

Second Midterm Examination: Influence

Identify, define, or answer each of the following. For each question, no more than two or three sentences are needed, and for some one word is enough. Please present the answers in the order as asked. You may skip three items. You must put the word "SKIP" next to the THREE questions that you wish to omit.

1. social impact theory
2. normative conformity or normative social influence
3. four factors that increases commitment
4. foot-in-the-door technique
5. door-in-the-face technique
6. Cialdini heuristic that most explains why Tupperware parties are so successful
7. Cialdini heuristic that explains companies have contests that ask people to write essays why they like the product
8. Cialdini heuristic that explains why Home Shopping Network has time limits
9. Cialdini heuristic that explains why censorship can be counter-productive
10. Cialdini heuristic that explains why salespeople flatter customers
11. Cialdini heuristic that explains why salespeople sweeten the deal by "adding" something of value at the last moment
12. Cialdini heuristic that explains the suicides in Jonestown
13. Cialdini heuristic that explains rejection and retreat (NOT ONE OF THE SIX)
14. Romeo and Juliet effect
15. claqueurs or claquing
16. group polarization
17. two factors that lead to process loss
18. the two factors that determine actual productivity
19. disjunctive task
20. When, according to the contingency theory of leadership, are democratic leaders most effective?
21. the four steps for an individual to make rational consumer decision
22. one positive and one negative effect of cohesiveness
23. the three stages in group decision making
24. minority influence
25. the percentage of trials people conformed in Asch study
26. What leadership trait can you have too much of?
27. the two major theories of intergroup relations
28. minimal group design
29. agentic shift
30. the percentage of people who obeyed in the Milgram experiment
31. prods in the Milgram experiment
32. risky shift
33. Fishbein and Ajzen's theory of reasoned action

Answers

1. social impact theory

strength, immediacy (or proximity) and number

2. normative conformity or normative social influence

agreeing with group because one values the group and wants to stay in the group; agreeing to be “one of the guys”

3. four factors that increases commitment

voluntary
behavioral
public
effortful

4. foot-in-the-door technique

compliance for a larger request is obtained by getting someone to first agree to a smaller request

5. door-in-the-face technique

compliance for a request is obtained by first asking for a very large request

6. Cialdini heuristic that most explains why Tupperware parties are so successful

liking

7. Cialdini heuristic that explains companies have contests that ask people to write essays why they like the product

commitment or consistency

8. Cialdini heuristic that explains why Home Shopping Network has time limits

scarcity

9. Cialdini heuristic that explains why censorship can be counter-productive

scarcity (3 pts for reactance)

10. Cialdini heuristic that explains why salespeople flatter customers

liking

11. Cialdini heuristic that explains why salespeople sweeten the deal by “adding” something of value at the last moment

reciprocity

12. Cialdini heuristic that explains the suicides in Jonestown

social proof

13. Cialdini heuristic that explains rejection and retreat (NOT ONE OF THE SIX)

contrast or perceptual contrast

14. Romeo and Juliet effect

Prohibitions by parents and others can backfire and make the person more attracted to someone. (pp 207-208)

15. claqueurs or claquing

someone who is hired to laugh or cheer, originally for an opera (text pp. 132-133)

16. group polarization

the group shifts towards the pole that they are already leaning toward or groups take on more extreme positions than individuals

17. two factors that lead to process loss

lower motivation or social loafing (these are the same and cannot both be listed)
lack of participation by all members
status or credibility differences
coordination difficulties

18. the two factors that determine actual productivity

potential productivity minus process loss

19. disjunctive task

a group's potential productivity is determined by the best or most able member of the group

20. When, according to the contingency theory of leadership, are democratic leaders most effective?

when the situation is moderately conducive to leadership

21. the four steps for an individual to make rational consumer decision

Do I need the product?
What are my values?
Which brands best satisfy my values?
Getting the best deal (bargaining).

1 right 1 pt
2-3 right 2 pt
4 3 pt

22. one positive and one negative and one negative effect of cohesiveness

positive (one of the following)

group more productive
reduces social loafing
people like the group and each other more

negative (one of the following)

groupthink
increases the pressure to conform
leads to uniformity which can hurt productivity

23. the three steps in group decision making

information gathering - storming
make a decision - norming
execute the decision - performing

24. minority influence

the few influencing the many

25. the percentage of trials that people conformed in the Asch study

32 (full credit 20-39)

26. What leadership trait can you have too much of?

intelligence

27. the two major theories of intergroup relations

realistic conflict – competition over scarce resources
social identity theory – competition is not necessary for conflict

28. minimal group design

people are placed in arbitrary groups (e.g., randomly, paint preferences) and do not interact in those groups.

29. agentic shift

The participant enters the Milgram study in robotic state ready to follow order of the experimenter. The agentic shift represents the transition from a robot (or zombie) to a person who is acting on his or her own.

30. the percentage of people who obeyed in the Milgram experiment

65 percent (anything in the 60s is ok)

31. prods in the Milgram experiment

Statements made to the teacher (ok if they say learner) in the study that were like: "You must continue" or "you have no choice"

32. risky shift

group judgments is riskier than judgments by individual. (1 pt if they just say: "research that laid the foundation for group polarization")

33. Fishbein and Ajzen's theory of reasoned action

A person's behavior is determined by their attitude (or beliefs) and (social) norms.