



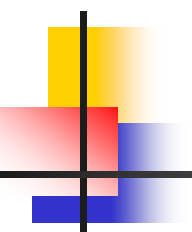
Conscientious Cartographers: The Evolution of Descriptive Models of Social Response

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- Richard H. Willis is Professor Emeritus, University of Pittsburgh, Pittsburgh, Pennsylvania. It was his pioneering, cutting-edge work on social response models back in the 1960s that first motivated me to pursue work in this area. Beginning in 1984, we worked closely together for a number of years. A former math major, Willis essentially taught me how to build mathematical/descriptive models of social response, with special attention to theoretical unity and internal consistency. Besides social influence, Dr. Willis's research interests have included social exchange theory, sex and gender roles, romantic relationships, and the psychology of surprise.



My Collaborators and Academic Pedigree

- Collaborators:
 - Stefano I. Di Domenico, Australian Catholic University
 - Geoff MacDonald, University of Toronto, Canada
 - David A. Levy, Pepperdine University, USA
 - Katarzyna Sznajd-Weron, University of Science and Technology, Poland
 - Marilyn Van Leeuwen, William Woods University, USA
- Academic Pedigree:
 - Kurt Lewin → Leon Festinger → Dorwin Cartwright → Robert Zajonc → Rik Crandall → Paul R. Nail
 - Solomon Asch → Richard Willis → Paul R. Nail



Conformity vs. Disinhibitory Contagion

- Both are types of positive social influence.
- Examples from a dance:
 - Conformity: Being socially pressured to dance and doing so when you don't want to.
 - **Internal harmony → Influence → Internal conflict**
 - Disinhibitory Contagion: Being freed to dance by a model couple or couples when you do want to.
 - **Internal conflict → Influence → Internal harmony**
 - The 1st model couple also called "Triggers" or "Initiators."



Conformity vs. Disinhibitory Contagion

- Empirical Distinctions:
 - Conformity, but not disinhibitory contagion, has been linked with authoritarianism (Smith, Murphy, & Wheeler, 1964).
 - Generally with conformity, the greater the similarity, the greater the influence (e.g., Abrams et al., 1990)
 - With the disinhibitory contagion of aggression, however, the less the similarity, the greater the influence (e.g., Wheeler & Caggiula, 1966).

An Actual Subject in Asch's (1951) Research





Results from Asch (1951)

- 76% conformed at least once.
- 35% conformed on half or more of 12 critical trials.
- 33% of the total judgments indicated conformity.
- **This 33% fell to 5% with unanimity broken**
Non-conformity is facilitated by social support.
- Asch (1951) replicated periodically:
 - Crutchfield (1955)
 - Nicholson, Cole, and Rocklin (1985)
 - Larsen (1990)
 - Abrams et al., (1990)

Influences Is a Common Phenomenon: Cowboy Copas, Ernest Tubb, & Hank Williams (circa, 1951)



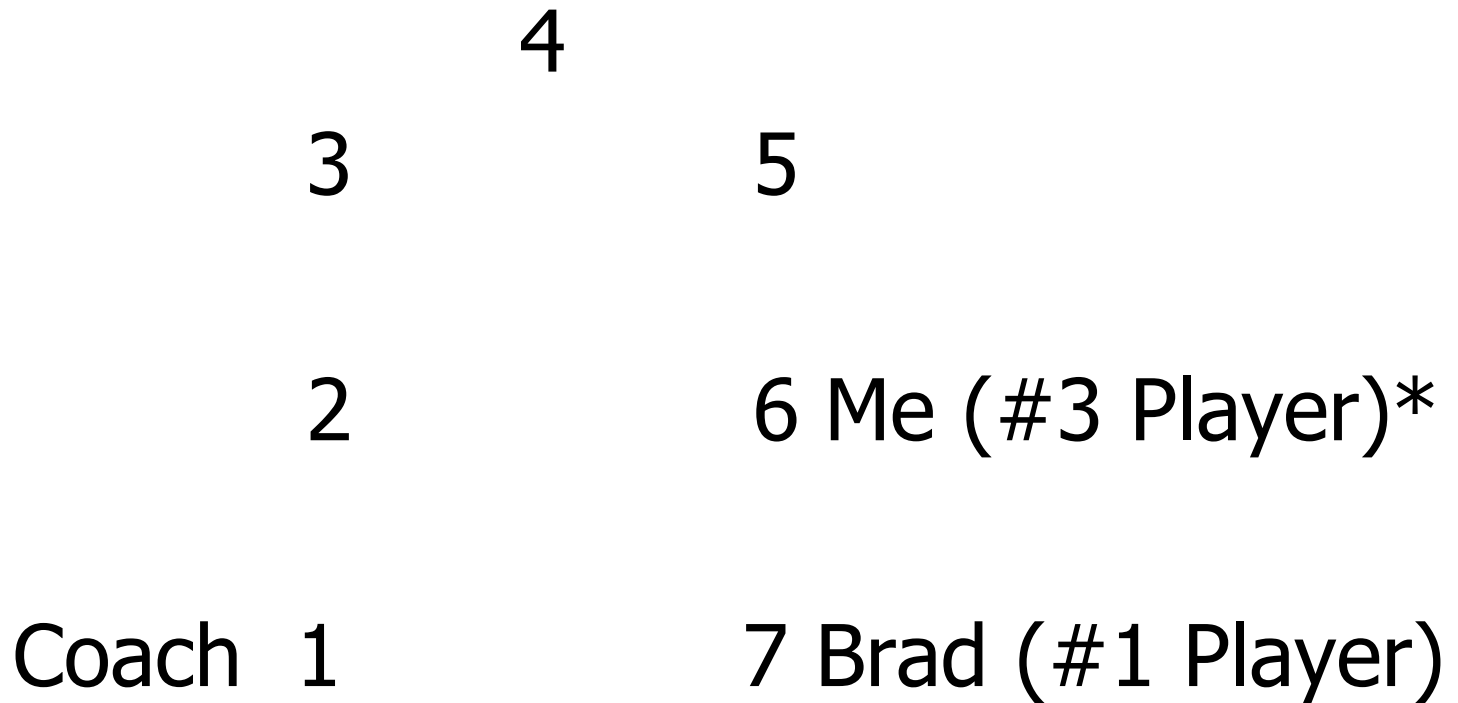
Cowboy Copas, Ernest Tubb, Hank Williams, 1951.

