

# THE POWER OF LEADERSHIP

- You have heard about the Holocaust and the Nazi Party in Germany. Have you wondered HOW it happened? Were all of the German people "evil people"? Were they people who were influenced by a charismatic leader? If so, how do you think people could be "influenced" to act in the way that those in the Nazi Party acted?
- This was a question that directed the work of social psychologists for several decades in the years immediately preceding, during, and after WWII.
- The first man to study this became known as "The Father of Social Psychology".

# Founder of Social Psychology

Kurt Lewin



Kurt Lewin

- Lewin and his associates conducted notable research on the effect of democratic, autocratic, and laissez-faire methods of leadership upon the other members of groups.
- Largely on the basis of controlled experiments with groups of children, Lewin maintained that contrary to popular belief the democratic leader has no less power than the autocratic leader and that the characters and personalities of those who are led are rapidly and profoundly affected by a change in social atmosphere.
- Lewin believed that a social scientist has an obligation to use his resources to solve social problems.
- You will be asked to briefly describe his study in your notebook after we watch the clip.

# Kurt Lewin – Social Psychology

*DISCOVERING*  
**PSYCHOLOGY**  
with Philip Zimbardo, Ph.D.  
**UPDATED EDITION**

# The Lewin experiment

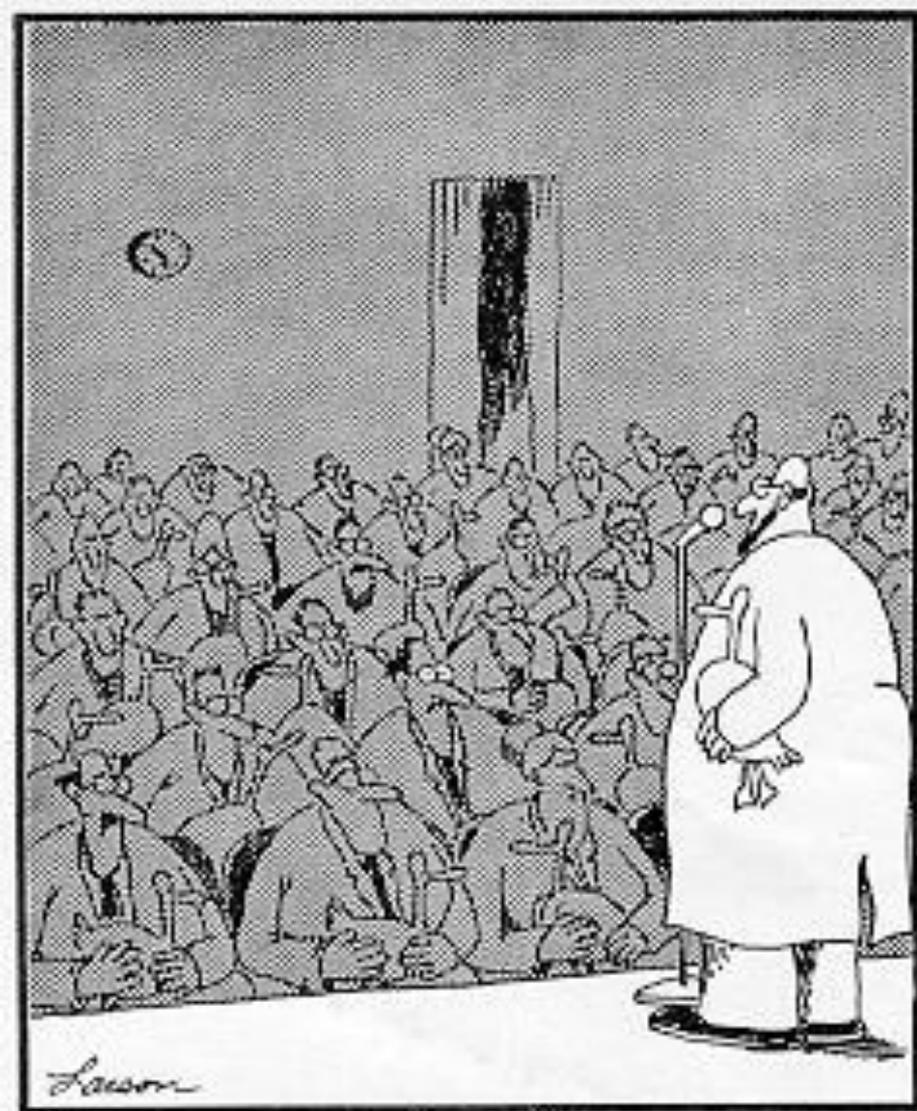
- What may have Lewin's hypothesis have been before he began the experiment?
- The IV?
- The DV?
- Any confounding variables?
- What was controlled?
- **KEY TAKEAWAY - Leadership style and social situation were critical, NOT PERSONALITY OF THE PARTICIPANTS.**
  - The combination of the individual and social environment is what should be considered, not solely the individual.

