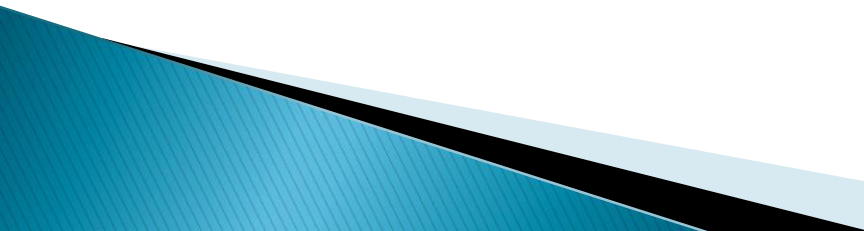


# Social Influence

- ▶ 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.
- 

# Social Influence

# Automatic Mimicry

Some of our mimicry of other people is not by choice, but automatic:

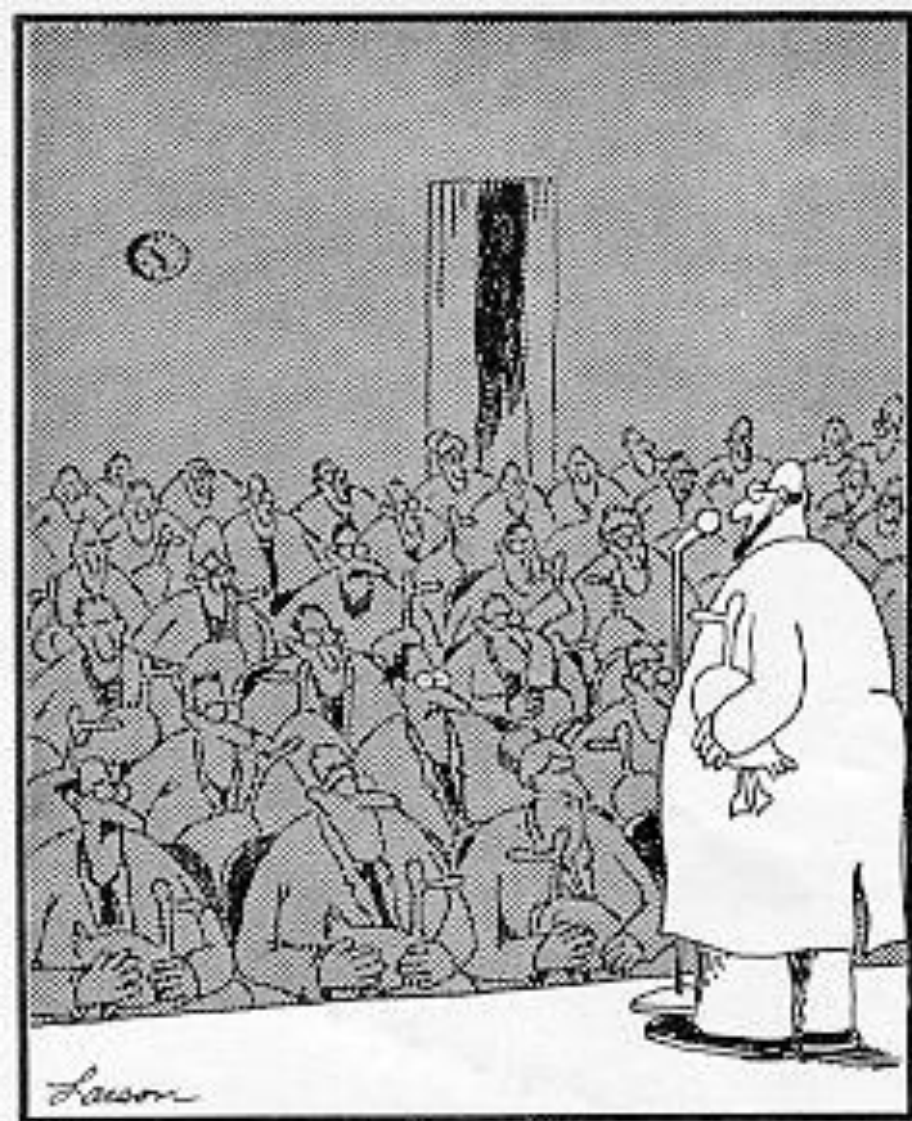
- **Contagious Yawning**, as well as contagious arm folding, hand wringing, face rubbing...
- **Adopting regional accents**, grammar, and vocabulary
- **Empathetic shifts in mood** that fit the mood of the people around us
- **Adopting coping styles** of parents or peers, including violence, yelling, withdrawal.