Madonna, Women's March on Washington, D.C., January 21, 2017





My Tennis Team Experience: Social Support for Non-Conformity



*Note: My non-conformity vis-à-vis the group is also disinhibitory contagion vis-à-vis Brad, the trigger.



What are Descriptive Models of Social Response?

- **Conversion** = conformity both publicly and privately
- E.g., religious or political conversions.
 - Winston Churchill changed from liberal to conservative (?).
 - Hillary Clinton & Arlen Specter changed from Republican to Democrat.
 - Ronald Reagan, Donald Trump, & Charles Krauthammer all changed from Democrat to Republican.
- **Compliance** = conformity only in public (Asch, 1951).
- Paraphrasing Einstein, theories should be as simple as possible but no simpler than necessary.



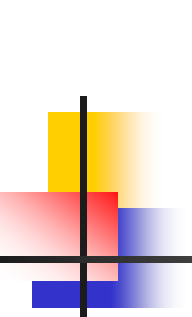
Acknowledged Types of Social Response; How Social Psychologists Measure Them

- **Conformity:** Significant positive movement
 - Conversion: Movement both publicly and privately
 - Compliance: Only public movement
- **Independence:** No significant movement one way or the other
- **Anticonformity:** Significant negative movement



Allen's (1965) Typology of Social Response

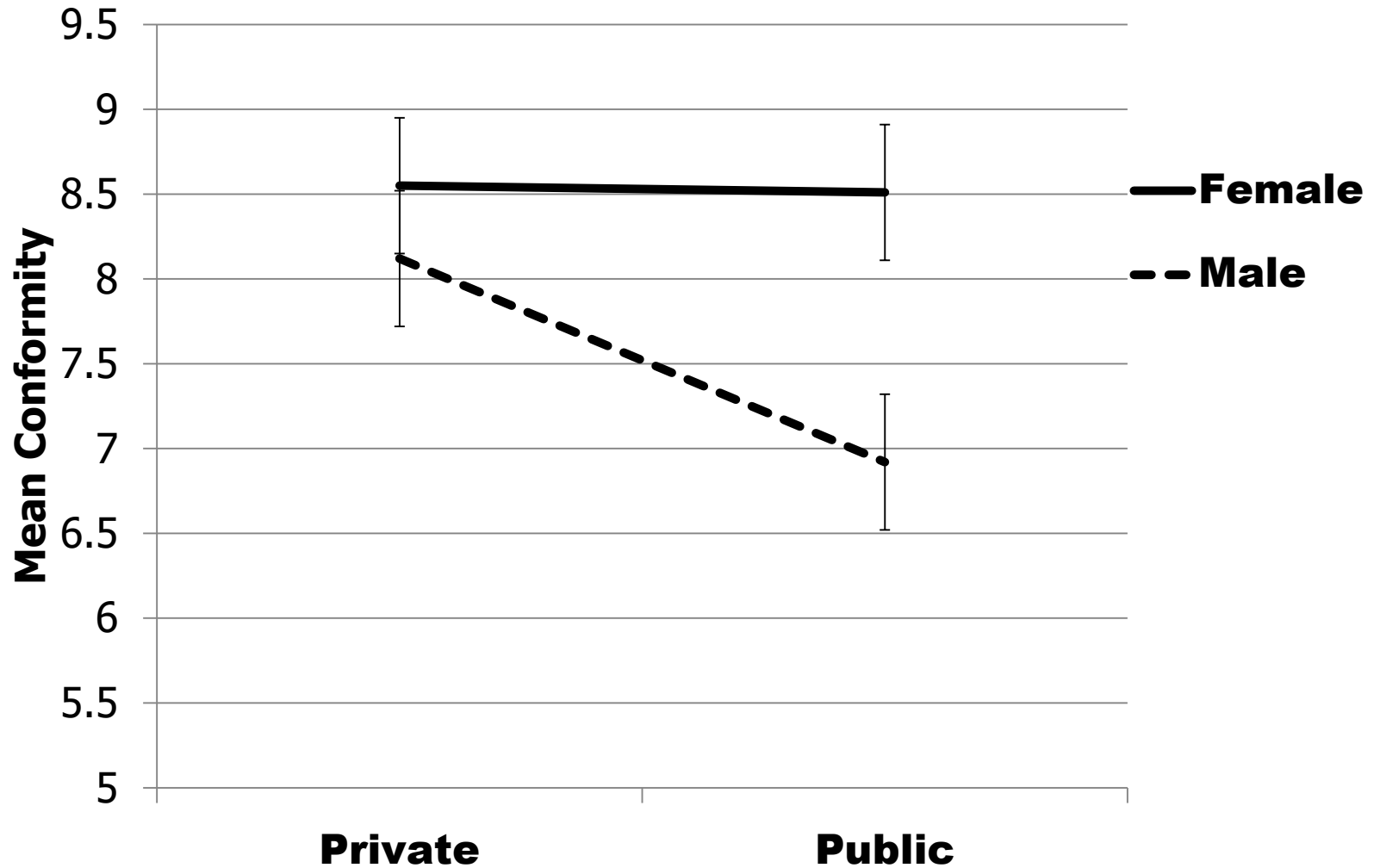
	Post Public Agreement	Post Public Disagreement
Post Private Agreement	<i>Conversion</i> Sherif (1935)	<i>Anti-Compliance</i> e.g., smoking, Isaac Newton
Post Private Disagreement	<i>Compliance</i> Asch (1951)	<i>Independence</i> Asch (1951)



