

Subtle Dimensions of Influence

Friday, April 1, 2005

I. Direct versus Indirect Sources of Social Influence

A. Direct Influence: Conscious Attempts

1. Persuasion Attempts

2. Gaining Compliance

3. Securing Obedience

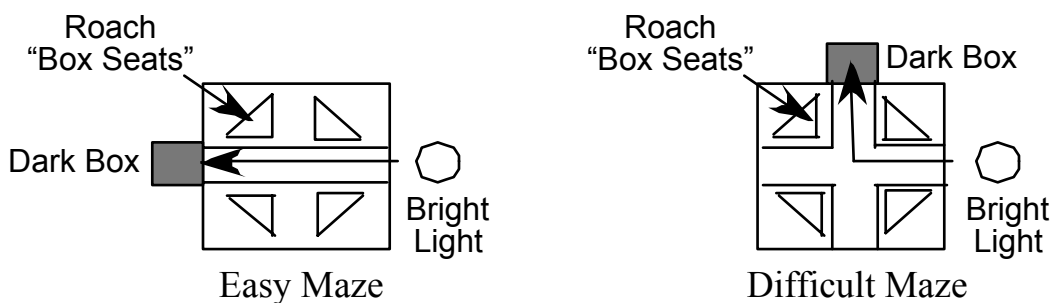
B. Indirect Influence: Mere Presence

II. Social Influence Due to the Mere Presence of Others

A. Social Facilitation

(the tendency of people to do better on simple tasks and worse on difficult tasks when in the presence of other people)

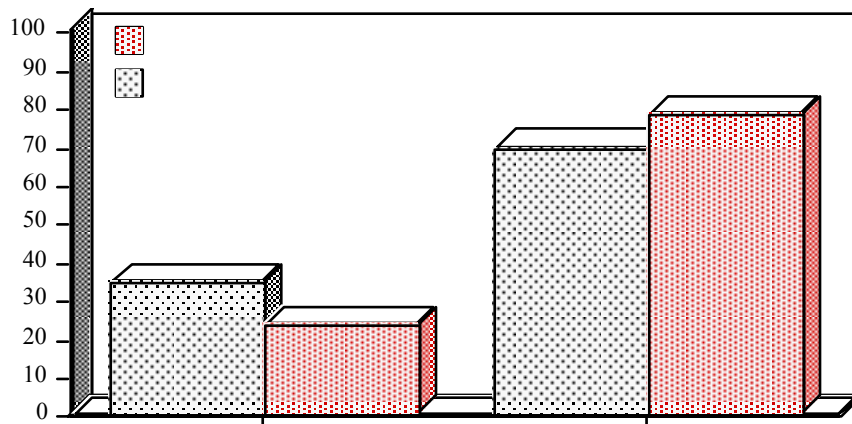
1. Cockroaches and Mazes (Zajonc & others, 1969)



(straightaway)

(right turn)

2. Same-species presence is *arousing*.
3. Arousal can enhance performance on some tasks (simple tasks).
4. Arousal can impede performances on other tasks (difficult tasks).
5. Playing Pool (Michaels and others, 1982)



B. Deindividuation: The Loosening of Behavioral Restraints

(the loosening of usual behavioral restraints when in a crowd, which can lead to deviant or destructive acts)

1. The Benefits of Anonymity

2. Diminished Self-Awareness

3. Real Life Examples

4. An Archival Analysis of Lynch Mobs (Mullen, 1986)

C. Social Loafing

(the tendency of people to do worse on simple tasks and better on complex tasks when they're in the presence of others, and their individual performance isn't evaluated)

1. Anonymity and Accountability Revisited

2. Arousal Revisited

3. Solving Mazes (Jackson & Williams, 1985)

