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pressure, socialisation, persuasion, obedience, and even large-scale political and social change. Social influence is any change in behaviour, emotion or thinking that other individuals cause, even if their presence is only imagined, expected or implied. It also includes the interpersonal processes that lead to behaviour, emotion or thinking changes. In
 short, its about how people change their minds. Social influence comprises majority influence (conformity) and minority influence is how a larger group influence deal with majority influence, as psychology focuses on the individual. Minority
influence is when an individual or smaller group influences a larger group. Although this has been studied in psychology, this type of large-scale social Influence Theory (1958) introduces three types of social influence. Latans Social Impact Theory (1981); a very useful mathematical model for
explaining social impact. Kelmans theory is older, so much more detail below. Kelman describes three levels of depth of social influence; internalisation, and compliance. Any of these three could be the outcome when a group puts pressure on
an individual. You can imagine the three subtypes as a continuum of how much a person matches up with a group inside their mind and with their behaviour. On the lowest level, a person is separate from a group, and at the highest level, a person is separate from a group, and at the highest level, a person is separate from a group. Process of social influence. In compliance, the individual and group are separate
in identification they overlap, and in internalisation, they are completely merged. Bruna Ferreira, StudySmater OriginalsWhat is compliance? Compliance? Compliance is the lowest level of social influence. This is when an individual does what is directly
requested of them. Typically, an individual goes along with whats expected in public but holds different views in private. This type of social influence is short-lived and the behaviour usually stops once the individual isnt monitored. Most marketing and sales aim to make customers comply with the business's request for the consumer to buy their
products or use their services. Wearing a uniform to school but taking it off as soon as possible when you get home. Seeing an advertisement on the television that says Buy Slurpy Delight! and buying it next time youre in the supermarket. Picking up a friend from the airport because they asked you to. What is identification? Our identification of
ourselves and the world around us has great importance. How does identification affect us and those around us? Identification is the group and want to belong to it. The individual might change some behaviours in public as
well as in private but might not agree with all aspects of the group's behaviour or thinking. The process of identification wou might not like all aspects of a specific footballers life or demeanour but still put their poster up on
your wall, maybe because you look up to them. Cutting your hair in the most popular style. Buying a celebrity-endorsed shade of lipstick. Voting for a politician because they are plain-spoken and down-to-earth, not because they are plain-spoken and down-to-earth, not because they are particularly well-suited to the job. Acting in a particularly loud and raucous manner every time youre out with your
friends. What is internalisation? Internalisation? Internalisation is the deepest type of conformity. Here, the individual has completely taken on the expectations of the group. In essence, internalisation leads to new behaviour. The individual is now completely part of
the group, in terms of thinking and behaviour. Following the religion of your parents even after theyve passed on. Retaining your cultural customs even if theres no car or person in sight. A good dog? A child who completes their school work? What is obedience? What is obedience within
psychology? Obedience is a type of social influence where the pressure doesnt come from an authority figure who directly instructs or gives orders. Usually, these authority figures have the power to punish disobedience they have legitimate authority figures have the power to punish disobedience they have legitimate authority figure who directly instructs or gives orders. Usually, these authority figures have the power to punish disobedience they have legitimate authority figures have the power to punish disobedience they have legitimate authority figures have the power to punish disobedience they have legitimate authority figure who directly instructs or gives orders.
orders, they are either identifying with a role or complying with orders. The first studies into obedience started after World War II when the big question was whether there were people whose personalities were just naturally more obedience started after World War II when the big question was whether there were people whose personalities were just naturally more obedience started after World War II when the big question was whether there were people whose personalities were just naturally more obedience started after World War II when the big question was whether there were people whose personalities were just naturally more obedience started after World War II when the big question was whether there were people whose personalities were just naturally more obedience started after World War II when the big question was whether there were people whose personalities were just naturally more obedience started after World War II when the big question was whether the people whose personalities were just naturally more obedience started after World War II when the big question was whether the people whose personalities were just naturally more obedience started after World War II when the big question was whether the people whose personalities were just naturally more observed at the people whose personalities were people whose peo
demonstrated that the circumstances (situational variables e.g. whether an authority figure wears a uniform) determined the likelihood of a person to obey. To explain his findings, he later developed his Agency Theory which states that to be effective, the authority must be legitimate. It is important to know what a majority or a minority influence is.
How does this relate to the influences of psychology? Majority and minority Influences are terms that refer to which direction the influences of psychology? Majority and minority influences of psychology?
why people conform: either they want to be accepted in a group (normative influence as investigated by Sherif. Informational influence as investigated by Sherif.
difficulty affect conformity. Conformity does not have to be enforced with specific instructions like obedience is more one of compliance or identification is still a matter
of debate (see Zimbardo in his Stanford Prison Experiment versus the BBC Prison Study. There are also ways in which any social influence can be resisted. The two main factors determining if one can resist social influence can be resisted. The two main factors determining if one can resist social influence are whether a person is supported or whether they feel in control of their own decisions. In minority influence, the individual or
smaller group influences the larger group and causes a change in the behaviour or thinking of the larger group. This social change is more likely to be permanent and internalised. The main factors that contribute to social change is more likely to be permanent and internalised. The main factors that contribute to social change is more likely to be permanent and internalised.
influence leading to social change is the process by which suffragettes obtained the vote for women in the western world. At the time the suffragettes were founded, women couldn't vote, have their own money, or even have custody over their own children. This often led to devastating abuses and miserable lives for women. Feminism movement as an
example of minority influence, Katarina Gade, StudySmarter Originals (images from Canva)In the beginning, the vote was fought for by small groups of women protesting their lack of say in government and in life by having sit-ins and demonstrations, being arrested and going on hunger strikes. But over time many men and women alike started to
support their cause. The women's rights movement became a mass movement taking on the thinking of a few. Nowadays, its normal for women in law and society that are still transforming society.
