

I. Parental Socialization

A. Sources of Parental Influence

1. Rewards and Punishers

2. Control our Access to Information About the World

B. Why is parental influence so powerful?

1. Parents hold many kinds of power (adapted from French & Raven, 1959)

Reward and Coercive Power

Referent Power

Expert Power

Legitimate Power

2. The Power of Pre-Existing Categories: Attitudes are like schemas.

II. Reference Group Socialization: Informational and Normative Influence

A. Bennington College Study (Newcomb, 1943)

1. Bennington was and is a liberal college for women.
2. Incoming students were relatively conservative; older students and faculty were relatively liberal.
3. A liberal shift in attitudes?

B. Life After Bennington (Newcomb, 1967)

III. Sources of Reference Group Influence

A. Reference groups wield *coercive and reward* power.

B. Reference groups are conferred with *expert* power.

- C. Reference groups are conferred with *legitimate* power.

- D. Reference groups can hold *informational* power.

- E. Motivation for balance in “sentiment relations” (e.g., agreement, loving, disagreement, hating): Heider’s (1946) *Balance Theory*
 - 1. Attitude change can restore balance in sentiment relations.

 - 2. *Balanced* and *Imbalanced* Sentiment Relations