Anti-Compliance: The Eagly, Wood, and Fishbaugh (1981) Research

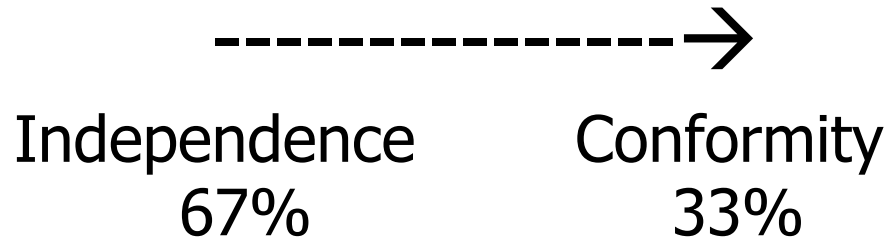
- Cover story: Impression formation experiment
- Independent Variable (IV), participants' sex:
 - Male vs. group, 2/3 females
 - Female vs. group, 2/3 males
- Students rated their impressions of others based on the campus issues.
- Then gave their opinion on the issues, the DV.
- 2nd IV: Private versus public responding.

The Eagly, Wood, and Fishbaugh (1981) Results

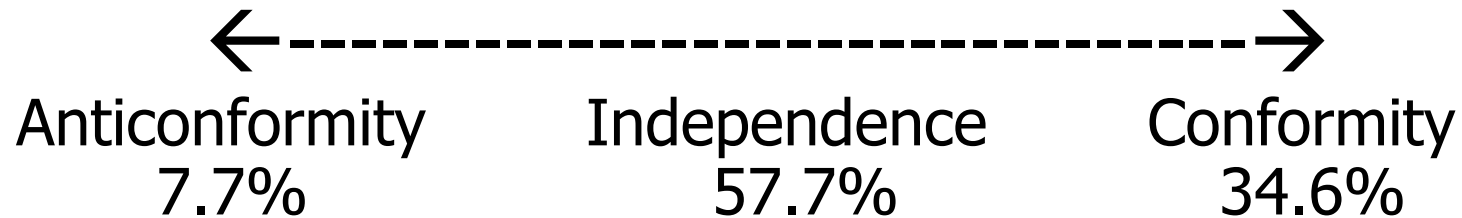


The Asch (1951) and Argyle (1957) Response Models

Asch (1951)



Argyle (1957)



The Stimulus Used in Argyle's (1957) Research, *Poet Lounging*, by Marc Chagall





The Argyle (1957) Research

Argyle asked male high school students to evaluate a painting by Marc Chagall, *Poet Lounging*, chosen deliberately because of its unusual and ambiguous character. Working in pairs but in cubicles, each student in a “rejection” condition received a note indicating his negative opinion of the painting had been rejected by his partner (e.g., “What you say is trivial, for the picture is so meaningful as a whole”). The partner was an alleged peer but was actually Argyle’s confederate.

