Re-Branding Brand Genericide

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3 Major Categories of Social Influence

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The three major categories of social influence are:

- Conformity
- Compliance
- Obedience
Conformity

Conformity: Behavior change designed to match the action of others.

Ex. Before a party, you might ask “What will people be wearing?”
Compliance

Compliance: Behavior change that occurs as a result of a direct request.

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Ex: “C’mon, have a beer and forget studying!”
Obedience: Compliance that occurs in response to a directive from an authority figure.

Ex. A boss may require employees to work overtime, or a military officer may command troops to attack the enemy.
Asch's (1956) Classic Conformity Experiment

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- Solomon Asch was one of the first to develop a systematic procedure for studying the power of conformity.
- Asch asked college students in groups of eight to match the lengths of different lines.
Conformity Experiment Cont.

In the control condition, in which there was no group pressure pushing towards wrong choices, 95% of the participants got all of 12 line match right.