# Our Actions Toward Others: Compliance and Conformity

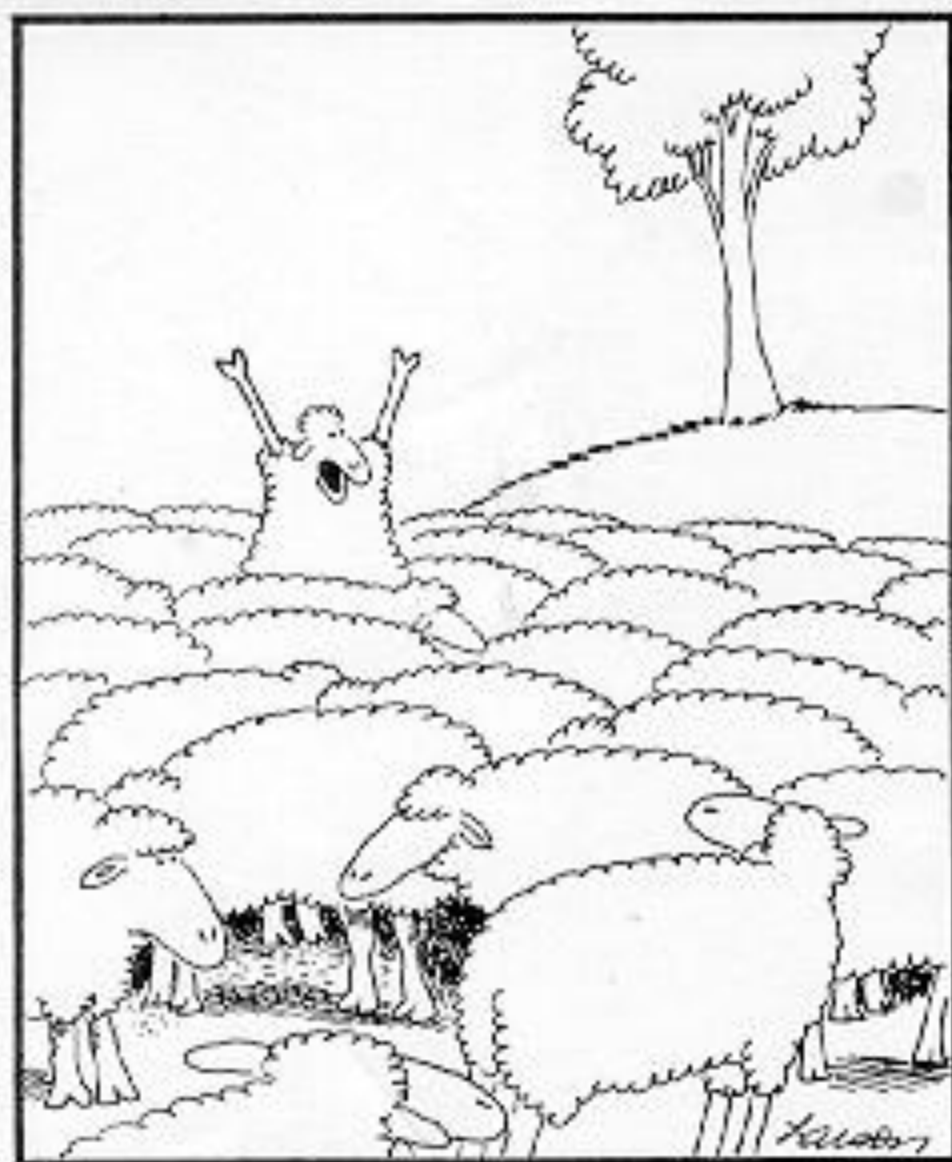


That's  
Baaaaaaad!!





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 compliance, conformity and obedience?

When do you obey?

When do you conform?

