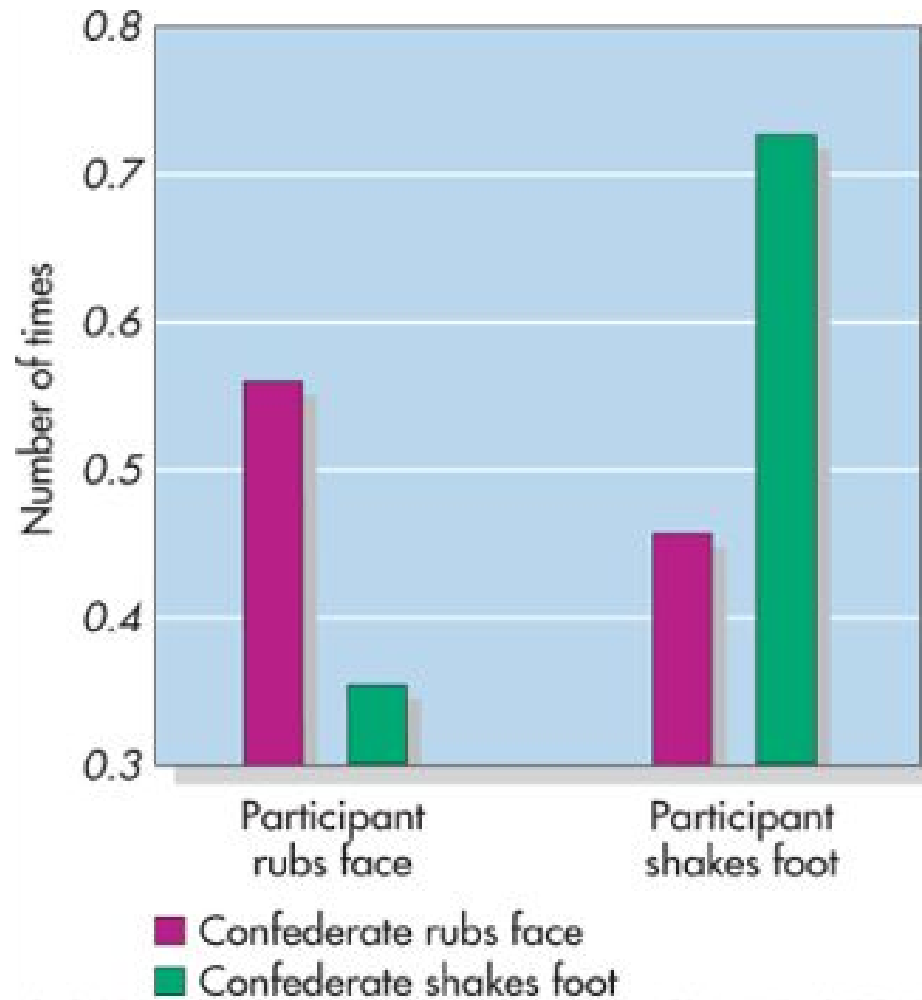


Continuum of Social Influence



Social Influence as “Automatic”

