# SOCIAL INFLUENCE Direct and Indirect Processes

Edited by

Joseph P. Forgas University of New South Wales

### and Kipling D. Williams

Macquarie University



## Contents

	About the Editors Contributors Preface	xiii xv xvii
	I. SOCIAL INFLUENCE: FUNDAMENTAL PROCESSES AND THEORIES	
1	Social Influence: Introduction and Overview	3
	Joseph P. Forgas and Kipling D. Williams	
	Social Influence in Social Psychology / 5 Social Influence and Social Integration / 7 Social Influence: Some Historical Antecedents / 9 Outline of the book / 12 Part I. Social Influence: Fundamental Processes and Theories / Part II. The Role of Cognitive Processes and Strategies in Social Influence / 16 Part III. Social Influence and Group Behavior / 19 Conclusion / 22	12
2	Systematic Opportunism: An Approach to the Study of Tactical Social Influence	25
	Robert B. Cialdini	
	Systematic Personal Observation / 26 Imagining Makes It So / 28 Study 1: When Imagining Makes It So / 30 Full-Cycle Social Psychology: One More Turn / 33 Study 2: When Imagining Makes It Worse / 36 Conclusion / 37	

#### **VIII** CONTENTS

8

3	Increasing Compliance by Reducing Resistance	41
	Eric S. Knowles, Shannon Butler, and Jay A. Linn	
	Approach-Avoidance Conflict Model of Persuasion / 42 Two Targets for Social Influence / 42 Relationship to Other Chapters / 43 Nature of Resistance / 44 Resistance and Social Influence / 45 Strategy 1: Sidestepping Resistance / 46 Strategy 2: Directly Reducing Resistance / 47 Strategy 3: Disrupting Resistance / 48 Strategy 4: Turning Resistance from an Adversary into an Ally / 56 Conclusion / 57	
4	Successfully Simulating Dynamic Social Impact: Three Levels of Prediction	61
	Bibb Latané and Martin J. Bourgeois	
	An Empirically-Based Theory of Individual Behavior / 62 Simulations Predict Emergent Group-Level Phenomena / 62 Self-Organization in the Real World / 64 Self-Organization in the Psychology Laboratory / 65 Other Forms of Social Influence / 66 CAPSIM: A New Generation of Simulations / 68 Conclusion / 75	
5	Unintended Influence: Social-Evolutionary Processes in the Construction and Change of Culturally-Shared Beliefs	79
	Mark Schaller	
	<ul> <li>Social-Evolutionary Processes and the Epidemiology of Cultural Norms / 79</li> <li>Communicability and the Contents of Culturally-Shared Beliefs / 8</li> <li>What Makes Something "Communicable"? / 82</li> <li>The Perception of Popularity and its Consequences / 83</li> <li>Strategic Discourse and its Consequences / 85</li> <li>The Desire for Epistemic Comfort and its Consequences / 86</li> <li>Some Additional Implications / 89</li> </ul>	1
6	Automatic Social Influence: The Perception-Behavior Links as an Explanatory Mechanism for Behavior Matching Ap Dijksterhuis	95

Matching of Elementary Behavior / 97 Matching of More Complex Behavior / 99

109

Ideomotor Action and Neuropsychological Evidence / 102 From Stereotypes to Motor Programs / 104 Conclusion / 105

#### 7 Social Power, Influence, and Aggression

James T. Tedeschi

Assumptions of the Social Interactionist Perspective / 110 Conceptualization of Coercive Actions / 111 Social Control Motivation / 115 The Justice Motive / 118 Self-Presentation and Coercion / 121 Conclusion / 124

#### II. THE ROLE OF COGNITIVE PROCESSES AND STRATEGIES IN SOCIAL INFLUENCE

	erd E. Petty	
Richa		
Effec Effec and Are T Co	ts of Overt Head Movements on Attitudes / 130 ts of Cognitive Priming on Behavior / 134 ts of Mild Emotional States on Judgments, Attitudes, d Behavior / 137 The Biasing Effects Under High Thought nditions Inevitable? / 139	
Cone	lusion / 143	