Why do you conform?

When do you comply?

Why do you obey?



# What is compliance?

- ▶ Going along with an explicit request.
  - Why do we comply?
    - We like to be seen as helpful
  - What is an example?
    - Putting a "drive safely" sign in your yard after a town councilwoman asks you to.
  - What are some techniques that help to gain compliance?
    - Foot-in-the-door
    - Door-in-the-face

# What is conformity?

- ▶ Adjusting our behavior or thinking to fit in with a group standard because of real or imagined group pressure.
  - *(We want to be liked and fit in.)*
- ▶ A form of social influence

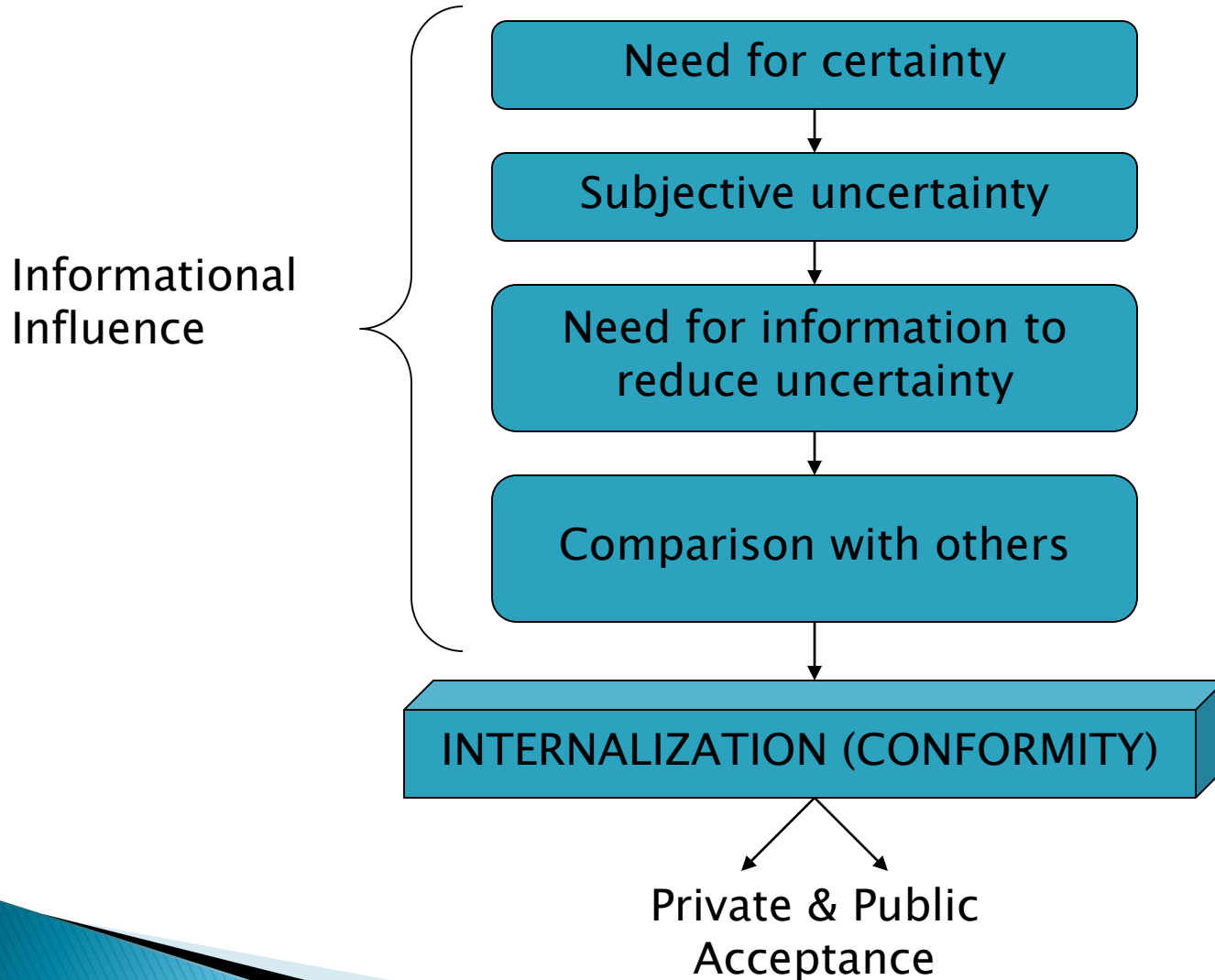
# Conformity – *Why* do we conform?