- The Chameleon Effect



Agenda

- Conformity
- Compliance
- Obedience

Agenda

- **Conformity**
- Compliance
- Obedience

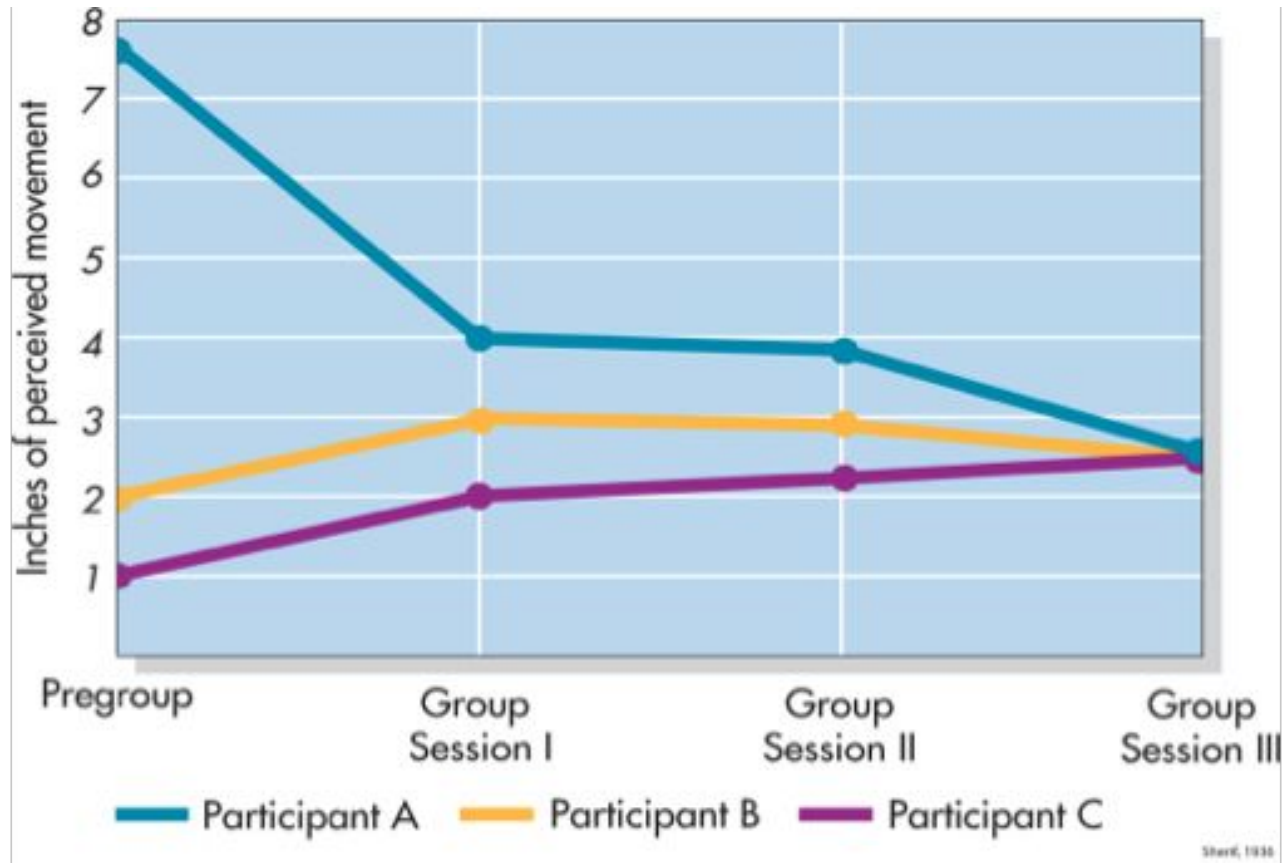
Conformity

- Tendency to change perceptions, opinions, or behavior in ways that are consistent with group norms.

How far did the dot move?

.

Sherif's "Autokinetic Effect" Study (1936)



Change in perception: "That's really what I saw"

Sherif's “Autokinetic Effect” Study (1936)

- Stimulus was ambiguous.
- Draws on our desire to be right.

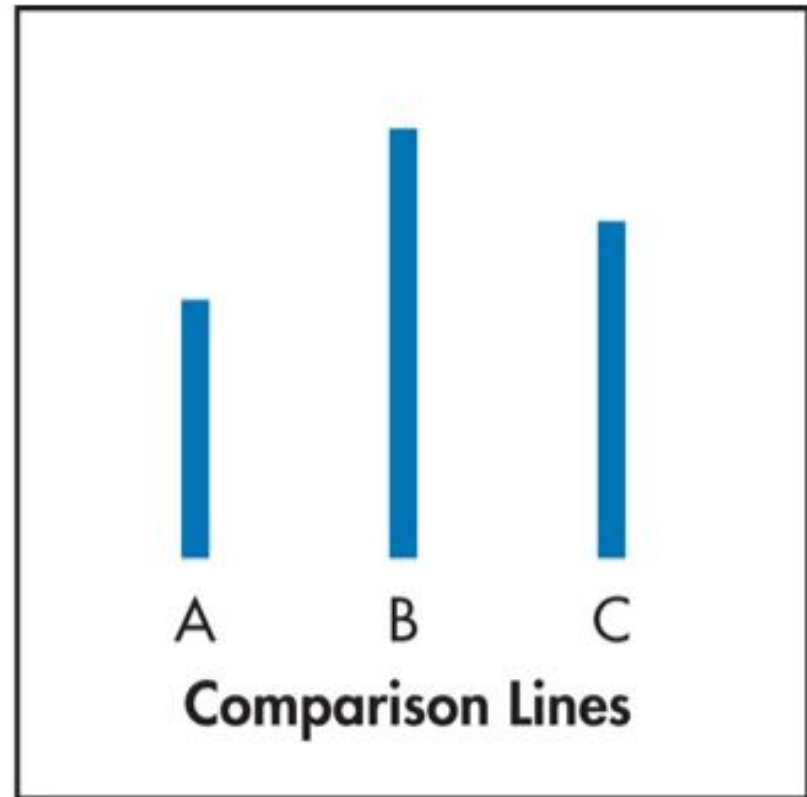
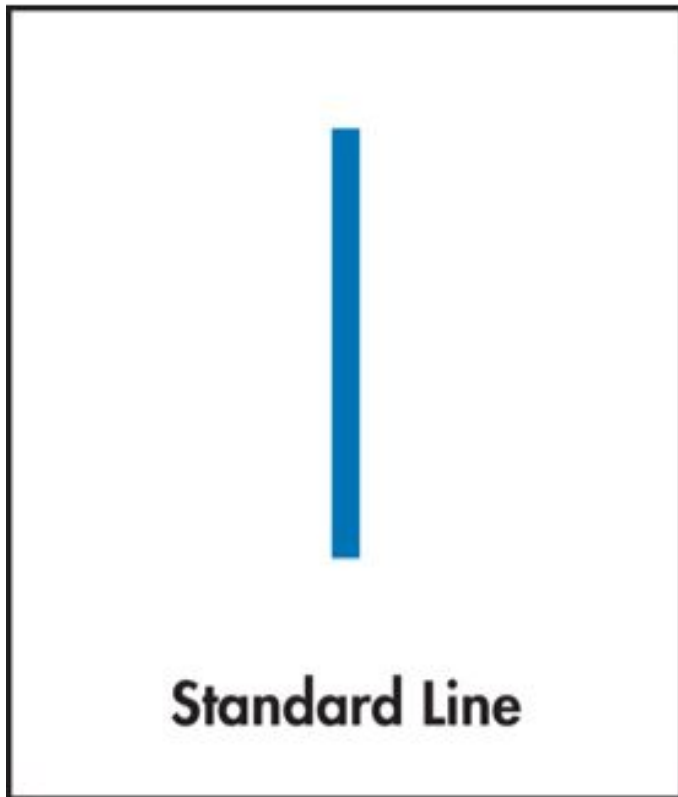
- **Informational Influence:**
People conform because they believe others are correct in their judgments.