today. Social influence means changes in behaviour or thinking as a result of influence comprises majority influence comprises majority influence and resistance to social influence and resistance to social influence and individual or small
group influences the majority. This can lead to long-lasting social change. There are three subtypes of conformity; compliance, identification and internalisation. What does social influence mean? Social influence is when an individual or group changes their thinking or behaviour in response to another person or group. What is normative social
influence? Normative social influence is when someone feels the need to change their behaviour to match the social influence is when someone feels the need to change their behaviour as a response to information gained from other people or
the environment. Save Article Access over 700 million learning materials Study more efficiently with flashcards Get better grades with AI Sign up for free Already have an account? Log in Good job! Keep learning platform that serves millions of
students. Meet the people who work hard to deliver fact based content as well as making sure it is verified. Lily Hulatt is a Digital Content Specialist with over three years of experience in content strategy and curriculum design. She gained her PhD in English Literature from Durham University in 2022, taught in Durham Universitys English Studies
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Graduated in Electrical Engineering at the University of So Paulo, he is currently pursuing an MSc in Computer Engineering at the University of Campinas, specializing in machine learning topics. Gabriel has a strong background in software engineering at the University of Campinas, specializing in machine learning topics. Gabriel has a strong background in software engineering and has worked on projects involving computer vision, embedded AI, and LLM applications. Get
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various tests and exams worldwide, such as GCSE, A Level, SAT, ACT, Abitur, and more. We offer an extensive library of learning materials, including interactive flashcards, comprehensive textbook solutions, and detailed explanations. The cutting-edge technology and tools we provide help students create their own learning materials. StudySmarters
content is not only expert-verified but also regularly updated to ensure accuracy and relevance. Learn more HomeJoe Sinkwitz2025-01-14T20:43:09+00:00 Have you ever found yourself getting so pulled by someone who seems to know what they say? As they keep talking you cant help but agree with every word that spills out of their mouth. Looks
like you got influenced! Source: Sergey Nivens/Adobe StockWhat is Social Influence can simply be defined as any change in the thoughts, attitudes, feelings or behaviors as a result of an interaction with an individual or a group. When there is a shift in a part of you because of your interaction with someone, then it could be referred to
as social influence. However, it is important to understand that social influence is distinct from conformity, power and authority. Conformity takes place when you are not necessarily finding yourself accepting what the other person has to say and yet you avoid confrontation and superficially agree with them to fit in with the group. Power refers to
coercing someone to think, feel or behave a certain way. The resulting change has happened only because of a threatening and not genuine change in attitudes and beliefs as well. For example, a few decades ago mental health was considered
taboo. But now as people have started the conversation about mental health, many more people understand its essence and seek help instead of visiting shamans and drilling holes in their heads. Another way in which people get influenced by others is when they identify themselves with them. When they find a person similar, we are more likely to
become influenced by their ways and mannerisms. Categories of Social Influence Social psychologists usually divide social influence into three important categories, and they are conformity, compliance and obedience. These three concepts are highly interwoven and viewing them distinctively might be hard. But they are three distinct features
nevertheless.1. Conformity: Conformity refers to the change in attitude or behavior to match the norms of the group with that they identify themselves. They choose to alter their opinions to fit in well with the people surrounding them. Conformity springs out of two determinants: Informational influence and normative influence. A person gets
informational influenced when they dont have confidence in their own judgments and choose to follow a belief that is typically accepted. This concept is beautifully demonstrated in the classic Asch experiment where participants choose to go by the opinions of others although their judgments were logically right. On the other hand, normative influence
is when a person desires to be socially accepted. One of the best examples of that is wanting to dress a certain way because everyone else does so or making TikTok videos using similar background music as that of the majority because everyone else does so or making TikTok videos using similar background music as that of the majority because everyone else does so or making TikTok videos using similar background music as that of the majority because everyone else does so or making TikTok videos using similar background music as that of the majority because everyone else does not be socially accepted.
by someone. Psychologists have formulated four important compliance technique and thats-not-all technique and thats-not-all technique is to make a small request initially and later make a bigger request which is the target request. Results from an experiment found
this technique influenced people to do the target request. A child asks his moms help to draw a science diagram as he finds it difficult, and then make the target request. In this case, people are more likely to commit to the
target request. One example would be requesting a friend to complete all the pending assignments and then reducing it to just a statistics assignment. Lowball technique is where a part of the request is withheld until the time, they accept the initial request after which the other part is revealed. Findings reveal that people are likely to do the task with
a higher sense of commitment. For example, Smith asked his friend to drop him at his college and when the friend agreed, he later adds that he has to be there at 6 in the morning. Thats-not-all is yet another interesting one which contrasts with the lowball technique. Here, the target request is fulfilled by pitching in the request and explaining the
benefits followed by adding more benefits. This one showed great results as people were more willing to do a task when they realized it is smaller than what they initially thought. Jim added that there was a 50% to join him for the concert because their favorite artist was conducting the show. When David was reluctant, Jim added that there was a 50% to join him for the concert because their favorite artist was conducting the show.
discount on the ticket price and David immediately agreed.3. Obedience is an individuals response to command or authority. Many classic studies such as the Milgram experiment, Stanford prison experiment have been
efficiently able to explain this phenomenon and the results of these studies concluded that people are likely to obey a command in the presence of a legitimate authority figure. Social Influence Through The Five Bases Of Social PowerSometimes having a certain advantage over others would mean we can influence them to behave in any desired way.
