

Social Influence



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Kelman (1958)

individual's attitudes, beliefs, and actions

behaviors influenced by others

brings changes in attitudes

occur at different levels by process

Social Influence Process

1. Compliance : appear to agree with others

-> but keep opposition, adopt behavior to gain or avoid

2. Identification : influenced by someone who is respected

-> occur when people want a relationship with celebrity

3. Internalization

-> accept behavior and agree both publicly and privately

Pros and Cons

Applicable to various social phenomenon

Focus on behavior influenced by others

No specific variables

No various and elaborate process