Asch's Line Judgments Study (1951)



- Would people conform to something that was “contrary to the fact”?
- One participant and eight “confederates”

Asch's Line Judgments Study (1951)



Asch's Line Judgments Study (1951)

- Conformed with incorrect majority 37% of the time.
- 50% conformed for more than half of the time.
 - Change in behavior (responses)
 - Some change in judgment
 - NO change in perception

Asch's Line Judgments Study (1951)

- Stimulus was not ambiguous.
- Draws on our need to be liked.
- **Normative Influence:**
People conform because they fear the consequences of appearing deviant.

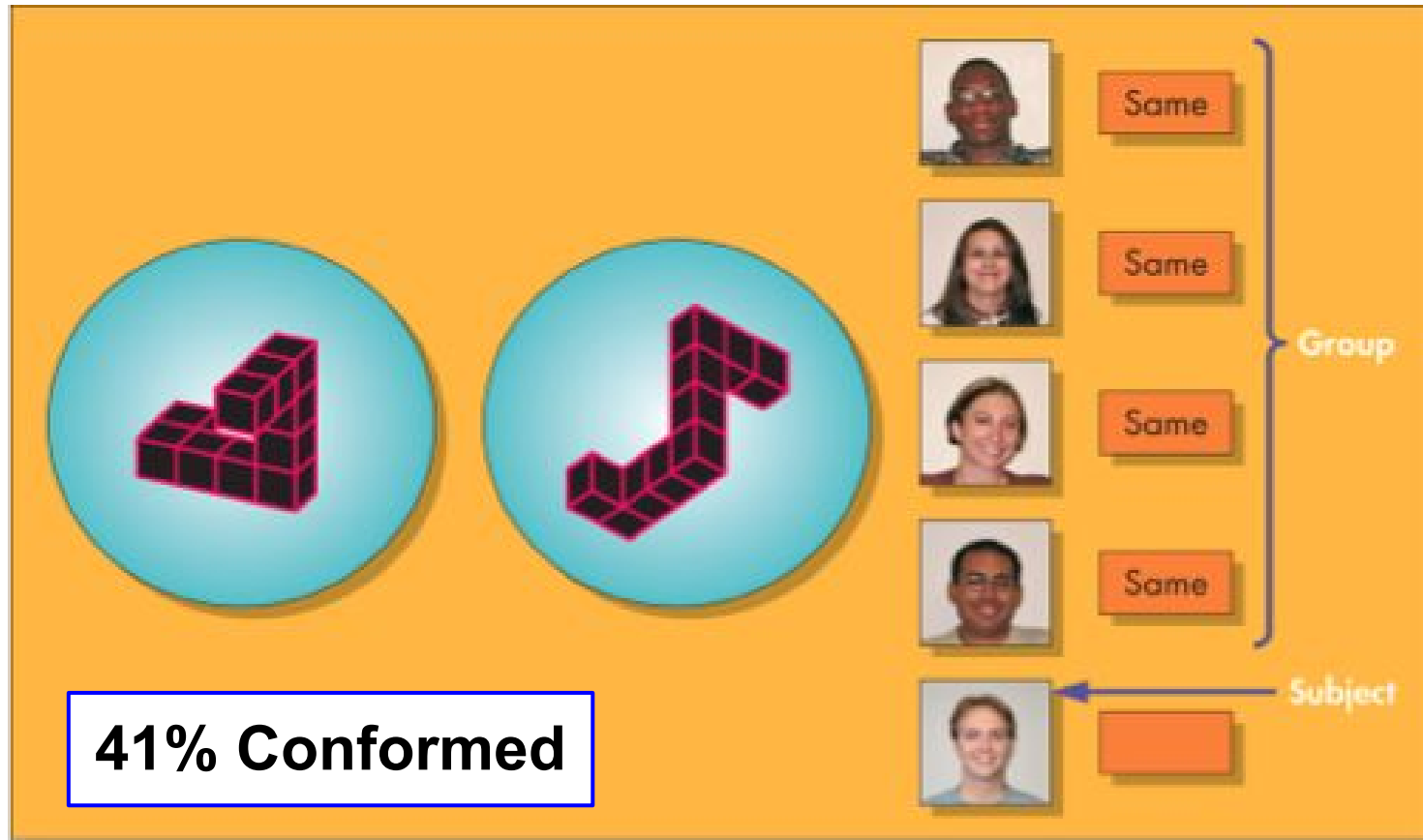
Sherif's vs. Asch's Studies

- **Sherif's Autokinetic effect study:**
Ambiguous stimuli, people looked to each other for guidance and “saw” things differently.
- **Asch's Line study:**
Obvious stimuli, but awkward social position--willing to behave similarly, some change in judgment.

Can people really “see” things differently?

Conformity & Mental Rotation

(Berns et al., 2005)



Berns et al., 2005. Courtesy of Gregory Berns

fMRI results: activation in brain area for **spatial awareness** \Rightarrow **Perception** was altered, not mere behavior.

Why Do People Conform?

- **Informational Influence:**

People conform because they believe others are correct in their judgments.

- **Normative Influence:**

People conform because they fear the consequences of appearing deviant.

Types of Conformity

- **Private Conformity:**
Changes in both overt behavior and personal beliefs.
- **Public Conformity:**
Superficial change in overt behavior only.

