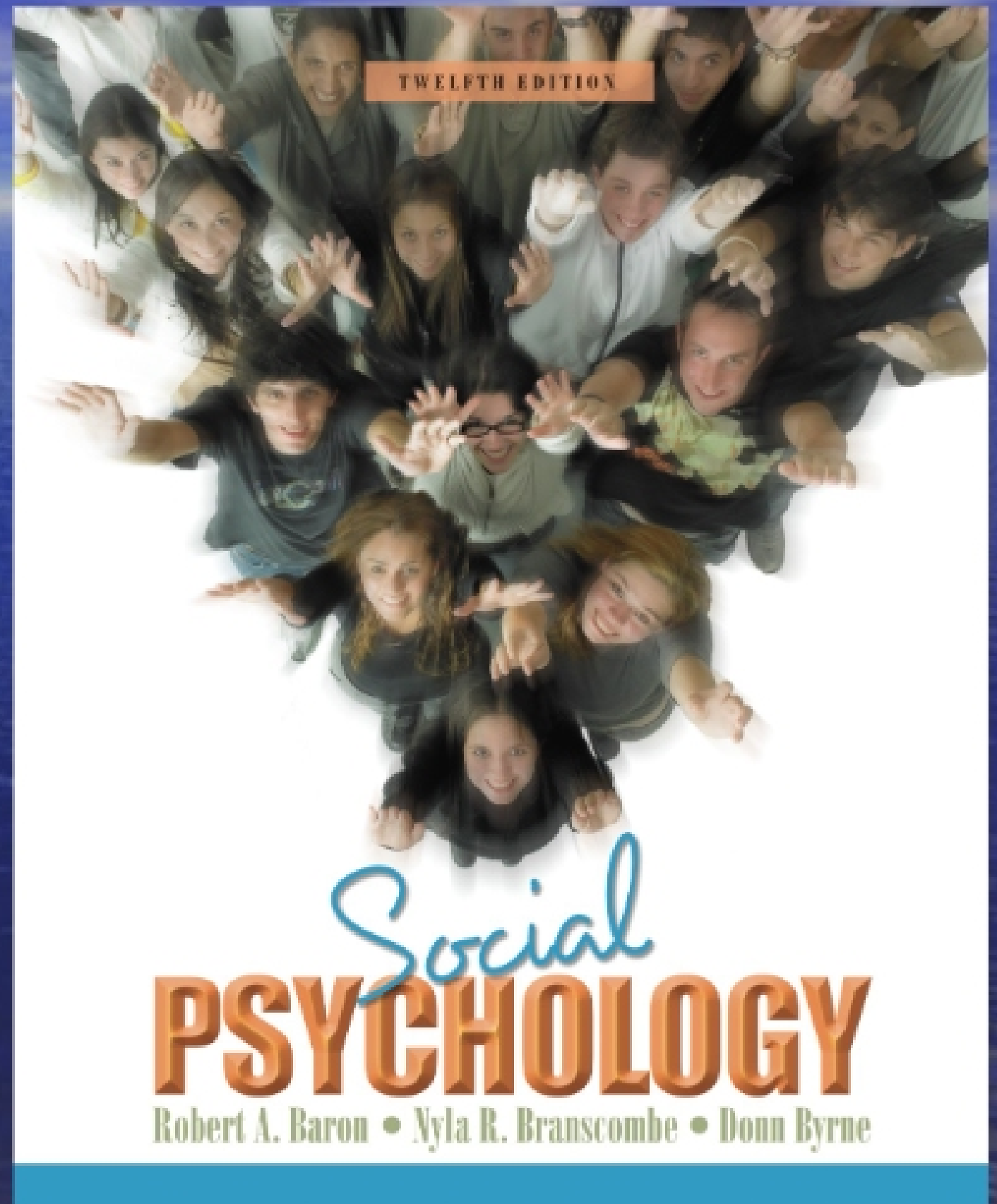


Chapter 8

Social Influence: Changing Others' Behavior

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Chapter Preview

1. Conformity
2. Compliance
3. Symbolic social influence
4. Obedience to authority
5. Social influence goes to work

- *Social influence*
 - efforts by one or more individuals to change the attitudes, beliefs, perceptions, or behaviors of one or more others
- *Conformity*
 - A type of social influence in which individuals change their attitudes or behavior in order to adhere to social norms
- *Social Norms*
 - Rules regarding how people are expected to behave in specific situations