

Social Influence (Part 1)

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1.0 Introduction of Social Influence

- takes many forms and can be seen in socialization, peer pressure, obedience, leadership, persuasion, sales, and marketing

1.1 Types of Social Influence

- **Normative-need to be liked**
 - going along with the crowd in order to be liked and accepted.
 - Historically speaking, survival is more likely if we are included in a social group rather than if we are excluded.
 - However, there is a long road to acceptance within the group. To live together, people usually need to agree on common beliefs, values, attitudes and behaviors that reduce ingroup threats and act for the common good
- **Informational-need to be right**
 - going along with the crowd because they think the crowd know more than the individual know.
 - It means people get valuable information from others and sometimes they give more weight to what other think than to what their own eyes and ears tell them.
 - There are two types of situations produce informational influence. Firstly, ambiguous situations so that people do not know how to behave.

Secondly is crisis situations, which is people don't have time to think for themselves. In these situations, people conform to what other doing because they assume that those others know what they are doing.

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