French and Raven in the year 1959 conceptualized that social influence can be facilitated by having access to five bases of power. These bases can influence an influence an influence an influence can be facilitated by having access to five bases of power. These bases can influence an influence can be facilitated by having access to five bases of power. These bases can influence an influence an influence can be facilitated by having access to five bases of power. These bases can influence can be facilitated by having access to five bases of power. These bases can influence can be facilitated by having access to five bases of power. These bases can influence can be facilitated by having access to five bases of power. These bases can influence can be facilitated by having access to five bases of power. These bases of power. These bases of power and the person requesting a favor get to take a share of the benefit. The
five bases of power are:Reward power: Reward or reinforcement is the ultimate driver for any behavior. So a person is likely to go with the demands and wishes of someone if that produces desirable rewards or benefits. For example, Sam volunteered to complete the assignment for Joseph because he promised to take him to a movie if he did
so. Referent power: This develops out of admiration for someone. A person who is admirated and imitated. This is the major reason behind many famous brands chose influential figures to endorse their products. For example, the famous soft drink
brand Pepsi choosing supermodel Kendall Jenner to advertise their product. This particular ad became a viral sensation among fans all across the globe. Expert power: A person is more likely to follow the ideas of a social media
marketer than a random person to build their social media profile. Legitimate power: This refers to the power held because of being in a certain position. Here, power comes with authority which gives them immense influence over the behavior of the ones under them. For example, the headmaster of a school decides the dress code of the students, the
manners to follow within the school campus, the date of examination etc. and students can follow them without opposition. One obeys this power out of fear. One ideal example would be during times of war. One country
would try to get its demands fulfilled from another one by giving threats to lives and resources. However these arent the only situations where influence can take place. It can also happen during the interactions between people, in families, between couples, a salesperson and a customer, political figures etc. Applications Of Social InfluenceTo influence
someone is to make them behave in a way we desire. Many influence strategically to elicit certain behaviors from people. Social influence is incessantly used in many areas. Of all fields, media uses social influence to a great extent. Right from movies, television series, advertisements,
news reports, social media have had an immense influence on people today. In todays time, Netflix and chill is the new norm. Post lockdown, youngsters spend most of their time binge-watching series broadcasted on this OTT platform and in many instances it has influenced people for both good and bad. Reports claim that the famous Netflix series 13
reasons why has incited suicidal ideations in many and even cases of suicide in some. Another important source is a predominant one in influencing people to view the world from a particular set of lenses. One of the most controversial conversations of the decade is about Islam. Many westernized media portray
Muslims from an angle of violence and terrorism which has kilned ideas of Islamophobia in the minds of many, leading to many attacks on Muslim civilians across many countries. Social influence is also used in the field of marketing and advertisements. Today many attacks on Muslim civilians across many countries.
emotions in viewers to encourage them to buy their products. Another very important area in which social influence is applied is during public speeches and voting campaigns conducted by politicians. They influence the public through their charming personality. They understand the psychology of the common
so many persuasive stimuli surrounding us constantly. Billboards, magazines, newspapers are some of the sources flashing many different ideas and choices and persuading us and making us buy what they choose for us. However, persuasion is an important skill to hone as that helps us reach our goals. In places like an organizational setting where
you wish to send across your ideas and opinions, being persuasive is a mandate. So how do we become persuasive so that people buy our ideas and suggestions? What, why and how: When you do so?, How are you going to do it?, How are you
different from others? And you need to give answers that would be convincing rather than confusing. So make your points crisp, clear and precise. Have a plan about how your answers would stand out and make an impression on people. Be confidence is the bread and butter for any social task that you may take up. People love those who
are confident. When youre confident, people assume that you know what youre saying and that you must be right undoubtedly. This would naturally translate to them choosing your ideas over others. Make it appear like a good bargain: People always look for personal gain. So if you are willing to pitch in an offer that would seem beneficial to the other
party, they are likely to be persuaded by what you place on the table. Try to understand where the other person comes from and make appeals which would be relatable to them. This would make the person feel heard and appreciated. Make a good argument: Logic is the most essential weapon to use. People cant deny or overlook a logical
 claim. To seem convincing, talk facts with evidence and conclude by saying how these facts add up to the idea that you put forth. This would make people put two and two together. Take care of your non-verbal claims dont align with your body, your options are not taken quite as seriously as you may prefer. Have a posture which
speaks for you; maintain eye contact, have a pleasant smile, use an appropriate amount of hand gestures etc. Share copy and redistribute the material in any medium or format for any purpose, even commercially. The licensor cannot revoke these freedoms as
long as you follow the license terms. Attribution You must give appropriate credit, provide a link to the license, and indicate if changes were made. You may do so in any reasonable manner, but not in any way that suggests the license rendorses you or your use. ShareAlike If you remix, transform, or build upon the material, you must distribute your
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exception or limitation. No warranties are given. The license may not give you all of the permissions necessary for your intended use. For example, other rights such as publicity, privacy, or moral rights may limit how you use the material. In a business context, all communication can be divided into two categories namely, External Communication
and Internal Communication. External Communication. External communication, when it communication, when it communication, when it communication, customers, clients and Public it is called external communication. The media employed may be written media like letters, reports, proposals or visual media like posters, advertisements video tapes or
electronic media like faxes, telegrams, e-mails, and telexes. The communication might also be through teleconferences, face-to-face meetings, panel discussions or presentations, exhibitions and such events. Advantages of External Communication External Communication to keep its outsourcing agencies like distributors,
wholesalers, retailers and clientele well informed about the companys products, services, progress and goals. The information gets continuously updated and accurate and inancial institutions are information gets continuously updated and accurate. All organizations have to maintain cordial relationships with government agencies, licensing authorities, suppliers of raw materials, ancillary industries and financial institutions
Continual and updated information without any communication gap is essential for business houses. Internal communication with its branches, staff and employees. This is generally called internal communication is an essential feature of an
