

SBF 122 – Psikolojiye Giriş ve Eleştirel Düşünme

IV. Sosyal Etki (Social Influence)

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Group Members and Social Influence Grup Üyeleri ve Sosyal Etki



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- ikizlerle yapılan çalışmalar
- göz rengi denemeleri
- adaptasyon deneyleri
- zehir çalışmaları





**Would You Shock a Stranger?
Tanımadığınız Birine Şok Verir Misiniz?**

Milgram, 1963

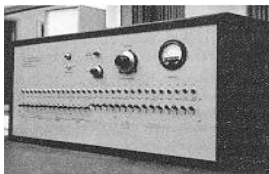


Fig. 3

Shock generator.



Victim is strapped into chair.

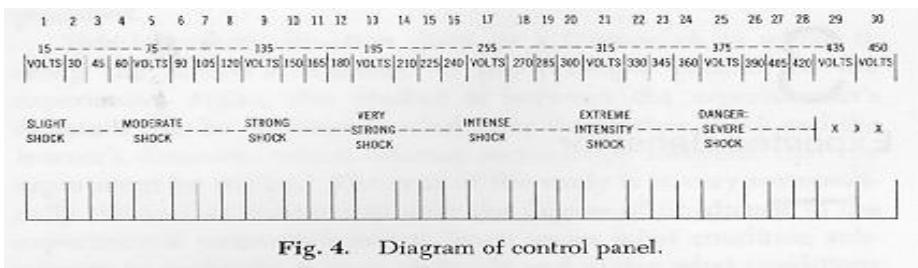
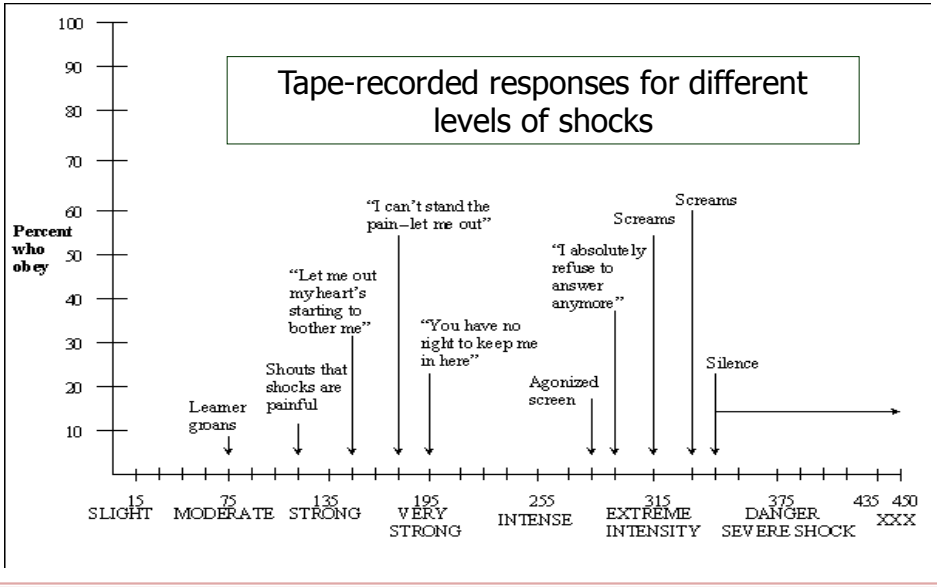
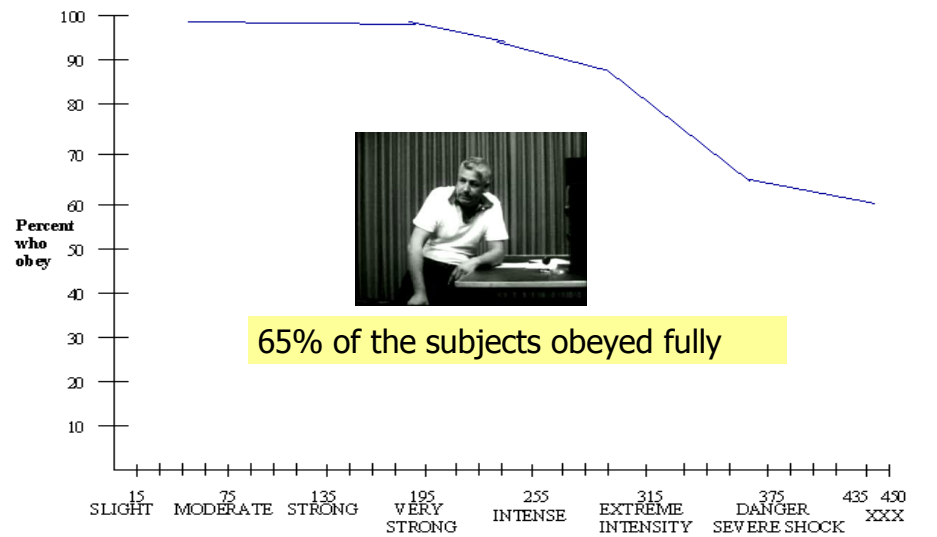


Fig. 4. Diagram of control panel.

Confederate's Responses | Sahte Deneğin Tepkileri



Results | Sonuçlar



Variations – Diğer Deneyler

- Adult women 65%
 - Proximity (same room) 40%
 - Touch proximity 30%
 - Experimenter absent 22.5%
 - Bridgeport Office 48%
 - Group (others quit) 10%
 - Group (subsidiary role) 90.25%
- ♦ What did happen to emotional, peaceful women?
 - ♦ Studies with nurses (excess use of unprescribed drug; 21 out of 22)
 - ♦ Power of uniform
- Why does obedience work ?

The Exit Button | Çıkış Noktası

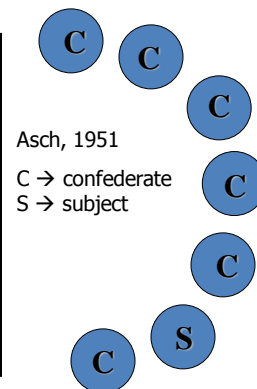
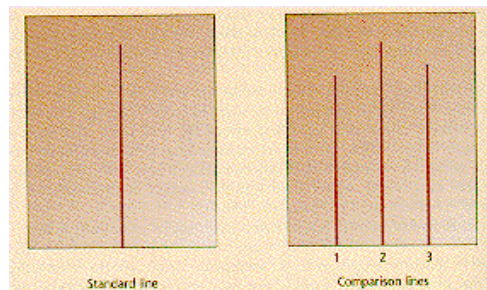
1. Trust your intuition. *There is something wrong here.*
2. Do not blindly accept other party's rhetoric.
3. Consider the *worst case* scenario.
4. Figure out the appropriate escape plan.
5. Do not care much about your public image.
- 6. Just say No!**

Conformity | Uyguculuk

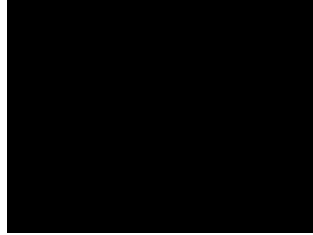
“ Conformity is a change in belief or behavior in response to real or imagined **group pressure** **when there is no direct request** to comply with the group nor any reasons given to justify the behavior change” – Zimbardo & Leippe, p.55

- Sherif’s (1936) autokinetic effect
- Asch’s (1951) conformity experiment

Conformity | Uyguculuk



Conformity | Uygunluk



Compliance | Rica

- Foot-in-the-door (small request first)
- Door-in-the-face (large request first)

The power of
reciprocity
and
commitment