

- Social Influence – The process by which others individually or collectively, affect our perceptions, attitudes and actions
    - Various means of social influence:
      - Culture – Dictates how we dress, act, eat, etc
        - Cultural Truisms – Beliefs or values that most members of a society accepts as self evident, usually learned through modeling or imitation, accepted without question
        - Cultural Assimilators – Strategies for perceiving the norms and values of another group. Encourage us to remain open-minded about others’ norms and values by challenging such cultural truisms that lead to ethnocentrism
        - Conformity – Voluntarily following social norms, even at expense of one’s own preferences. Response to pressure exerted by norms that are generally left unstated
        - Compliance – Change of behavior in response to an explicit request from another person or group
          - Social psychologists have studied several techniques by which people can induce others to comply with their requests.
            - Foot in the door phenomenon – Once people have granted a small request, they are more likely to comply with a larger one
            - Lowball Procedure – Induce a person to agree to something then raise cost of compliance
            - Door in the face effect – When you say no to a first request and feel guilty, and then say yes to something else because of the guilt
        - Obedience – Change in behavior in response to a command from another person typically an authority figure
- Social Action
  - Process that depends on the presence of other people
  - One-on-one or in groups
    - Deindividuation – Loss of personal sense of responsibility in a group
      - Mob Behavior – People that are normally peaceful act differently in a group do to anonymity
      - Snowball effect – One dominant person convinces people to act and they convince others; can become large and dangerous
      - Helping behavior – Many believe that helping behavior is due to self interest. Sometimes, however, not linked to personal gain
        - Altruistic Behavior – Helping behavior not linked to personal gain

- Bystander Effect – Tendency for an individual’s helpfulness in an emergency situation to decrease as the number of bystanders increases
- Easier it is to recognize an emergency more likely a person is to help
- Group Decision Making
  - Risky Shift – Greater willingness to take risks in decision making when in a group than alone
  - Polarization – Shift in attitudes by members of a group toward more extreme positions than the ones held before group discussions
  - Group effectiveness
    - Social Loafing – Tendency to exert less effort in a group
    - Size, interaction, and cohesiveness are all factors in group effectiveness
    - Groupthink – Often a result of group cohesiveness that prevents members from expressing themselves
- Leadership
  - Great Person Theory – Leadership is a result of personal qualities and traits that qualify them to lead
- Organizational Behavior
  - Industrial/Organizational Psychology – Application of psychological principles to the problems of human organization
  - Hawthorne Effect – People will alter behavior because of researchers attention, not necessarily because of treatment