Factors that Influence Conformity

- **Group Size:** conformity increases with group size, *but only up to a point.*

Factors that Influence Conformity

- **Group Size**
- **Focus on Norms:** social norms give rise to conformity only when we know the norms and focus on them.

Factors that Influence Conformity

- **Group Size**
- **Focus on Norms**
- **An Ally in Dissent:** the presence of a single ally reduced conformity by almost 80%.

Factors that Influence Conformity

- **Group Size**
- **Focus on Norms**
- **An Ally in Dissent**
- **Gender:** depending on one's familiarity with a task and the type of given social situation.

Agenda

- Conformity
- **Compliance**
- Obedience

Compliance

- Changes in behavior that are elicited by direct requests.

Compliance

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What increases the rate of compliance?

Compliance

Compliance Strategies

- Targeting Mindlessness
- The Norm of Reciprocity
- Foot-in-the-Door Technique
- Low-Balling Technique
- Door-in-the-Face Technique
- That's-Not-All Technique

Compliance Strategies: Targeting Mindlessness

- People can be disarmed by the simple phrasing of the request.
 - How you ask for something can be more important than what you ask for.
 - Langer: We often respond mindlessly to words without fully processing the information they are supposed to convey.

Compliance Strategies: Targeting Mindlessness

- The Xerox Study (Langer et al., 1978)



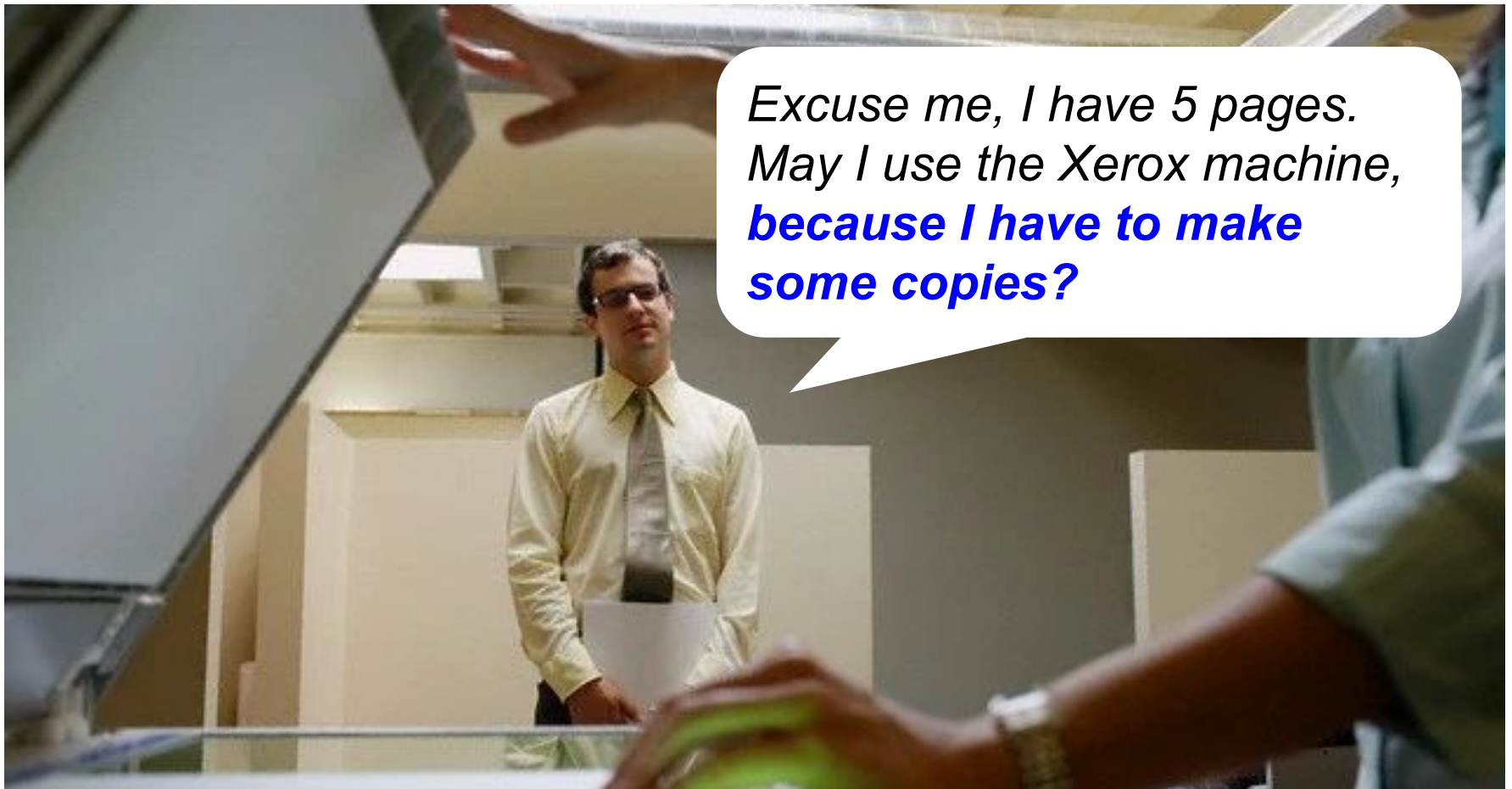
Compliance Strategies: Targeting Mindlessness

- The Xerox Study (Langer et al., 1978)



Compliance Strategies: Targeting Mindlessness

- The Xerox Study (Langer et al., 1978)



Compliance Strategies: Targeting Mindlessness

- The Xerox Study (Langer et al., 1978)

Reason

None	Real	Fake
60%	94%	93%

Compliance Strategies: The Norm of Reciprocity

- The norm of reciprocity dictates that we treat others as they treated us.
 - This norm leads us to feel obligated to repay for acts of kindness, even when unsolicited.