organizations administrative structure. In modern times, the Human Resource Department plays an important role in maintaining internal communication. The central
organization or corporate office should keep its branches well informed of new policies and policy changes. The business growth, the future projections for business, increased specializations make a great demand on the central office to maintain an uninterrupted flow of internal communication. Employees need to be motivated and exposed to the
business objectives and ethical ideas of a company so that they get an involvement in the work they do. Employees on production line should be aware of the lunch-breaks and tea-breaks have to be informed well in advance to the employees. In turn
employees should be able to tell people at higher levels their grievances, expectations and difficulties. Effective internal communication forges a strong bond between the employees and management, promotes co-operation among different sections in an establishment. It removes misunderstanding and aids the growth of the organization at a
desirable and optimum level. Internal communication in short, ensures involvement of all the people without alienating any section. Directions of Communication has its origin in the feudal system. The lord
directed the vassal (a slave or bondman) to carry out a job. Business and industry continued the age old tradition of the feudal system even after the industrial revolution. The barrier between the management and employees became an iron
curtain. It has been discovered that a multidirectional communication system demolishes the barriers and removes friction. Business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on such a new communication paradigm (pattern or model) to ensure the success of business depends on the success of business depends on the success of the success of
of communication from the top echelon (level or rank) of an organisation to the lower levels of employees on all dos and donts. Downward
communication has its own shortcomings, if it is not complemented by other directional communication. The shortcomings will be pronounced if an organization adopts only unidirectional communication, will fail because
it accepts the premise The boss is always right. Moreover, it may get delayed or distorted as it goes down through the various levels of the hierarchical set up as all decisions are taken without any proper feedback. But it helps in creating an awareness among employees of the objectives, targets and goals. It also helps in establishing a certain
authority in the organization and discipline. In the armed forces and police department, mostly, only downward communication exists. Upward communication exists. Upward communication maintained from lower level of employees to higher-ups is called upward communication. Upward communication exists. Upward 
opinions, make complaints and seek redressal of their grievances. Upward communication helps an organization to receive and reset its objectives at realistic levels. Upward communication may cause ego problems to persons in higher hierarchial positions. It may also lead to meaningless criticisms of the policies by disgruntled employees. But on the
whole, modern management recognises the need for healthy upward communication to make the organization responsive to suggestions and ideas. Some organizations invite the opinions of personnel at the lower level. Jhs personnel department, the HRD section and the Swedish type of Ombudsman Office (Official appointed by a government to
investigate and report on complaints made by citizens on Public authorities) take steps to see that a healthy and acceptable upward communication system is adopted by organizations. Horizontal / Lateral Communication is also horizontal
communication. Sales department, production department, quality control department and the stores department have to constantly interact and coordinate among themselves. Horizontal communication leads to a better understanding among individuals and departments, cooperation and coordinate among themselves. Horizontal communication leads to a better understanding among individuals and departments, cooperation and coordinate among themselves.
Communication Diagonal communication means the use of upward, downward and horizontal communication. It is a healthy practice not to depend on any one mode. Diagonal communication means the use of upward, downward and involvement to all people at all levels.
But such communication should not be allowed to degenerate to a meaningless criss-cross communication which will lead to chaos and confusion. All modes have to be maintained at the appropriate and optimum level. Formal and Informal Channels of Communication which
may be upward, downward, or horizontal or all the three. They are usually in the form of notices, announcements, reports, official or demi-official letters, advertisements, etc. Formal channels are officially recognised and organised. They motivate the employees. They provide the necessary
feedback. But formal channels operate with some limitations. A continuous maintenance of a formal channel is time and resource consuming. At ordinary times, they exist for their own sake without any objective, as a formality and routine. Sometimes, free flow of information gets affected by personal factors. Grapevine Large organizations, where
there are a large number of people working closely, generate certain informal or unofficial patronage. Even if they are officially and secretly patronised, they are not authentic. This type of communication is generally called Grapevine communication is generally called Grapevine communication. These channels exist with or without official patronage.
an informal, unofficial, horizontal channel of communication because generally peer groups participate in it. Types of Grapevine Communication takes time to spread in this fashion. It is called Single Strand Chain. In some
situations, an individual goes around communicating the message / information he thinks he has obtained. This is called Gossip Chain. The listeners are a chosen few only. In some other situation, an individual passes an information without any restriction to all those with whom he comes into contact. This is called Probability Chain and the
information / message passed on may be interesting but not important. In yet another group. This is called Cluster Chain Advantages of Grapevine Communication Grapevine communication brings about a strong bond among peer groups. It
develops because of the involvement of the persons connected with an organization. It gives mental satisfaction to the participants and gradually reduces emotional outbursts and reactions. It keeps the employees anticipating and acts as a buffer against Shockwaves. It is fast and can supplement formal feedback on the
changes contemplated by the Management. Disadvantages of Grapevine Communication Grapevine, is definitely dangerous to the health of an organization if allowed to grow without monitoring. Grapevine channel distorts or exaggerates the content of a message. It has the potential to spread unnecessary gossip. It may result in character
assassination and personal vilification of individuals. It may provoke sudden unwanted and unexpected reactions from emotionally unstable people. Grapevine channels can be moderated but not eliminated. A transparent administration policy, employee-friendly attitude, fruitful peer group meetings, inter-action sessions, parties and outings where all
those connected with the organisation participate are some of the strategies to monitor the grapevine Business houses and industries adopt one or several of these strategies to monitor the grapevine under reasonable control so that it does not degenerate into a rumour mill and promote unwanted gossip sessions among the employees. We learn by direct
experience and by observing others. Seeing what others want improves how we learn. Different parts of the brain are involved in direct learning from social influence. By Lei Zhang, Ph.D.; edited by Patricia Lockwood, Ph.D., and Jo Cutler, Ph.D.It is no secret that we are influenced by the preferences of others around us. What to watch
on TV or even which factual statements to believe can be profoundly shaped by what other people watch or believe. This phenomenon, referred to as social influence, was reported in early research in the 1950s by social psychologyst.
