

18 - Social Influence

Social Influence

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1. Reward Power - based on the perceived ability to give positive consequences or remove negative ones
2. Coercive Power - the perceived ability to punish those who not conform with your ideas or demands
3. Legitimate Power - based on the perception that someone has the right to prescribe behaviour due to election or appointment to a position of responsibility
4. Referent Power - through association with others who possess power
5. Expert Power - based on having distinctive knowledge, expertness, ability or skills
6. Information Power (Similar to 5) - based on controlling the information Leadership Lewin (1939) identified the following leadership styles. □ Autocratic - leader's decision-making occurs without consultation from the others and causes the most discontent. It works if no need for input on decision i.e. that motivation would not be affected by not being consulted. □ Democratic - leader's decision-making involves others though the decision may ultimately made by the leader having facilitated group discussion and discussed opinions. It is a well-regarded process but can be time-consuming. □ Laissez-Faire - leader's involvement in decision-making is minimal, so others make their own decision. It works well if those involved are capable and motivated, and no need for central coordination. Social Influence Kelman described three psychological factors that underlie the process of influence of one person on the other in social settings. □ Compliance - responding favourably to a request (implicit or explicit) from another. It is a change of behavior rather than a change in attitude (i.e. one can hold private objections but still comply). Satisfaction from compliance is due to the positive social effect (i.e. reward or avoid punishment). □ Identification - change in attitude/behavior due to the influence of someone that is liked e.g. celebrity endorsement. A resultant desired relationship the identifier relates is the reward. □ Internalisation - process of acceptance of a set of norms established by a person/group influential to the individual. The content of the influence is intrinsically rewarding.

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