Compliance Strategies: The Norm of Reciprocity

- Restaurant Study (Rind & Strohmets, 2001)
- Writing “Thank you” on the back of the check, drawing a happy face on it, or placing candy on the check tray increased the tip percentages.



Compliance Strategies:

Foot-in-the-Door Technique

- Person begins with a very small request; secures agreement; then makes a separate larger request.

Compliance Strategies: Foot-in-the-Door Technique



Would you take
a quick survey?



Would you like to
be visited?

In 3 Days

Compliance Strategies: Foot-in-the-Door Technique

	Not asked about the survey	Asked about the survey
Response Rate	22%	53%

Compliance Strategies: Foot-in-the-Door Technique

	Not asked about the survey	Asked about the survey
Response Rate	22%	53%

- Why is it effective?
 - Self-perception theory

Compliance Strategies: Low-Balling Technique

- Person secures agreement with a request and then increases the size of that request by revealing hidden costs.

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- E.g., Car dealership jacking up the price with fees.



Compliance Strategies: Low-Balling Technique

- Person secures agreement with a request and then increases the size of that request by revealing hidden costs.
- E.g., Car dealership jacking up the price with fees.
- Why is it effective?
 - Psychology of commitment (avoiding dissonance)

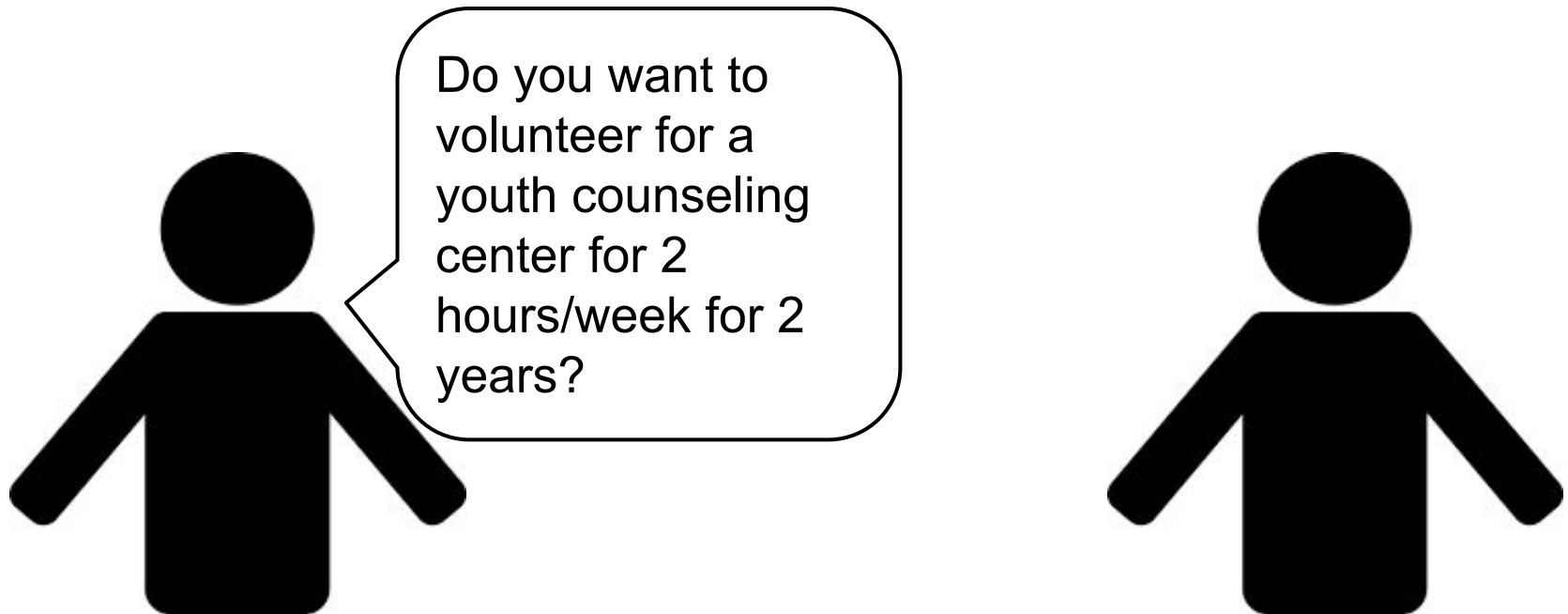
Compliance Strategies:

Door-in-the-Face Technique

- Person begins with a very large request that will be rejected; then follows that up with a modest request.