experiment and are asked to take a vision test in a room with other people. In the test, you see a card with a black line and have to choose which of three lines on a separate card is the same length as the target line. Before revealing your answer, you get to hear what the other people in the room picked. To start with, everyone chooses the same one
as you, the one that is clearly correct. Then, on the third round, everyone else unanimously chooses a line youre sure is wrong. How do you answer when it conformed to the rest of the group. Since this early work, several questions remain. Often
we dont make one-off decisions, but we need to learn what to choose over time, so its important to understand how social influences on learning work in the brain. For example, we don't know whether learning about what other people want relies on the same or different brain areas to learning.
based on our own preferences. Source: Vova Krasilnikov/PexelsMeasuring Social Influence in the BrainIn a recent study, of which I am a coauthor, 185 volunteers performed a multiplayer decision-making experiment in groups of five. Each participant had to make lots of choices between two abstract pictures where one was a better choice than the
other for earning them money. These kinds of experiments have been done by researchers before. Previous studies using this type of experiment have shown that people are generally very good at learning to pick the best picture to gain more money. This process seems to rely on the neurotransmitter dopamine, which is particularly interested in
outcomes being better than we expect and, therefore, really important for learning. However, in this new experiment, there was a twist. After deciding between two pictures, people had the opportunity to observe what four other people had the opportunity to observe what four other people had the chance to change their opinion. Did they want to stick with the picture that they
picked before, or did they want to change their choice to copy the group? In fact, which picture was the best one to pick changed throughout the experiment, one of the two symbols returned money 70 percent of the time, and after a few rounds, it changed and gave money only 30
percent of the time. These changes took place multiple times throughout the experiment. This so-called reversal learning paradigm created just enough uncertainty for volunteers so that they would always need to learn and relearn to gain more money. We found that people switched more often when they were confronted with opposing choices from
the others, but, interestingly, the second choice (after considering social information) improved peoples choicesif they followed the crowd, they made more money. Advanced mathematical models showed that, when learning from others, people can keep track of how well the other people were doing on the task and use that social information to
optimise their own choices. In simple words, learning from others was very helpful. What was also very important about this study was that one of the five participants in each group completed it during functional magnetic resonance imaging (fMRI). This brain-imaging technique allowed us to measure whether the same or different parts of the brain
were involved in learning from direct experience compared to learning from social influence. We found that learning from other people happened in the anterior cingulate cortex, a part of the brain that has been shown to have individual neurons that prefer to respond to rewards for other people, and even in monkeys. When learning without any
social influence, a different part of the brain, the ventromedial prefrontal cortex was involved. Together, these findings showed that when situations are changing and uncertain, learning from others is beneficial becomes particularly important
as we try to address global challenges. One important area is the role of social influence in political views, those who held extreme views would hold their own opinion even more strongly if they encountered opposing views on
social media. This suggests that whilst social influence is often the norm, and we are often influenced to be more like those around us, in some contexts, the opposite can occur, and we become more different from others. Another important question is how we might seek out other peoples opinions in the first place. Studies have shown that we have a
bias to seek out information if it is positive. We dont yet know how this might work when information is about other people, which is an important question and distortion of judgments. Organizational influence processes, 58, 295-303. Zhang, L., &
Glscher, J. (2020). A brain network supporting social influences in human decision-making. Science advances, 6(34), eabb4159. O'Doherty, J. P., Cockburn, J., & Pauli, W. M. (2017). Social learning through prediction
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S., & Sharot, T. (2018). Valuation of knowledge and ignorance in mesolimbic reward circuitry. Proceedings of the National Academy of Sciences, 115(31), E7255-E7264. More from Patricia Lockwood, Ph.D., and Jo Cutler, Ph.D. More from Psychology Today The social influence in psychology is the change in thoughts or behaviors of a person due to
interaction with others. It is divided into conformity, obedience and persuasion. It is a fundamental phenomenon of psychology and affects our opinions on a topic, social influence is present in all areas, often without being fully aware of it. Social influence is a
psychological concept that explains how individuals thoughts, behaviors, and emotions are shaped by the presence, actions, or expectations of others. It plays a crucial role in social interactions, affecting everything from opinions and decision-making to cultural norms and societal changes. This phenomenon is studied extensively in social psychology.
