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Nota di contenuto	Cover; Social influences; Copyright; Contents; Acknowledgements; Introduction; 1. Obedience; Introduction; Obedience research; Milgram's experiment; Criticisms of Milgram's experiment; Ecological validity; Internal validity; Ethics; Counter-arguments; Other obedience studies; Cross-cultural studies; Field experiments; Evaluation; Some explanations of obedience; Milgram's agentic theory; Psychoanalytic explanations; Graduated commitment; Deindividuation; Authoritarian personality; 'Sleepers'; Binding forces; Summary; 2. Conformity; Introduction Mustafer Sherif and informational social influences Study; Evaluation; Solomon Asch and normative social influences; Study; Evaluation; Informational and normative influences; Richard Crutchfield; Crutchfield's study; Evaluation; Conformity/non-conformity and physiology; Factors that may influence the degree of conformity; Majority size and conformity; Cultural differences and conformity; Gender and conformity; Evaluation of conformity experiments; Validity; Ethics; Historical context; Explaining the conformity effect; Compliance; Identification; Summary; 3. Independent behaviour Introduction Counter-conformity and independent behaviour; Study; Evaluation; Independent behaviour and conformity studies; Study:

minority of one; Evaluation; Study: independent participant with a partner; Evaluation; Study: minority v. majority; Evaluation; Ambiguity of task; Conclusion; Personality factors in conformity and independence; Crutchfield; Evaluation; Independent behaviour and obedience studies; Rebellion and obedience; Disobedient role models; Independence as a group norm; Evaluation of independence and obedience studies

A theoretical explanation of independent behaviour: social impact theory Evaluation; Summary; 4. Collective behaviour; Definitions; Angry and peaceful crowds; Two early theorists; Le Bon; Gabriel Tarde; Evaluation of Le Bon and Tarde; Rule-governed mob behaviour; Football crowds; Political rallies; Deindividuation; Evaluation; An alternative interpretation; Social identity theory (SIT); Methodological problems; Summary; 5. Leadership and followers; Introduction; Great person theory; Evaluation and commentary; Taxonomies; Evaluation; Leadership behaviour; The Lewin, Lippitt and White study Evaluation Situational perspective; Position in the group; Changing situation; Communication within groups; Evaluation of situational explanations; Leadership style; Task v. social-emotional specialists; Evaluation; The contingency perspective; Fielder's contingency theory; Empirical research; Conclusion; Criticism; Followers; Expectancy effects; Expectancy confirmation sequence; Empirical support; Evaluation; Summary; 6. Study aids; Improving your essay writing skills; Practice essay 1: Conformity; Practice essay 2: Leadership; Key research summaries; Article 1; Article 2; Article 3  
Article 4

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Sommario/riassunto

<P><EM>Social Influences</EM> looks at how we perceive ourselves and others and how this can influence our behaviour. It includes stereotyping and prejudice, obedience and conformity, collective behaviour and leadership.</P>

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