## ▶ INFORMATIONAL SOCIAL INFLUENCE

- ▶ Influence resulting from one's willingness to accept others' opinions about reality.
  - ▶ This happens when there is no obvious right answer so we look to others for information in order to be right.
1. Looking at the people around you in a posh restaurant to see what knife and fork to use
  2. Putting on car lights in the evening when others start to do the same.




# *Informational* social influence

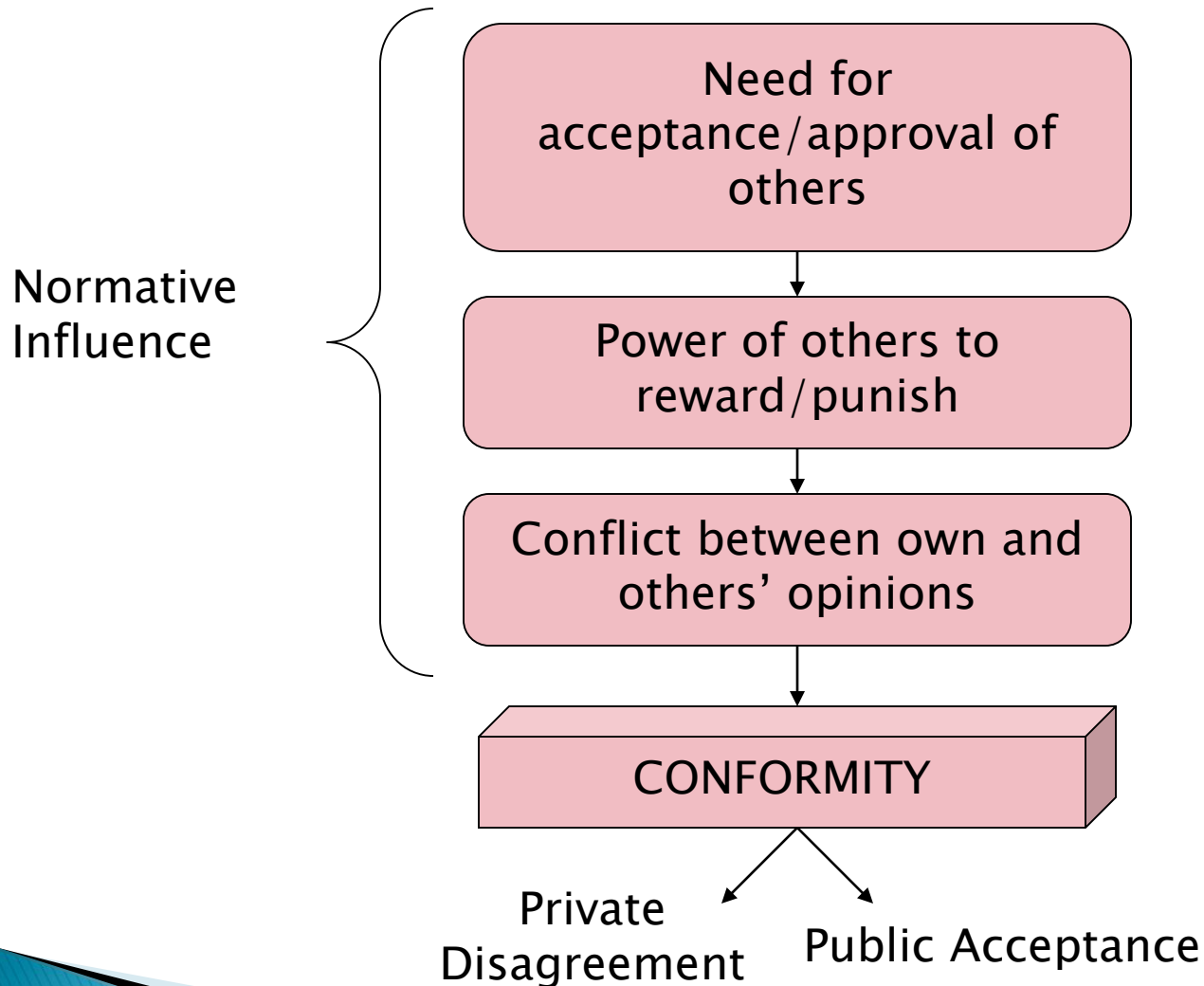


# Conformity – *Why* do we conform?

## ▶ NORMATIVE SOCIAL INFLUENCE

- ▶ Influence resulting from a person's desire to gain approval or avoid disapproval.
  - ▶ This happens when we go along with the crowd because we want to be accepted or liked or because we want to avoid embarrassment or being ridiculed.
1. Smoking because others in your peer group smoke.
  2. Dressing like your friends in order to fit in or avoid bullying.
- 

# *Normative social influence*



# How powerful is this column in informing your decision?



## Songs

	Name	Artist	Album	Time	Popularity	Price
1	A Hard Rain's A-Gonna Fall	Bob Dylan	Bob Dylan's Greatest Hits, Vol. 2	6:48	██████████	\$0.99 ▾
	A Hard Rain's a-Gonna Fall	Bob Dylan	The Freewheelin' Bob Dylan	6:52	██████████	\$0.99 ▾
3	A Hard Rain's a-Gonna Fall	Jason Mraz	Listen to Bob Dylan: A Tribute	8:12	██████████	\$0.99 ▾
4	A Hard Rain's a-Gonna Fall (Live)	Bob Dylan	The Concert for Bangladesh	5:44	██████████	\$1.29 ▾
5	A Hard Rain's a-Gonna Fall (2010 Mono Version)	Bob Dylan	The Freewheelin' Bob Dylan (2010 Mono Version)	6:50	██████████	\$0.99 ▾