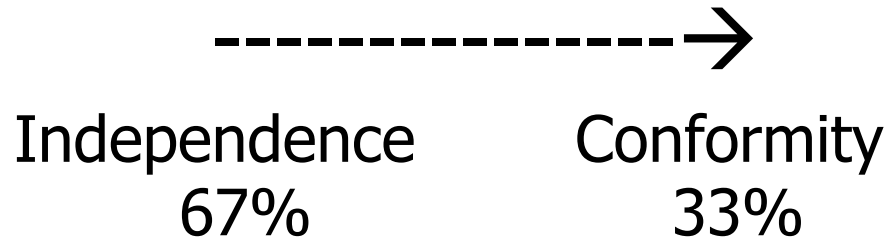


The Argyle (1957) Research

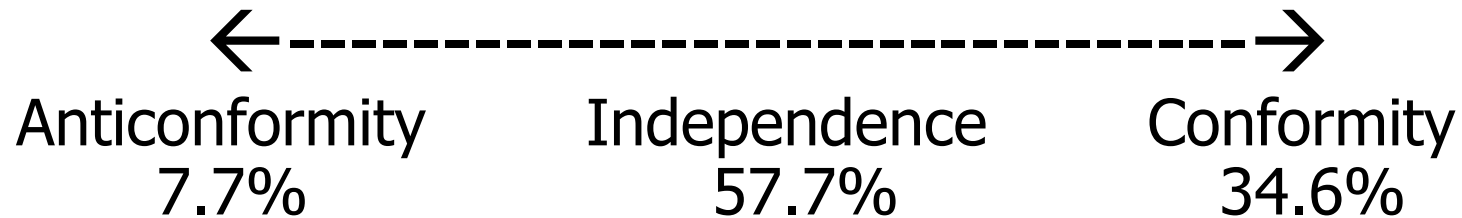
Participants were then given an opportunity to rate the painting a second time, and social influence was measured by the change in participants' ratings toward or away from the rating given by the "partner." In the rejection condition, Argyle found that most participants, 57.7%, were uninfluenced by their partner; they showed independence by sticking with their original opinion. Another 34.6% showed conformity by moving toward the partner's position. The remaining 7.7% of participants, however, showed anticonformity; they became even more extreme in their disliking of the painting.

The Asch (1951) and Argyle (1957) Response Models

Asch (1951)



Argyle (1957)



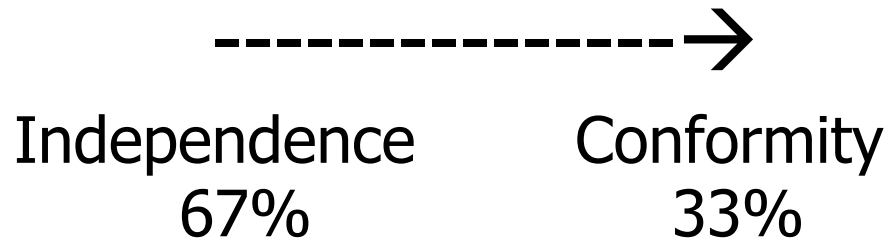


Motives for Anticonformity

- To distance one's self from dissimilar, disliked, obnoxious, or unattractive others or from out-group members (Nail, MacDonald, & Levy, 2000)
- To reestablish a threatened freedom (Brehm, 1966)
- To reestablish a threatened sense of uniqueness (Snyder & Fromkin, 1980).

The Asch (1951) and Argyle (1957) Response Models

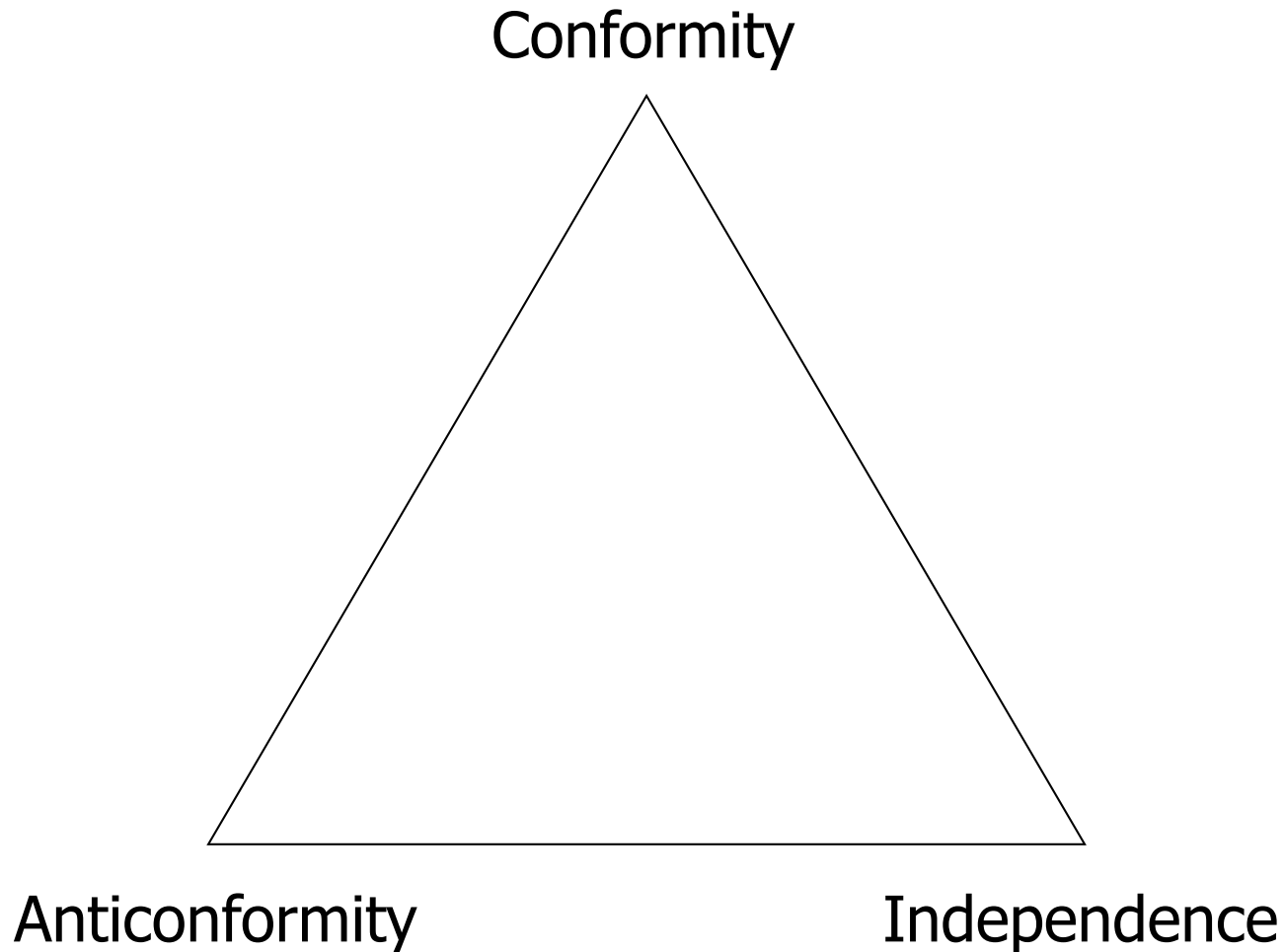
Asch (1951)