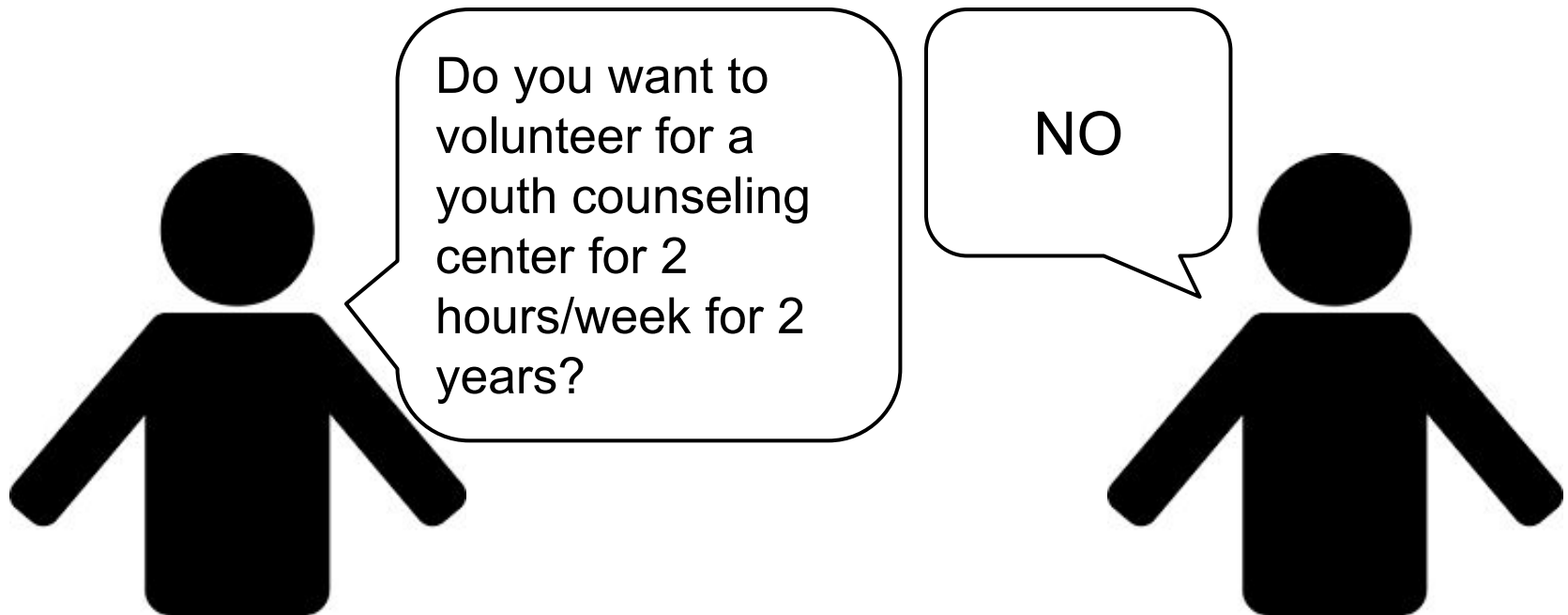
Compliance Strategies: Door-in-the-Face Technique

- Youth Volunteer Study (Cialdini et al., 1975)



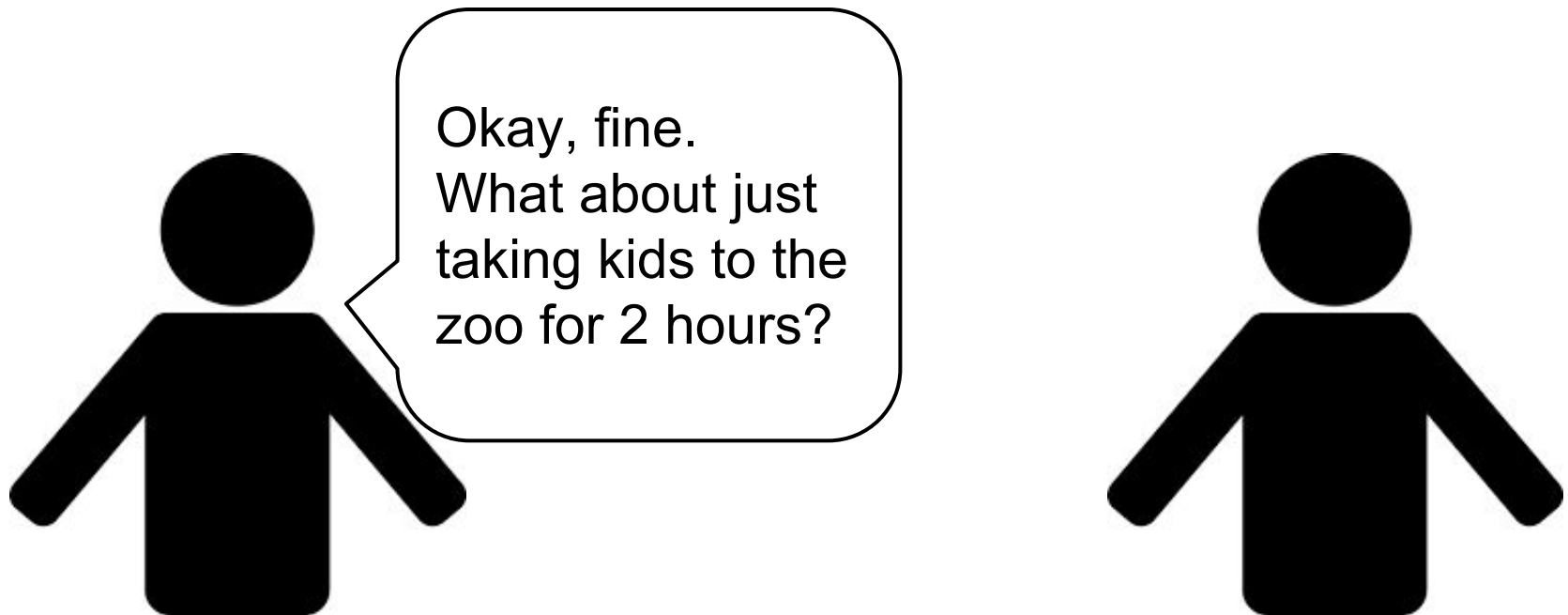
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Compliance Rate

Not asked before	Asked for counseling before
17%	50%

Compliance Strategies: Door-in-the-Face Technique

- Youth Volunteer Study (Cialdini et al., 1975)



Compliance Rate

Not asked before	Asked for counseling before
17%	50%

- Why is it effective?
 - Perceptual contrast; Reciprocal concession.

