

Lecture 1

- I. The Influence Process
 - a. Social interaction
 - b. It is the process of affecting the behavior of others.
 - i. Agent
 1. Party attempting the influence process
 - ii. Target
 1. Party who is getting affected
 - iii. Can be:
 1. 1 on 1
 - a. Wife and movie
 2. 1 on many
 - a. Politician and constituents
 3. Many on 1
 - a. Democratic party towards Gus
 4. Many on Many
 - a. Democratic party on all voters
- II. Power
 - a. Capacity to influence others
- III. Control
 - a. Extreme form of influence. Where the agent can impose severe restrictions on the target
- IV. Conformity
 - a. Target changed their behavior as a result of the influence process
- V. Uniformity
 - a. Can't identify the exact source of the socialization standards
- VI. Agent-Target Relationship
 - a. Rebel
 - b. Ignore
 - c. Conform
 - i. Compliance
 1. Target yields to agent to get an award or extrinsic opportunity to avoid a punishment
 - a. Requires surveillance
 - b. Weakest outcome for the agent
 - ii. Identification
 1. "imitation"
 2. By virtue of identification the target is induced to conform because the target expects the conformity to establish and maintain a satisfying relationship with the agent.
 - a. Problem: Agent has to be perfect
 - iii. Internalization
 1. Target conforms because the induced behavior is "congruent" or "concurrent" with their own values.
 - a. Plus: The target believes in it
 - b. Negative: Now the target is on their own
- VII. Outcome of Conforming

- a. Compliance
 - i. Source of agent's power
 - 1. Reward/coercive
 - ii. Target's reason for conforming
 - 1. To gain reward or avoid punishment
 - iii. Source of the target's satisfaction
 - 1. The outcomes
 - iv. Necessary additional factor
 - 1. Surveillance and reward value
 - b. Identification
 - i. Source of agent's power
 - 1. referent
 - ii. Target's reason for conforming
 - 1. To est. and maintain a satisfactory relationship with agent
 - iii. Source of the target's satisfaction
 - 1. Psychological affiliation
 - iv. Necessary additional factor
 - 1. Salience of relationship
 - c. Internalization
 - i. Source of agent's power
 - 1. Expert and legitimate
 - ii. Target's reason for conforming
 - 1. Behavior is seen as consistent with own values
 - iii. Source of the target's satisfaction
 - 1. The content of the behavior itself
 - iv. Necessary additional factor
 - 1. socialization
 - d.
- VIII. Types of Power (agent could potentially have all 5)
- a. Reward
 - i. Resources which are valued by the target
 - 1. + people respond to rewards
 - 2. - what you think is a reward isn't worth it to the target
 - b. Coercive
 - i. Has resources that can have a negative influence or unpleasant experience for the target
 - 1. - avoidance of the agent by the target
 - c. Legitimate
 - i. When the agent possesses attributes which cause the target to perceive that the agent has a right to influence and the target has an obligation to perform
 - 1. - target can leave situation
 - 2. - there is a limit to the scope
 - ii. Sources of Legitimate Power
 - 1. Values
 - a. Limited to a sub/culture
 - 2. Position
 - a. Governor
 - 3. Designation

- a. Candidate
 - d. Expert
 - i. Influence because he or she knows what they are talking about
 - 1. - people may not care
 - 2. + valid knowledge that is useful
 - e. Referent
 - i. Personal attributes that cause the targets to be attracted to them
 - 1. Charisma
- IX. Susceptibility to Influence
 - a. ACCRUES TO THE TARGET
 - b. Dependency
 - i. Rewards are only uniquely available from that agent
 - ii. More dependent - more likely to be influence
 - c. Uncertainty
 - i. More uncertain - more likely to be influenced
 - d. Culture
 - i. If it emphasizes competition - less likely to be influenced
 - ii. If it empathizes harmony - more likely to be influenced
 - e. Personality Characteristics
 - i. High self-esteem - less likely to be influence
 - ii. Low self-esteem - more likely to be influence
 - f. Intelligence
 - i. Mixed data
 - ii. Self-esteem overrides
- X. Interactions between personality types
 - a. More coercive - less referent
 - b. More expert - more legitimate
 - c. More reward - more referent
- XI. Situational vs Personal
 - a. Situational
 - i. Legitimate
 - ii. Expert
 - iii. Award
 - b. Personal
 - i. Referent

Lecture 2

- I. Leadership is the influence of an individual on a group
- II. Understanding the leadership phenomenon
 - a. Trait Theory
 - i. There are inherent personality characteristics which can be found in effective leaders
 - ii. "The Great Man Theory"
 - iii. Not real
 - b. Behavior Theory
 - i. What things do effective leaders DO that set them apart from their followers?