

Social influence

Types of conformity	Compliance	Influence accepted to achieve favourable reaction
	Internalisation	Majority perceived to be right/ more knowledgeable
	Identification	Majority influence accepted due to views perceived as right & indiv believes they're wrong
Explanations for conformity	Normative social influence	Indiv conforms to gain approval, believe they're under surveillance
	Informational social influence	Results from desire to be right - more likely in ambiguous situation

Evaluations

ISI depends on task	Tasks w/ clear objective - ISI is less likely eg. What city has the highest pop? Ldn, Man, Ply
Wittenbrinch and Henley (1996)	Exposed ppts to neg info about African Americans [believed these were maj views] later found they reported more neg beliefs about AA's
Shultz et al.	Exposed hotel guests to info that 75% of guests were reusing their towels. Ppts then gen reduced their own usage by about 25%



By I (Iak)
cheatography.com/iak/

Not published yet.
Last updated 24th August, 2019.
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