**Chapter 7: Social Influence - Lecture Outline for April 9, 2012**

1. Conformity: Matching others
   1. The Sherif Studies: “autokinetic effect”
   2. The Asch Studies
   3. Why do we conform?
      1. Informational influence: want to be right
      2. Normative influence: want to be liked
   4. When do we conform?
      1. Group size
      2. Group unanimity
      3. Commitment to group
      4. Desire for individuation
   5. Minority influence and social norms marketing
2. Compliance: Doing what we’re asked
   1. Six bases of social power: Reward, coercion, expertise, information, referent, legitimate authority (+ helplessness)
   2. Getting others to comply:
      1. Foot-in-the-door
      2. Door-in-the-face
      3. Low-ball
      4. That’s-not-all
      5. Pique
   3. Resisting pressure: Reactance theory
3. Obedience to Authority: Legitimate authority / responsibility
   1. Crimes of obedience
   2. The Milgram Experiments
      1. Feeling responsible
      2. Suffering of victim
      3. Physical presence of authority
      4. Other rejectors
   3. Ethics of obedience research