

Social Influence: Compliance

Psyc 240; Fall 2007
Purdue University
Prof. Kipling Williams

1

Social Influence



Have I got a deal
for you...

2

Defining Social Influence

- People affecting other people.
- Conformity: Do what others are doing (without the others trying to get you to do it!)
- Social inhibition: Stopping doing something you'd normally do because others are present.
- Compliance: Getting you to do something you wouldn't have done otherwise
- Obedience: Ordering others to behave in ways they might not ordinarily do
- Excellent book and reference:
 - Cialdini, R. (1996). *Influence (4th edition)*. HarperCollins College Publishers.

3

Weapons of influence

Useful metaphors...

- Click, Whirr...
 - these weapons work best on us when we are on “auto-pilot” - not processing the message carefully.
- Jujitsu
 - Compliance professionals get you to do their work for them...they provide the leverage, you do the work

4

Six weapons of influence

- Reciprocity
- Commitment and consistency
- Social proof
- Liking
- Authority
- Scarcity

5

Weapon #1: Reciprocity

- The not-so-free sample
- Reciprocal concessions (“door-in-the-face”)



Free hot dogs and balloons
for the little ones!

large request first (to which everyone would say “no”) followed by the target request.

- Unequal reciprocity (25¢ for \$2.00)

6

Weapon #2: Commitment and Consistency



Just start filling out the paper work, and I'll go get the "green light" from the boss...[later] Oh...I'm sorry...

- Low-balling (growing legs on which decision stands)
- Telemarketers learn not to breathe
- "Foot-in-the-door"

small request (to which everyone would say "yes") followed by the target request

7

Weapon #3: Social Proof



This is the most popular car in Indiana. Everyone's buying one

- Conformity
- Laugh-tracks, claqueurs
- Bystander "apathy"
 - Kitty Genovese attack, 1964
 - But also social inhibition
- Jonestown
 - Mass suicide, 1978

8

Weapon #4: Liking



You're my kind of people;
I like you!

- We like (and comply) with people who (say they) like us...and to those who are similar to us...and to those who are attractive...
- We feel obligated to those we like because we don't want them to start disliking us (we dislike relational devaluation).
- Flattery gets you everywhere.

9

Weapon #5: Authority



I've been selling for 40 years,
so I know what I'm talking about...
You'll never get a better deal

- Blind obedience to authority
 - Milgram, 1960-1963
- Status signifies expertise
- Clothes make the deal

10

Weapon #6: Scarcity



"This is the last one on the lot"
"Sale ends tomorrow"

- Commodity theory: An economic principle applied to psychological valuation--what is scarce is more valuable
- Also, scarceness implies social proof

11

I am Dr Mourad , prof of cognitive psychology , vice Dean , faculty of education and director of the centre for management and organisational learning, Kafr El Sheikh univ . My research has been largely concerned with cognitive style .I am particularly interested in understanding how differences in cognitive style affect the way individuals relate to one another, solve problems, make decisions, and communicate ideas in the workplace. I've also conducted and supervised a lot of diss. in the field of learning styles

There are a lot of psychologists , but a few are still in heart and mind . For sure you are one of them .

" there is no **Psychological Science** research without **prof Kipling D. Williams**" It is a slogan I always use with my students in all seminars . Be assured that literature and the researchers will forget neither your contributions nor your name as a pioneer in writing about Psychological Science " . May God give you peace of mind and long live as mankind is in need to a great mind like yours . You are one of the greatest psychologists in modern times .

By The way , because I admire your work , I sent you a package of five books by me :

- 1- Current advances in social psychology
- 2- How the writing disabled brain learns
- 3- **contemporary cognitive neuropsychology**
- 4- How ADHD brain learns .
- 5- How to teach gifted students

I hope you accept my gift .

*** secondly , could you please mail me a free copy of your valuable book**

<<http://www.amazon.com/exec/obidos/ASIN/0131115294/ref=nosim/humanbehaviorand>>

Forgas, J. P., Williams, K. D., & Von Hippel, W. (Eds.) (2003). *Responding to the social world: Implicit and explicit processes in social judgments and decisions*. London: Cambridge University Press.

Here is my address if you wish to mail :

Dr Mourad Ali, EL Waheba Post , 33756, Kafr EL Sheikh, Egypt

Pl , Type this Arabic Address for safe arrival of the materials

اؤن - بىن قأؤى - عأؤيا - عئىل قأأأىع 33756

Please respond soon

Waiting for your reply

Dr Mourad (Egypt

Do you Yahoo!?

12

How to stop yourself from automatic social influence

- THINK!
- Understand how and why the tactic is working.
- Ask yourself: Do I really want to do this or am I doing it to please someone else?
- Wait for a couple hours. If the desire goes away, you probably don't need it.
- Point out the compliance tactic to the compliance professional

13