**Informational social influence**: Based on the way that people cognitively process information about a situation. People evaluate their opinions and ideas through social comparison, looking at what others do (Cognitive dissonance: When one notices that others are not behaving the same way or they think differently, it causes anxiety).  
**Normative social influence**: Humans are social animals. People have a need to be accepted by others therefore conform to avoid rejection and to gain social approval (e.g. even if you don’t like the music, you will say that you do just to conform and to fit in).

Discuss factors influencing conformity (for example, culture, groupthink, risky shift, minority influence)  
**Group size**: only one confederate and a naive participant, low levels of conformity; increased to two and then to three confederates, the level of conformity increased; when increasing the number of confederates above three, no change in the level of conformity.  
**Unanimity**: Conformity was most likely when all confederates agreed.  
**Confidence**: When individuals feel more competent to make decisions in a field of expertise. Therefore, people with higher ranks (e.g., doctors, engineers), their conformity rates were almost nil.  
**Self-esteem**: People with high self-esteem were less likely to conform to incorrect responses.

<table>
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<tr>
<th>Cultural norms</th>
<th>Example</th>
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| **Define the terms “culture” and “cultural norms”** | **Culture**: Lonner (1995): common rules that regulate interactions and behavior in a group as well as a number of shared values and attitudes in the group.  
Hofstede (2002): “mental software”-cultural schema that have been internalised so that they can influence thinking, emotions and behavior, which is shared by members of a sociocultural group. It is learned through daily interactions and by the feedback from other members of the group.  
**Cultural norms**: specific type of social norm; expected to behave based on the culture you are in, where the norms of an established group are transmitted across generations.  
Regulate behavior in accordance with the group’s beliefs about acceptable/unacceptable ways of thinking/feeling/behaving (attitude towards marriage; shop etiquette; child rearing; alcohol consumption; discipline) | **Hofstede carried out a large survey and compared the answers of 117,000 IBM employees from 40 different countries which led him to propose cultural dimensions**.  
- Individualism/collectivism (individuals integrated into groups)  
- Long term/short term orientation  
- Uncertainty avoidance  
- Masculinity/femininity  
- Power distance (social hierarchy-low: equal, high-rigid structure)  
- Indulgence/restraint  
**Individualism**: independence & self-reliance, no obligation on larger society; seek for own benefit (personal responsibility); no loyalty to your work place in business; uniqueness is valued & self-actualization is a goal.  
**Collectivism**: individual is expected to be loyal to the group; expected to be ashamed if stick out from the group (being independent); family-like relationship at work; social harmony is valued; helping the group is the goal (shared responsibility and interdependence). |

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| **Examine the role of two cultural dimensions on behavior** | Bond and Smith (1996): Meta-analysis (a study of studies) of 133 studies across 17 different countries using the Asch paradigm.  
High on individualism means less likely to conform and high on collectivism means high conformity rate.  
**Smith (2010)** in three countries: USA, France and Denmark. To figure out the general management style in connection to different cultural dimensions including power distance, masculinity vs. femininity, and uncertainty-avoidance on management styles. |