# Others: Conformity

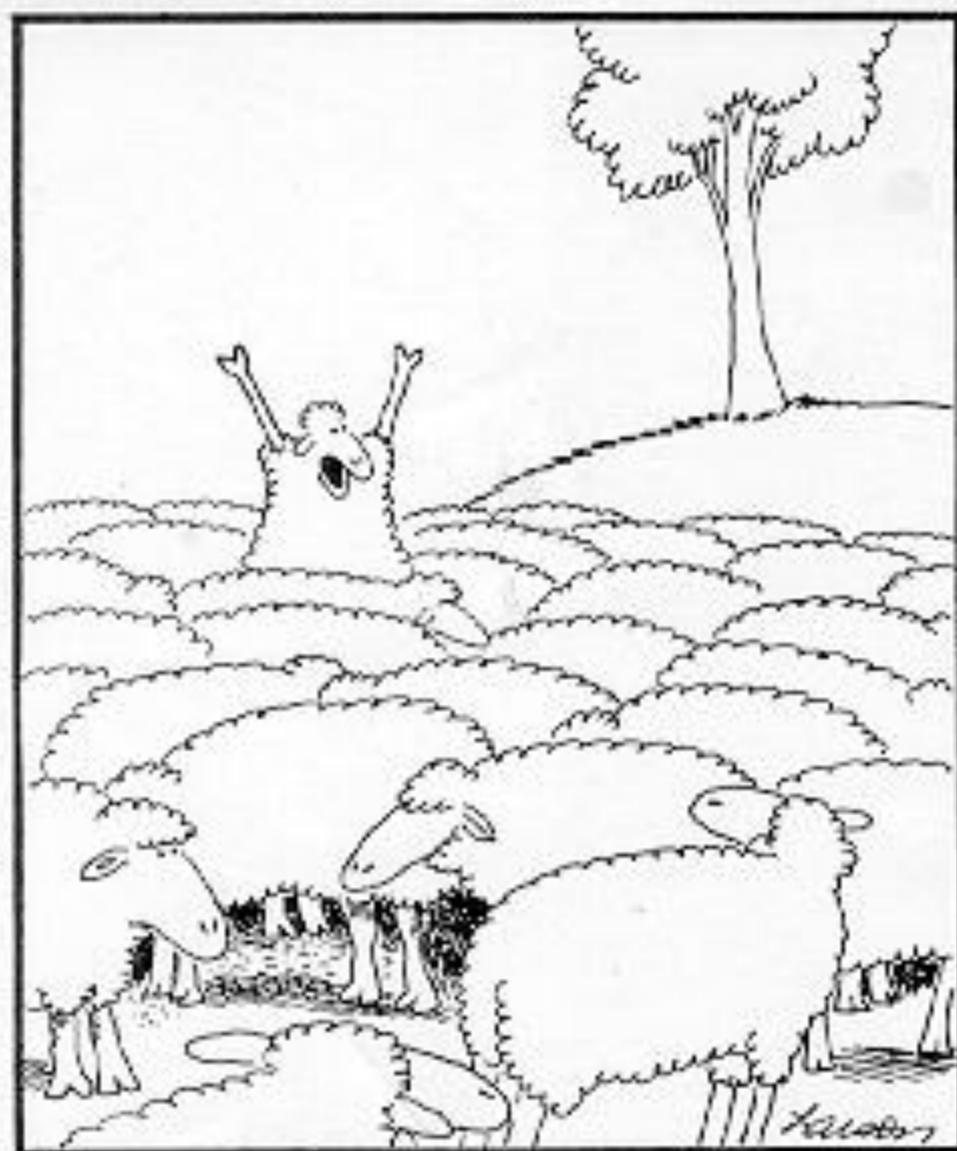


That's  
Baaaaaaad!!





Suddenly, Professor Liebowitz realizes he has come to the seminar without his duck.



"Wait! Wait! Listen to me! ... We don't have to be just sheep!"

What's the difference between conformity and obedience?

When do you obey?

When do you conform?

Why do you conform?

Why do you obey?

What is conformity?

- adjusting our behavior or thinking to fit in with a group standard because of real or imagined group pressure
- A form of *social influence*

# Social Influence

- Behavior is contagious
- Street musicians know to “seed: their tip jars with some money. Why do they do this?
- Chameleon Effect – we are natural mimics
- Why might we be programmed to mimic others?
- Mimicry is part of empathy. The most empathetic people mimic, and are liked, the most.