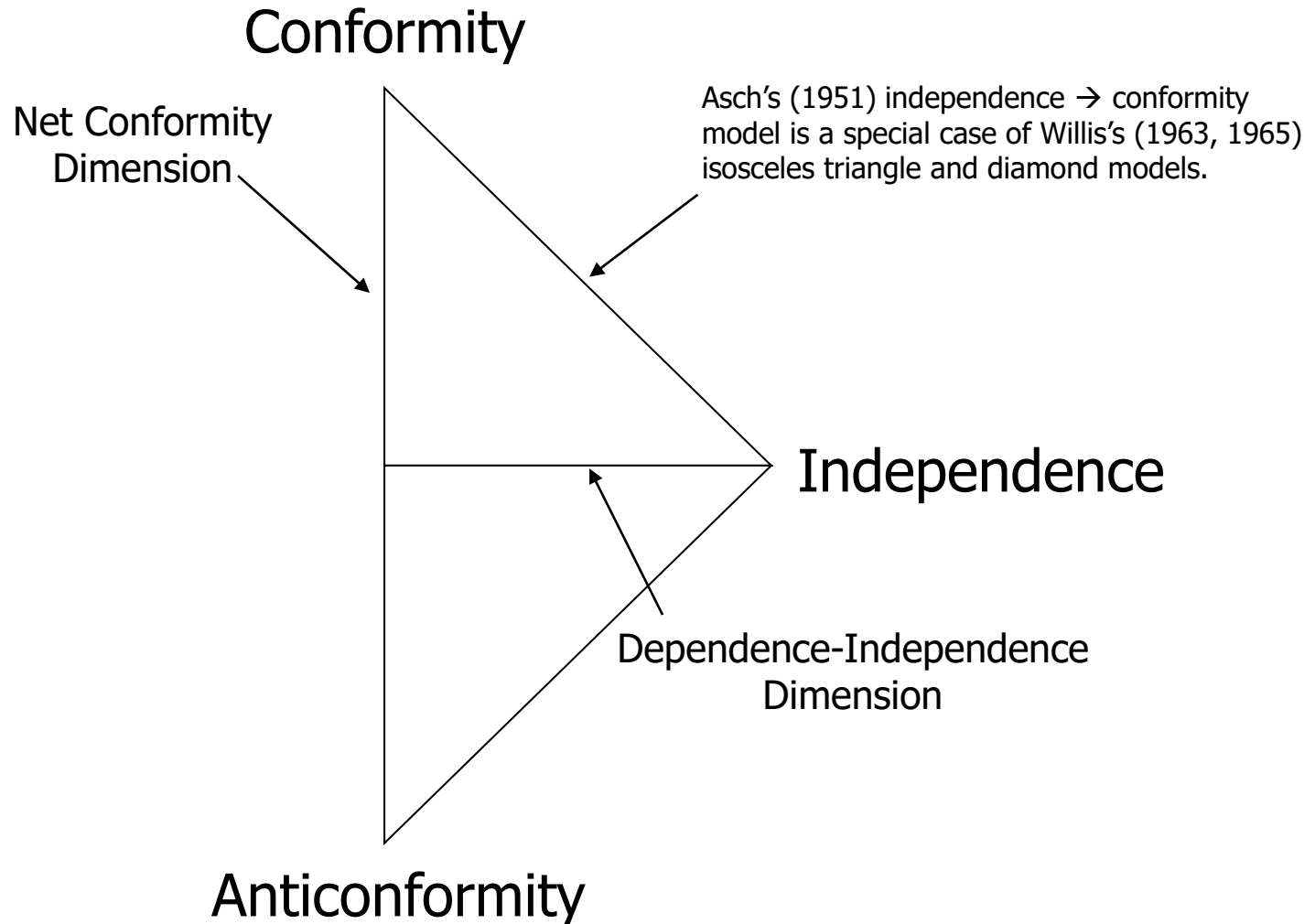
Argyle (1957)