6	A Hard Rain's A-Gonna Fall	Bob Dylan	The Bootleg Series, Vol. 9: The Witmark Demos: 1962-1964	6:48	██████████	\$0.99 ▾
7	A Hard Rain's A-Gonna Fall	Ann Wilson, Rufus Wainwright & Shawn Colvin	Hope & Glory	6:14	██████████	\$0.99 ▾
8	A Hard Rain's A-Gonna Fall	The Kennedys	Songs of the Open Road	5:23	██████████	\$0.99 ▾
9	A Hard Rain's A-Gonna Fall (Live)	Bob Dylan	The Bootleg Series, Vol. 5: Live 1975 - The Rolling Thunder Revue	5:16	██████████	\$0.99 ▾
10	A Hard Rain's A-Gonna Fall (Live)	Bob Dylan	The Bootleg Series, Vol. 6: Live 1964 - Concert At Philharmonic Hall	7:44	██████████	\$0.99 ▾
11	A Hard Rain's A-Gonna Fall (Live)	Bob Dylan	The Bootleg Series, Vol. 7: No Direction Home: The Soundtrack (A Martin Scorsese...)	7:46	██████████	\$0.99 ▾
12	A Hard Rain's A-Gonna Fall	Bob Dylan	Dylan	6:49	██████████	\$0.99 ▾
13	A Hard Rain's A-Gonna Fall	Bob Dylan	The Complete Album Collection: The 60's	6:50	██████████	\$0.99 ▾
14	A Hard Rain's A-Gonna Fall (Live)	Pete Seeger	We Shall Overcome - The Complete Carnegie Hall Concert (Live)	6:07	██████████	\$0.99 ▾
15	A Hard Rain's A-Gonna Fall (Live)	Bob Weir & RatDog	Live In San Diego 09/04/09	8:45	██████████	\$0.99 ▾
16	A Hard Rain's A-Gonna Fall (feat. Lucinda Williams) [Bonus Track]	Tom Russell	Mesabi	8:52	██████████	\$0.99 ▾
17	A Hard Rain's a Gonna Fall	Bob Dylan	Rhythms del Mundo Revival	6:57	██████████	\$0.99 ▾
18	A Hard Rain's a-Gonna Fall	Bill Frisell	East/West	11:47	██████████	Album Only ▾

**Normative? Informational? Both?**

