

# Lecture 16 Social Influence

→ Halloween picture at CMU (old) - why don't ppl dress up on normal days?

Why no monocles? why not three-pieces suit? ...

↳ social influence! ← could be (in fact probably) subconscious

→ style. Ppl says they wear and feel comfortable

↳ turns out they stop wearing when trend changes

## #1 Compliance, Conformity, Obedience

→ Memorise image

memorise  
this

asks  
which one?

→

↓

↓

Actors say the middle one

Then subject confused.

Sometimes point out. But they often say what others say.

## \* Social pressure

→ Social role / compliance ← conforming to social role

→ Prisoner Study. - Randomly assign participants as prisoner / guards. → Even though they're all students, guards became abusive. ← People conform to role!

American soldiers at Abu Ghraib did horrible things too. Sometimes it's the power of social role.

→ lol no single day we go up and lecture when Prof sits down in the audience.

\* Obedience inspired by Nazi trial — Nazi soldier following order

→ Milgram Study — make participant take teacher role of shocking students (actor). The participant always "randomly" assigned as teacher. Gives teacher sample shock. Teacher told to shock student at increasing voltage if they make mistake. Researcher: please shock. Actor: pain, hurt, then silent. Yet many participants continue. → video on slide 12.

↳ No command — 3% obey

↳ Instructor in there — 60% obey

They obey, but they feel really bad.

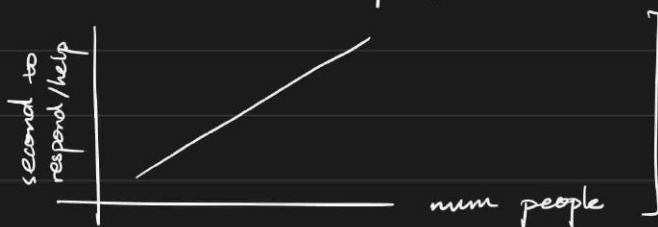
→ Hofling Nurse Study — 95% nurses continue after doctor asks them to deliver lethal doses.

## #2. Bystander Nonintervention

→ Kitty Genovese - attacked, raped, killed.

38 witnesses! No one called police. → What's wrong with people??

Turns out the more people, the less helping.



why

- attention?

- interpreting situation: pluralistic ignorance - others lack of reaction indicates nothing's wrong

\* Taking responsibility - people think their intervention necessary

\* Diffusion of responsibility - more ppl → less perceived responsibility per person.

- Strategy → signal individual for help

"hey you, watch my computer"

\* Things that prevent helping

- No skill

- Audience inhibition: worry how others view them if they mess up, etc.