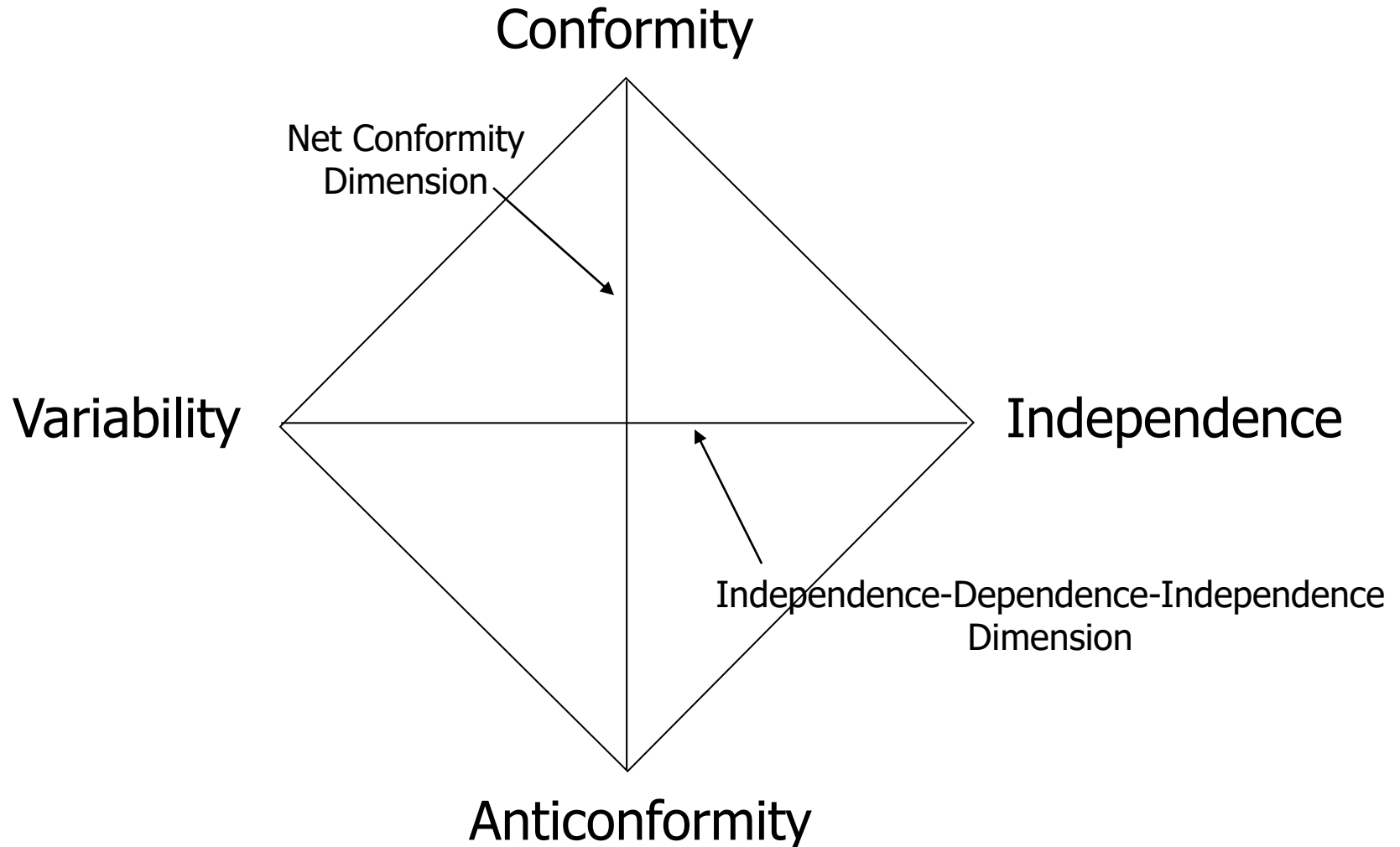
Crutchfield's (1962) Equilateral Triangle Model



Willis's (1963) Isosceles Triangle Model



Willis's (1965) Diamond Model





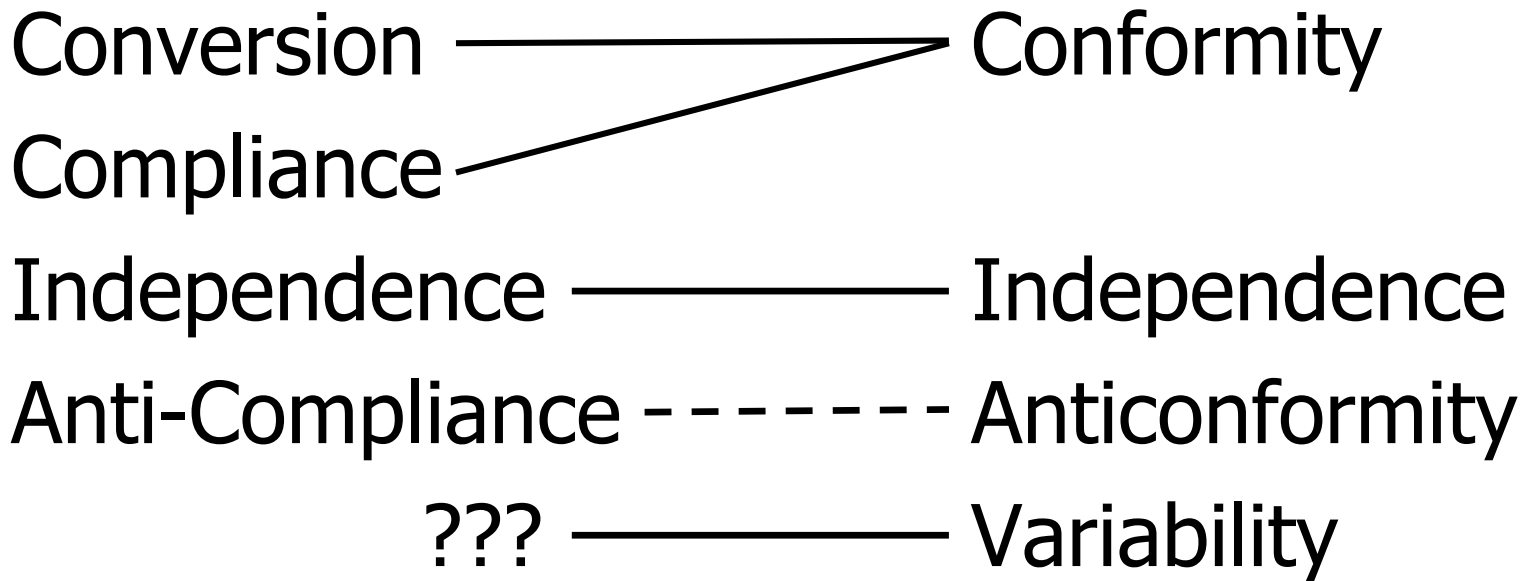
Allen's (1965) Typology of Social Response