and includes various theories and types of influence, such as conformity, compliance, and obedience. In this article, we will explore the theories behind social influence refers to the process through which the thoughts or actions of an
individual change due to influence of others. In other words, the changes of a person are the result of the interaction of other individuals or groups. This phenomenon is a central component in human interactions and why social
influence occurs:1. Social Learning Theory (Albert Bandura, 1977)Banduras Social Learning Theory suggests that people learn behaviors by observing and imitating others, particularly role models. This is evident in childhood development, advertising, and social media trends.2. Normative Social Influence (Deutsch & Gerard, 1955)This theory states
that people conform to societal norms because they want to be liked and accepted by others. It explains why people follow trends, dress similarly, or adopt group opinions even when they dont fully agree. Related: Live Online Training Vs. Streaming: Advantages and Disadvantages3. Informational Social Influence (Sherif, 1935) Informational social
influence occurs when individuals look to others for guidance in ambiguous situations. People assume that others possess more knowledge about the correct behavior or decision, leading them to conform.4. Social Impact Theory (Latan, 1981)This theory explains that the level of social influence depends on three factors: Strength (importance of the
influencing group) Immediacy (closeness in time and space) Number (the number of people applying the influence) This helps explain why larger, closer, and more authoritative groups have a stronger impact on individual behavior. 5. Cognitive Dissonance occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting beliefs applying the influence occurs when a person holds conflicting the influence occurs when a person holds are a person holds applying the influence occurs when a person holds are a person holds applying the influence occurs when a person holds are a person holds are a person holds.
or behaviors, creating psychological discomfort. To reduce this discomfort, individuals often change their attitudes or actions, making them more susceptible to social influence. Types of Social Influence manifests in different ways, each affecting behavior and decision-making in unique ways: 1. Conformity Conformity occurs when
individuals adjust their behavior or beliefs to match those of a group. It can be influenced by peer pressure, cultural expectations, or perceived authority. Examples of Conformity: Dressing according to fashion trends. Laughing at a joke because everyone else is laughing. Agreeing with a group opinion even if you initially disagreed. 2.
ComplianceCompliance happens when an individual changes their behavior due to a direct request, without necessarily agreeing with it internally. It is often influenced by persuasion, incentives, or fear of consequences. Examples of Compliance: Donating money to a charity because someone asked you to. Agreeing to work overtime because your boss
requested it. Signing a petition for a cause youre not passionate about. 3. Obedience of Obedience is a direct response to authority where individuals follow instructions or orders, even if they conflict with personal beliefs. This is often linked to hierarchical structures like military, workplace, or government systems. Examples of Obedience: Following
orders from a superior in the military. Obeying traffic laws enforced by the government. Complying with a teachers instructions in school. 4. Social Norms Influence on the second and avoid social rejection. Examples of Social Norms Influence of Social 
Norms Influence: Standing in line at a store instead of pushing forward. Lowering your voice in a library. Saying please and thank you as expected in polite society. 5. Minority Influence while most social influence comes from the majority, small groups or individuals can also shape opinions and societal changes through persistence and
consistency. Examples of Minority Influence: The civil rights movement, led by a minority that challenged existing norms. Greta Thunbergs climate activism, which began as minority perspectives but have reshaped laws and policies worldwide. Related
How to Emotionally Manage a Betrayal?6. PersuasionPersuasion is the process of convincing someone to change their attitude, belief, or behavior through argument, reasoning, or emotional appeal. It is commonly used in advertising, politics, and personal interactions. Examples of Persuasion: A commercial convincing you to buy a product. A politician
persuading voters with speeches and promises. A friend convincing you to try a new restaurant. What factors influence can vary depending on several factors: Group agrees. Group agrees.
cohesion: The more united a group, the greater its influence on its members. Commitment level: People who are more emotionally or intellectually involved are more prone to influence. Authority: The presence of an authority figure increases obedience. Culture: Collectivist societies usually have higher levels in compliance than
individualists. Personality: Some personality: Some personality features, such as the need for approval, may increase susceptibility to social influence. Examples of social influence in everyday lifeSocial influence is everywhere, often subtle. Here are some examples: Fashion
and trends: Adopt a clothing style because it is popular in your group of friends. Social networks: Change your opinion on a topic after reading popular comments or publications. Behavior at work: Adjust your attitude to align with work
culture. Political elections: Be persuaded by speeches or campaigns that appeal to your emotions. How to protect or use social influence in a positive way. Question compliance: Before following the crowd, reflect on whether that action really aligns
with your values. Educate you: Learn about the mechanisms of social influence, this will help you recognize how to act in different contexts. Choose positive models: Seek to surround yourself with people who inspire you and foster healthy behaviors. Promote critical thinking: In group contexts, it encourages the debate and diversity of opinions. Practice
assertiveness: Learn to express your opinions and desires clearly, even in situations of social pressure. To do this, we recommend you read this article about what assertiveness and examples is. Strengthen self-esteem: A solid self -esteem can help you resist the pressure of others. Real-World Examples of Social Influence 1. Advertising and Consumer
BehaviorMarketing campaigns use persuasion, conformity, and compliance to influence purchasing decisions. For example, brands use celebrity endorsements to encourage consumers to buy products based on social influence through likes, shares, and
trends. People often conform to online behaviors, such as participating in viral challenges or adopting new slang. Related: What Does Friendship Mean to You3. Workplace DynamicsIn professional settings, obedience and compliance are essential for maintaining productivity and hierarchy. Employees follow company policies and workplace norms to
avoid consequences or gain approval.4. Political and Social Movements Movements activism, and womens rights demonstrate the power of minority influence in challenging and reshaping societal norms.5. Peer Pressure Among Teenagers often conform to peer expectations, whether its trying new
fashion styles, engaging in risky behavior, or adopting certain political views. This is a strong example of normative social influence is a powerful force that shapes our everyday lives. While it can lead to positive behaviors and social influence is a powerful force that shapes our everyday lives. While it can lead to positive behavior and social influence is a powerful force that shapes our everyday lives. While it can lead to positive behavior and social influence is a powerful force that shapes our everyday lives.
