## CONTENTS

	FOREWORD	xi
	PREFACE	xv
1	INTRODUCTION: BASIC CONCEPTS AND CLASSIC STUDIES	1
	What is social influence?	1
	Social norms and subjective validity	2
	Private acceptance and public compliance	4
	Reference and membership groups	5
	Influence and power	6
	Modalities of influence	7
	Classic studies of social influence	8
	Conclusion	16
	Suggestions for further reading	16
2.	SOCIAL CONFORMITY	18
	Theories of conformity	18
	Uniformity pressures in informal social communication	19
	Social comparison processes	2.5
	Informational and normative social influence	34
	Dual-process and multi-process models	37
	Social dependence and conformity	39
	Conclusion	46
	Suggestions for further reading	47
3	GROUP POLARIZATION	48
	From risky shift to group polarization	48
	Theoretical significance of group polarization	50

	Some empirical details	53
	Theories of polarization	52
	Social comparison/value theory	53
	Research on social comparison/value theory	55
	Social comparison considered	63
	Informational influence/persuasive arguments theory	64
	Research on persuasive arguments theory	67
	Informational influence considered	7
	Social conformity theory	75
	Majorities, normative commitment and the Zeitgeist	75
	Self-categorization theory and prototypical ingroup	
	norms	76
	Conclusion	78
	Suggestions for further reading	79
4	MINORITY INFLUENCE	80
	The critique of influence research	80
	Social conflict and the genetic model of influence	86
	Evidence for the genetic model of minority influence	88
	The dual-process model of majority compliance and	
	minority conversion	100
	Evidence for the dual-process model	103
	Some reasonable inferences	III
	Conclusion	113
	Suggestions for further reading	112
5	POWER, COMPLIANCE AND SELF-PRESENTATION	115
	The meaning of power	115
	Compliance and theories of influence	116
	Power versus influence	12
	Social impact theory	122
	Impression management and self-presentation	124
	Power and social structure	131
	Conclusion	14
	Suggestions for further reading	141
6	THE DUAL-PROCESS MODEL, SELF-CATEGORIZATION AND	
	SOCIAL INFLUENCE	143
	The dual-process model of normative and informational	
	influence	143
	Subjective validity and reality testing	147

CONTENTS	13

A physical reality testing model of influence	149		
Is a physical reality testing model of validity adequate?			
			Individual reality testing and social validation as
interdependent phases of social cognition	152		
Subjective validity and similarity relations	153		
Self-categorization theory	155		
Self-categorization and influence Experts, prototypical norms and minorities			
		A unified theory	171
Suggestions for further reading	173		
REFERENCES	174		
INDEX	T 94		