

Name: _____ Date: _____

Chapter 7: Influencing & Conforming

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| 1. ___ power - the ability to dispense punishments | A. Social Power |
| 2. ___ power - ability to distribute positive or negative rewards | B. Charismatic |
| 3. ___ power - authority that comes from a belief on the part of those being influenced that the person has a legitimate right to demand conformity | C. Majority |
| 4. ___ power - comes from other's beliefs that the power-holder possesses superior skills and abilities | D. Minority |
| 5. ___ - the change in beliefs, opinions, and behaviors as a result of our perceptions about what other people believe or do | E. Public |
| 6. ___ conformity - the change in opinions or behavior that occurs when we conform to people whom we believe have accurate information | F. Informational |
| 7. ___ power - influence based on identification with, attraction to, or respect for the power holder | G. Leadership |
| 8. ___ conformity - occurs when we express opinions or behave in ways that help us to be accepted or that keep us from being isolated or rejected by others | H. Referent |
| 9. ___ conformity - is a superficial change in behavior (including the public expression of opinions) that is not accompanied by an actual change in one's private opinion | I. Legitimate |
| 10. ___ influence - occurs when the beliefs held by the larger # of individuals in the current social group prevail | J. psychological reactance |
| 11. ___ influence occurs when the beliefs held by the smaller number of individuals in the current social group prevail | K. social impact |
| 12. ___ ___ - the increase in the amount of conformity that is produced by adding new members to the majority group (known as the ___ ___ of each group member) | L. Normative |
| 13. ___ ___ - the ability of a person to create conformity even when the people being influenced may attempt to resist those changes | M. conformity |
| 14. ___ - the ability to direct or inspire others to achieve goals | N. Reward |

15. ___ leaders who are enthusiastic, committed, and self-confident; who tend to talk about the importance of group goals at a broad level; and who make personal sacrifices for the group

O. Coercive

16. ___ - a strong motivational state that prevents conformity

P. Expert