individuals make more informed and autonomous decisions. FAQs About Social Influence in Psychology Social influence in psych
are the main types of social influence? The main types of social influence affects behavior differently based on context and authority. How does social influence affects behavior differently based on context and authority. How does social influence affects behavior differently based on context and authority. How does social influence affects behavior differently based on context and authority. How does social influence affects behavior differently based on context and authority.
opinions, preferences, and behaviors based on peer pressure, authority figures, cultural norms, and social expectations. What is the difference between conformity is adjusting behavior to fit in with a group, often voluntarily. Obedience is following direct orders from an authority figure, often regardless of personal
beliefs. Can social influence be positive? Yes! Positive social influence be positive? Yes! Positive social influence by exposing users to peer behaviors, popular opinions, and supporting social influence by exposing users to peer behaviors, popular opinions, and
viral trends, which can shape their decisions and self-perception. What are some strategies to resist negative social influence, individuals can: Develop critical thinking skills. Build self-confidence and assertiveness. Surround themselves with supportive and independent thinkers. Be aware of manipulation techniques
used in advertising and persuasion. References Arias, WL and Osorio, JF (2014). Experimental study of conformism in unstructured situations in university students. Psychology Magazine (PUCP), 32(1), 105-129. Retrieved from S., Mugny, G., & Prez, Ja (eds.). (1991). Unconscious social influence: Studies of Experimental Social Psychology (Vol. 14).
Editorial Anthropos. Social influence looks at the following exacmples of social influence: Conformity: Doing what an authority figure tells you to doThe syllabus also mentions explanations of resistance to social
influence, minority influence, and social change. Conformity Conformity, also known as majority influence, is when a person changes their beliefs and behaviour to fit or conformity, going from weakest to strongest; Compliance is the weakest to strongest.
type of conformity. It is where a person publicly changes their behaviour and beliefs to fit that of a group and avoid disapproval. However, privately, the person does not accept the behaviours and beliefs of the group they just comply with them. An example of compliance would be pretending to like a film you dislike so as not to stand out from a group and avoid disapproval.
who all really love that film. Identification Identification is a stronger type of conformity than compliance because it involves the person both publicly and privately changing their behaviour and beliefs to fit that of a group they want to be part of. However, the person only identifies with these beliefs as long as they are associated with the group upon
leaving the group, the original behaviours and beliefs return. An example of identification would be adopting the same music and fashion tastes as your friendship group. When you move away, though, you revert back to your old clothes and music. Internalisation is the strongest type of conformity. It is where a person both publicly and
privately changes their behaviour and beliefs to those of a group but permanently. So, unlike identification, individuals who internalise beliefs and behaviours maintain those beliefs and behaviours even after leaving the social group. An example of internalisation would be a person who undergoes a genuine religious conversion. This person will still
pray and believe in God even if they move away from the social group of their church. Solomon Asch: Conformity experiments Look at the line in the box on the left. Which of the lines in the box on the right A, B, or C is closest in length to it? This was the question put to participants in Asch (1955). The aim of these experiments was to find out the extent
to which people would conform to an obviously wrong majority consensus. The procedure for the experiments was as follows: 123 male participants were told they were taking part in a study of visual perception. Participants were put in groups with between 7 and 9 confederates (i.e. fake subjects pretending to be part of the experiment too). Each
participant completed 18 trials where they would be shown the sets of lines above (A, B, or C) and then asked which one was closest to the original line. In the 12 critical trials, the confederates would all give the same wrong answers first. The
control group for this experiment consisted of 36 participants. In the control trials, participants were as follows: Across all critical trials, participants conformed to the incorrect group consensus 32% of the time. 75% of participants conformed to at least one
incorrect answer5% of participants conformed to every incorrect answerThis is compared to an error rate of just 0.04% in the control trials. After the experiment, Asch conducted interviews with the participants. Conforming subjects actually came to perceive the
majority estimates as correct and were completely unaware of their mistake. Distortion of judgement and instead decided that the majority was correct. Distortion of action: These subjects were aware of their mistake but did not trust their judgement that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead decided that the majority was correct. Distortion of judgement and instead deci
was wrong but nevertheless gave the wrong answer so as not to stand out and be different. AO3 evaluation points: Asch conformity experiments demonstrate the extent to which humans follow the herd. This is a valuable psychological insight that may have practical
applications. For example, understanding the influence of conformity may encourage scientific researchers to think outside of the current paradigm and come up with revolutionary discoveries. Weaknesses of Aschs conformity experiments: Questions of ecological/external validity: Guestions of ecological/external validity of ecological validity of external validity of ecological val
not clear the extent to which Aschs findings generalise to conformity in the real world. Gender bias (beta bias): All the participants in Aschs study were male, so it is not clear whether the findings are valid in females as well. Ethical concerns: Asch told participants they were taking part in a study of visual perception, and thus did not give informed
consent to the actual study (which was on conformity). Variables affecting conformity in addition to the original experiment above. Asch conducted similar experiments but with different situational variables to see how these affected conformity. Unanimity Participants conformity declined from 32% to 5.5% when one partner confederate was instructed
to give the correct answer and go against the incorrect answer of the majority. Aschs findings are consistent with other research which finds conformity rates decline when the majority answer is not unanimous. In other words, if the majority all agree, the participant is more likely to conform to the group than if there is some disagreement. Group
sizeIncreasing the size of the group tended to increase conformity up to a point. In trials with just one confederates to 2 also increased conformity rates were low. Increasing the number of confederates to 3 increased conformity even further to 32% (the same as the
original study). However, adding extra confederates (4, 8, or 16) beyond this did not increase conformity and majority size have been replicated in other studies, but other studies, but other studies suggest conformity and majority size have been replicated in other studies.