Compliance Strategies: “That’s Not All, Folks!”

- Person begins with a somewhat inflated request; then immediately decreases the apparent size of the request by offering a discount or bonus.



Compliance Strategies: “That’s Not All, Folks!”

- Cupcake Study (Burger, 1986).



It's 75 cents!



It's a dollar!
But.. just give me
75 cents.

Compliance Strategies: “That’s Not All, Folks!”

- Cupcake Study (Burger, 1986).

Sales

75 cents	1 dollar 75 cents
44%	73%

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- Why is it effective?
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Assertiveness: When People Say No

- To be able to resist the trap of compliance techniques, one must:
 - Be vigilant.
 - Not feel indebted by the norm of reciprocity.
- Compliance techniques work smoothly only if they are hidden from view.

Agenda

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- Obedience

Obedience

- Behavior change produced by the commands of authority.

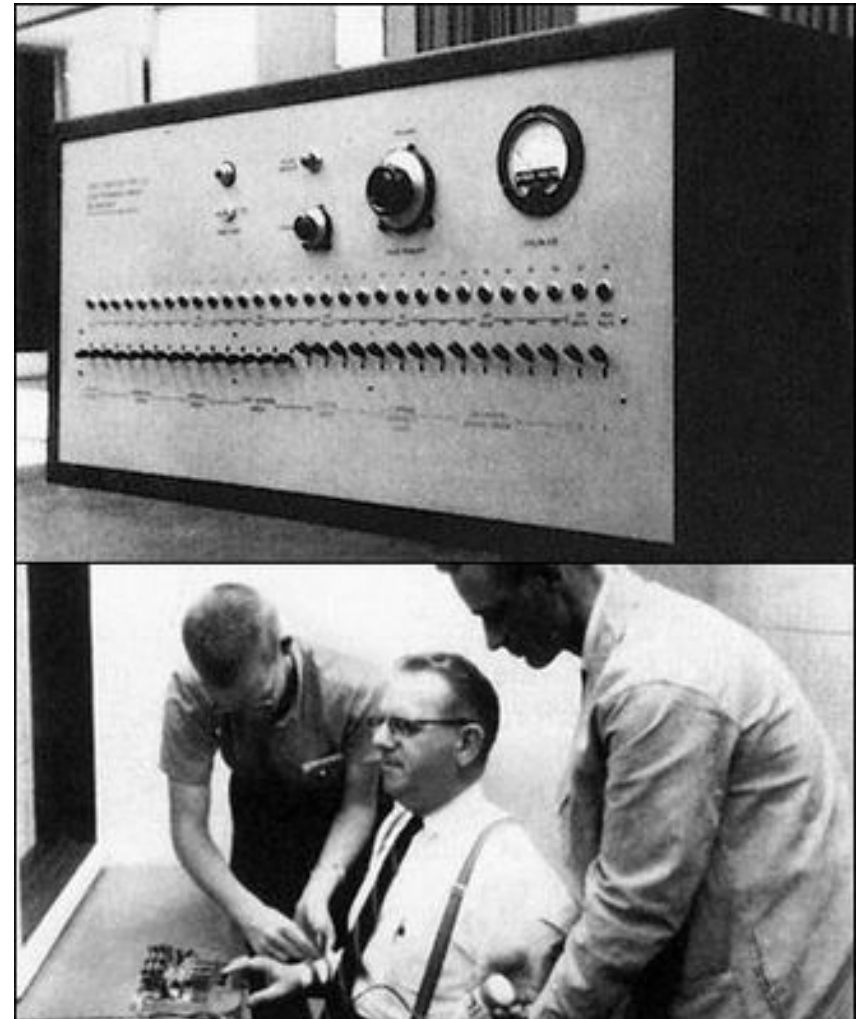
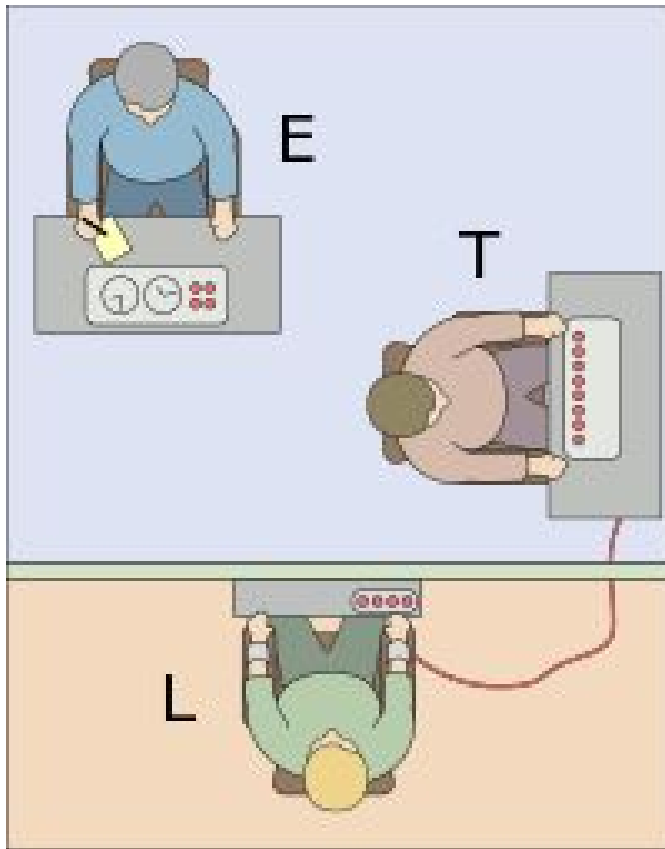
Milgram's Experiment

