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# SOCIAL INFLUENCE



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# **Social Influence**

Social influence means efforts by one or more individuals to change the attitudes, beliefs, perceptions or behavior of one or more others. There are three subtopics in Social Influence.

➤ CONFORMITY

➤ COMPLIANCE

➤ OBEDIENCE



# CONFORMITY

- ❖ A type of SI in which individuals change their attitudes or behavior in order to adhere to existing social norms.
- ❖ It refers to pressures to behave in ways consistent with rules indicating how we should or ought to behave .
- ❖ Most people behave in accordance with social norms most of the time, in other words, they show strong tendencies toward conformity.



# Factors effecting conformity

1. Cohesiveness and conformity ( accepting influence from those we like)
2. Conformity and group size ( why more is better with respect to social pressure)
3. Descriptive and injunctive social norms (describe what most people do in a situation and specifying what ought to be done )



# **The bases for conformity**

The bases of Conformity ( social roots )

- I. Normative Social Influence ( the desire to be liked and the fear of rejection)
  
- II. Informational Social Influence ( the desire to be right )



# COMPLIANCE

It is a form of SI involving direct requests from one person to another.

6 basic principles

- ✓ Friendship or liking
- ✓ Commitment or consistency
- ✓ Scarcity
- ✓ Reciprocity
- ✓ Social validation
- ✓ authority



# Compliance strategies

Compliance may be achieved using a number of techniques known as **compliance strategies..**

- ❑ **Foot-in-the-door technique:** which involves a person making a small initial request in order to gain compliance with another question. Once a person has complied with a request, they are more likely to agree to a later, more significant, request. For example, a car sales representative may ask a prospective customer to agree to test-drive a new car. If the person agrees, they may be able to persuade them to extend their compliance by accepting a later request to buy the car.



❑ **Door-in-the-face technique:** is another compliance strategy which takes an opposite approach. An unreasonably large request is made initially, followed by the request that the subject is expected to comply with. A person will almost certainly reject the first request, but the second appears more reasonable when compared to it, and so they may be more inclined to comply with the second proposition.





# OBEDIENCE

Obedience is a form of Social Influence in which one person orders one or more to do something, and they do it. For instance, a son is expected to obey his parents, a teacher directs students to behave in class. It is the most direct form of Social Influence.

Research by Stanley Milgram indicates that many persons readily obey orders from a relatively powerless authority, even if these require them to harm an innocent stranger.



**THANK YOU...**