#### 9 On Being Moody but Influential: The Role of Affect in Social Influence Strategies

147

Joseph P. Forgas

Conceptual Background / 148 Background Research on Affect and Social Influence / 149 Affect and Social Influence Strategies: The Empirical Evidence / 153 Affective Influences on the Use of Requests / 159 The Role of Affect in Perceiving Social Situations and Responding to Social Influence / 160 Affect Infusion in Planned Strategic Encounters / 162 Conclusion / 163

#### **X** CONTENTS

8

10	Memory as a Target of Social Influence?: Memory Distortions as a Function of Social Influence and Metacognitive Knowledge	167
	Herbert Bless, Fritz Strack, and Eva Walther	
	<ul> <li>Applying Social Comparison to Memory / 168</li> <li>Increasing and Decreasing Uncertainty by Metacognitive Knowledge / 170</li> <li>Experiment 1: The Moderating Role of Item Salience / 170</li> <li>Experiment 2: Suboptimal Encoding Conditions as a Facilitator of Social Influence / 173</li> <li>Experiment 3: The Effects of Group Size and Dissenters / 175</li> <li>Experiment 4: Normative Versus Informative Influence / 178</li> <li>Conclusion / 179</li> </ul>	
11	Influencing through the Power of Language	185
	Sik Hung Ng	
	Influencing and its Effects on the Influencee / 186 Links between Power and Language: The Big Five / 189 Using Language to Create Influence: Group and Intergroup Processes / 192 Conclusion / 195	
12	Resisting Influence: Judgmental Correction and its Goals	199
	Fritz Strack and Thomas Mussweiler	
	Experiment 1: Correction Without New Information / 202 Experiment 2: Correction With and Without New Information / Experiment 3: Correction in Pursuit of Different Correctional Goals / 206 General Discussion / 207 Conclusion / 208	204
13	Revealing the Worst First: Stealing Thunder as a Social Influence Strategy	213
	Kipling D. Williams and Lara Dolnik	
	Should Stealing Thunder Work? / 215 First Empirical Investigations / 216 The Generality of the Stealing Thunder Tactic / 217 Boundary Conditions and Possible Explanations / 219 Stealing Thunder and the Central and Peripheral Routes to Persuasion / 227 Conclusion / 228	

#### **III. SOCIAL INFLUENCE AND GROUP BEHAVIOR**

14	Social Influence and Intergroup Beliefs: The Role of Perceived Social Consensus	235
	Charles Stangor, Gretchen B. Sechrist, and John T. Jost	
	Stereotyping and Consensus / 236 Theories of Social Influence / 237 Empirical Research / 240 Research from Our Lab / 241 Conclusion / 247	
15	Attitudes, Behavior, and Social Context: The Role of Norms and Group Membership in Social Influence Processe	253 s
	Deborah J. Terry and Michael A. Hogg	
	Social Identity/Self-Categorization Theories and Attitude-Behavior Relations / 254 Group Norms, Group Salience, and Attitude Accessibility / 257 Group Norms, Group Salience, and Mode of Behavioral Decision-Making / 260	
	Intergroup Attitudes, Ingroup Norms, and Discriminatory Behavior / 263 Conclusion / 267	
16	Social Influence Effects on Task Performance: The Ascendancy of Social Evaluation Over Self-Evaluation	271
	Stephen G. Harkins	
	The Paradigm / 274 Do-Your-Best Paradigm / 275 The Goal Setting Paradigm / 281 Research Summary / 287 Possible Motives Underlying These Effects / 288 Individual Versus Group Performance / 289 Conclusion / 290	
17	Self-Categorization Principles Underlying Majority and Minority Influence	293
	Barbara David and John C. Turner	
	Minorities as Outgroups / 298 Social Context, Recategorization, and Minority Conversion / 300 Uncertainty and the Cognitive Processing of Majority and Minority Messages / 303 Conclusion / 310	)

5.47

#### **XII** CONTENTS

18	Determinants and Consequences of Cognitive Processes in Majority and Minority Influence	315
	Robin Martin and Miles Hewstone	
	Empirical Studies / 319 Conclusion / 327	
19	A SIDE View of Social Influence	331
	Russell Spears, Tom Postmes, Martin Lea, and Susan E. Watt	
	Self-categorization: An Integration of Group and Cognitive Bases of Social Influence? / 333 The SIDE Model / 335	
	Extending SIDE to Computer-Mediated Communication / 338	
	Conclusion / 346	
	Author Index	351

Subject Index

8

361