conformity. Asch adjusted the lengths of the lines in the study above to make it either more easy or more difficult to see which line was closest in length to the original line. If the difference between the incorrect answer and the correct answer and the correct answer and the study above to make it either more easy or more difficult to see which line was closest in length to the original line. If the difference between the incorrect answer and the correct answer and the correct answer and the correct answer and the study above to make it either more easy or more difficult to see which line was closest in length to the original line.
answers of the majority. Other variables affecting conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and conformity include: Mood: Various studies have found correlations between mood and correlations have found correlations between mood and correlations have found correlations have found correlations have found correlations have found correlations have f
good mood. Further, Dolinski (2001) found that subjecting participants to an emotional seesaw (e.g. causing fear then removing fear) makes them more likely to conform than men. Culture: A meta-analysis by Smith and Bond (1996)
found that conformity is higher among participants in collectivist cultures than individualist cultures. Explanations of conformity people conformity is higher among participants in collectivist cultures than individualist cultures. Explanations of conformity people conformity is higher among participants in collectivist cultures. Explanations of conformity people confo
opinions and beliefs are correct this is informational social influence. This desire to be correct motivates individuals to act on information provided by members of the group because they believe that information provided by members of the group because they believe that information to be true or the correct way to do things. An example of information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because they believe that information provided by members of the group because the gro
restaurant. You don't know which cutlery is the correct set to use, so you just copy someone else who seems to know what theyre doing. Normative social influence (NSI)People want to be accepted by others and opinions of a group
so as not to stand out. The motivation of normative social influence is not a desire to be correct (like ISI), but is instead a desire to be liked and accepted. An example of being motivated by normative social influence would be being peer pressured into agreeing with the groups opinions on politics. Conformity to social roles Different social situations
have different expectations for behaviour different social norms. These norms give rise to social roles so as to behave correctly and appropriately in society. For example, in the role of employee, you are expected to show up on time and do
your work. In the role of customer in a shop, you are expected to pay for the items you buy. Philip Zimbardo et al (1973)) was to find out how much people conform to the social roles of prison study. The procedure to test this was as follows: Zimbardo and
his team converted the basement of the psychology department at Stanford University into a fake prison. 21 male students were randomly divided into two groups: 10 guards and 11 prisoners Prisoners were arrested by real
police and then subjected to real police booking procedures (e.g., fingerprinting and mug shots). They were put in cells in groups of 3 and were confined throughout the experiment. Guards worked in 8 hour shifts and were instructed to refer to the prisoners by their assigned numbers rather than their names. A realistic prison routine was established
with meal times, etc. The prisoners wore jackets with their number on, and a chain around one ankle. Guards wore khaki uniforms, mirrored sunglasses to prevent eye contact, and carried handcuffs and wooden batons. The study was scheduled to run for 2 weeks. The results of this observational study were extreme: The quards became increasingly
sadistic. For example, they forced the prisoners to continually repeat their assigned numbers and made them go to the toilet in buckets in their cells. As punishment, the guards refused to allow prisoners to empty these buckets, took away their mattresses and made them go to the toilet in buckets in their cells. As punishment, the guards refused to allow prisoners to empty these buckets, took away their mattresses and made them go to the toilet in buckets in their cells.
increasingly submissive. Many stopped questioning the guards behaviour and sided with the guards against rebellious prisoners After 35 hours, one prisoners had to be released for similar reasons throughout the duration
of the experiment. The guards sadism became so harmful that Zimbardo stopped the experiment after just 6 days instead of the scheduled 2 weeks. The results of the prison experiment suggest that people conform to social roles to a significant extent. In interviews with participants afterwards, both the prisoners and the guards expressed shock at how
out-of-character their behaviour had become. Remember, the participants were selected for their mental stability, yet they behaved in ways that they would ordinarily consider to be wrong (particularly the guards). This supports a situational hypothesis of behaviour over a dispositional one: these people did not necessarily have a sadistic disposition,
but were instead conforming to the social roles of the situation. However, it should be noted that not all participants conformed to their roles to the same extent. Some guards did not break down and become totally submissive. This suggests that while situational factors are important, individual
dispositions play an important role in behaviour too. Further, some studies designed to replicate Zimbardos have challenged his emphasis on social roles. AO3 evaluation points: Stanford prison studyStrengths of Stanford prison study:Practical applications: Zimbardos study demonstrates the influence of conformity to social roles, which is an
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important psychological insight that has resulted in useful applications in society. For example, Zimbardos research prompted reform in the way juvenile prisoners were treated (at least initially). Weaknesses of Stanford prison study; Questions of ecological/external validity: Both the guards and prisoners knew they were taking part in a study, and so this might have affected how they behaved. For example, they might have felt they were expected to act a certain way. This is somewhat confirmed by post-study interviews: Many of the participants said they were just acting. As such, the findings of this study may not apply to real life situations. Ethical concerns: Its clear the study subjected many of

The proposation is to generate to the product of the section of th
compromise with the majority. For example, Nemeth (1986) divided participants into groups of 4 (with 1 confederates who inflexibly stuck to a

What is informational social influence in psychology. What is minority influence in social psychology. What is social influence in psychology example. What is group influence in social psychology. What is normative social influence in psychology. What is social support in psychology social influence. What is an example of informational social influence in psychology. What is social influence in psychology. What is an example of normative social influence in psychology.