- Conducted experiments during the Nazi regime--
How could a whole nation be complicit?
- His unorthodox methods have been the subject of much ethical debate.



Stanley Milgram 1933-1984

Milgram's Experiment



The Prods Used in Milgram's Experiment

- "Please continue (or please go on)."
- "The experiment requires that you continue."
- "It is absolutely essential that you continue."
- "You have no other choice; you must go on."

Milgram's Experiment - Results

- Participants administered an average of **27 out of 30** possible shocks.
- **65% of the participants** delivered the ultimate punishment of 450 volts.

Milgram's Experiment

- Milgram's participants were tormented by experience.
- No gender differences observed in level of obedience.
- Milgram's basic findings have been replicated in several different countries and among different age groups.

Factors that Influence Obedience

<u>Over 20 Variations</u>	% Comply at 450v
Female Participants	65%
Learner in another room, not seen/heard	100%
Learner in same room as participant, seen and heard	40%
Force learner's hand down onto "electric plate"	30%
Experimenter phoning in commands	25%
Experimenter doesn't wear a lab coat	20%
Two experimenters argue (one says to stop, other to continue)	0%
Two more "Teachers" (confeds) who comply	70%
Two more "Teachers" (confeds) who refuse to comply	10%
Participant helps teacher who administers shocks	90%
Participant has to tell assistant to administer the shocks	95%

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Experimenter phoning in commands	Victim Salience
Experimenter doesn't wear a lab coat	
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Authority Salience

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Experimenter phoning in commands	25%
Experimenter doesn't wear a lab coat	20%
Two experimenters argue (one says to stop, other to continue)	0%
Two more "Teachers" (confeds) who comply	<div style="border: 2px solid blue; padding: 10px; text-align: center;"> <p>Authority Legitimacy</p> </div>
Two more "Teachers" (confeds) who refuse to comply	
Participant helps teacher who administers shocks	
Participant has to tell assistant to administer the shocks	95%

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Learner in another room, not seen/heard	100%
Learner in same room as participant, seen and heard	40%
Force learner's hand down onto "electric plate"	30%
Experimenter phoning in commands	<div style="border: 2px solid blue; padding: 10px; text-align: center;"> Group Conformity /Resistance </div>
Experimenter doesn't wear a lab coat	
Two experimenters argue (one says to stop, other to continue)	
Two more "Teachers" (confeds) who comply	
Two more "Teachers" (confeds) who refuse to comply	10%
Participant helps teacher who administers shocks	90%
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Force learner's hand down onto "electric plate"	30%
Experimenter phoning in commands	25%
Experimenter doesn't wear a lab coat	20%
Two experimenters argue (one says to stop, other to continue)	15%
Two more "Teachers" (confeds) who comply	10%
Two more "Teachers" (confeds) who refuse to comply	10%
Participant helps teacher who administers shocks	90%
Participant has to tell assistant to administer the shocks	95%

**Personal
Responsibility**

Defiance: When People Rebel



- Social influence can also breed rebellion and defiance.
- Having allies gives individuals the courage to disobey.

2-Factor Design of Experiment

Factorial Experiment

- Experiments can have multiple “factors” each with discrete possible values or “levels”.
- Factorial design allows researchers to examine the effect of each factor on DVs and their interaction.
- It also allows researchers to determine **under which condition the effect holds.**

2-Factor Experiment: E.g., The Xerox Study

Reason

None	Real	Fake
60%	94%	93%

2-Factor Experiment: E.g., The Xerox Study

Reason

None	Real	Fake
60%	94%	93%

What if it was a big request?

2-Factor Experiment: E.g., The Xerox Study



*Excuse me, **I have 20 pages.**
May I use the Xerox machine?*

2-Factor Experiment: E.g., The Xerox Study

		Reason		
		None	Real	Fake
Request	5 Pages	60%	94%	93%
	20 Pages	24%	42%	24%

2-Factor Experiment: E.g., The Xerox Study

		Reason		
		None	Real	Fake
Request	5 Pages	60%	94%	93%
	20 Pages	24%	42%	24%

2(Request: Small vs. Big)

x3(Reason: None vs. Real vs. Fake) Design

2-Factor Experiment: E.g., The Xerox Study

Midterm (Thursday July 16, in-class)

- **36 multiple-choice questions and 3 short answer questions.**
- 30% of final grade.
- All material covered in lecture and assigned chapters in textbook (Chapter 1-5, 7-8).
- Tips:
 - Focus primarily on key concepts and themes and their associated studies.
 - Names and dates will be provided with context (so no need to memorize!).

Group Research Proposal Paper

- Due by August 14 5pm--begin early!
- Meet with your “mentor” instructor **no later than July 24.**