Chapter 18
Social Psychology

Review 18.2: Social Influence
Calvin does not belong to a fraternity. His friend Theo has pledged with Omega Psi. Although they once were close, they have drifted apart because Theo is (1) conforming his thinking and behavior to the standards set by his fraternity brothers. Research by Solomon (2) Asch identified factors that may have contributed to Theo’s changed behavior, including the following: Theo was made to feel (3) incompetent by upperclassmen when he was pledging. The other Omega Psi fraternity brothers were (4) unanimous in their views. Theo (5) admired Omega Psi’s status and attractiveness on campus. Changing his behavior in order to gain his fraternity brothers’ approval meant that Theo was succumbing to (6) normative social influence, David, the president of Theo’s fraternity, has ordered all pledges to befriend only fellow fraternity brothers. Because David is considered a legitimate (7) authority figure, Theo obeys his order, As Stanley (8) Milgram’s research results would predict, Theo refuses to associate with Calvin, who does not belong to his fraternity. Theo’s fraternity sets the social (9) standard (norm) for brothers’ behavior, and not one brother veers from the rules, so there are no (10) role models for defiance.