	Post Public Agreement	Post Public Disagreement
Post Private Agreement	<i>Conversion</i> Sherif (1935)	<i>Anti-Compliance</i> e.g., smoking, Sir Isaac Newton
Post Private Disagreement	<i>Compliance</i> Asch (1951)	<i>Independence</i> Asch (1951)

Allen's (1965) Typology vs. Willis's (1965) Diamond Model

Allen (1965)

Willis (1965)





Willis's (1963) Scheme for Symbolizing Social Response: A One-Trial Model

+ - - = Conformity

+ - + = Independence

+ + - = Anticonformity

+ + + = Uniformity



Internal Inconsistency between Willis's (1963) and Willis (1965)?

Willis's (1963)

Symbolic Scheme

Conformity

Independence

Anticonformity

Uniformity

Willis's (1965)

Diamond Model

Conformity

Independence

Anticonformity

Variability

No Internal Inconsistency; Willis's Diamond (1965) Model Is Explicitly Multiple-Trial

+ - -
+ + + = Conformity

+ - +
+ + + = Independence

+ + -
+ - + = Anticonformity

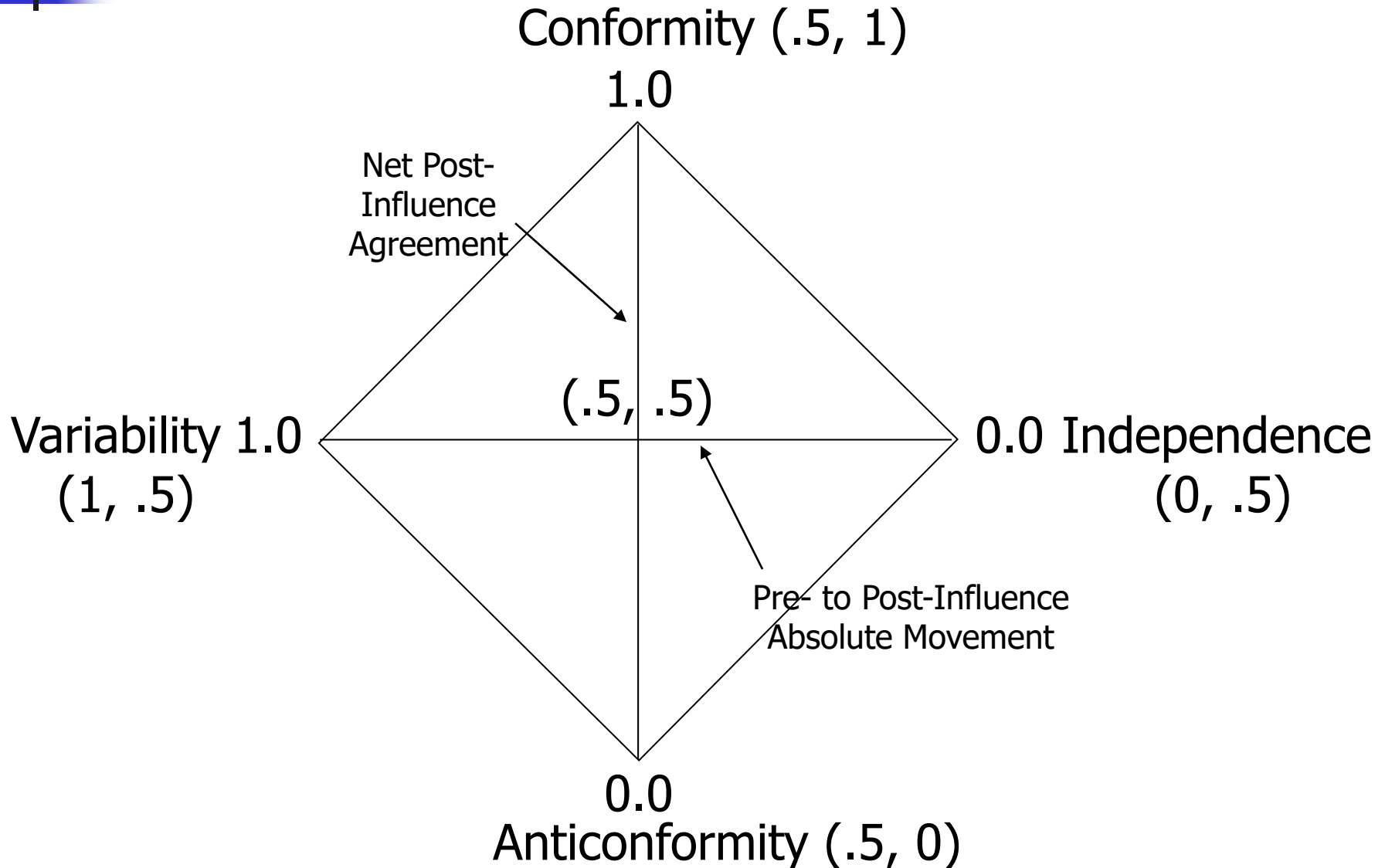
+ + -
+ - - = Variability



The Logic Underlying The Four Pure Responses of the Diamond Model

Influence Source:	Target Always Agrees	Target Always Disagrees
Group	Pure Conformity	Pure Anticonformity
Self	Pure Independence <i>(or Self-Conformity)</i>	Pure Variability <i>(or Self-Anticonformity)</i>

Willis's (1965) Operational Diamond Model, Actually Just a Cartesian Plane

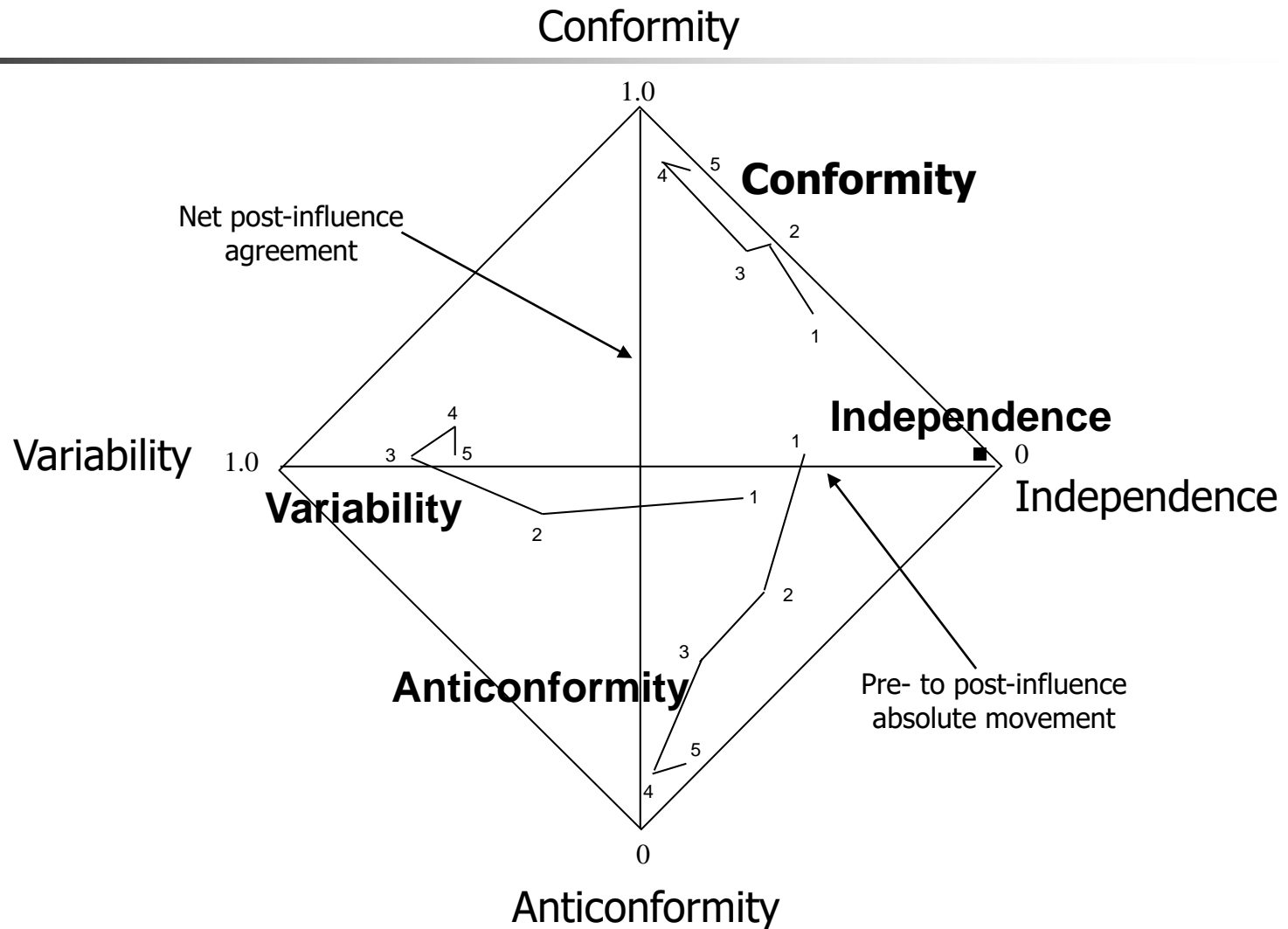




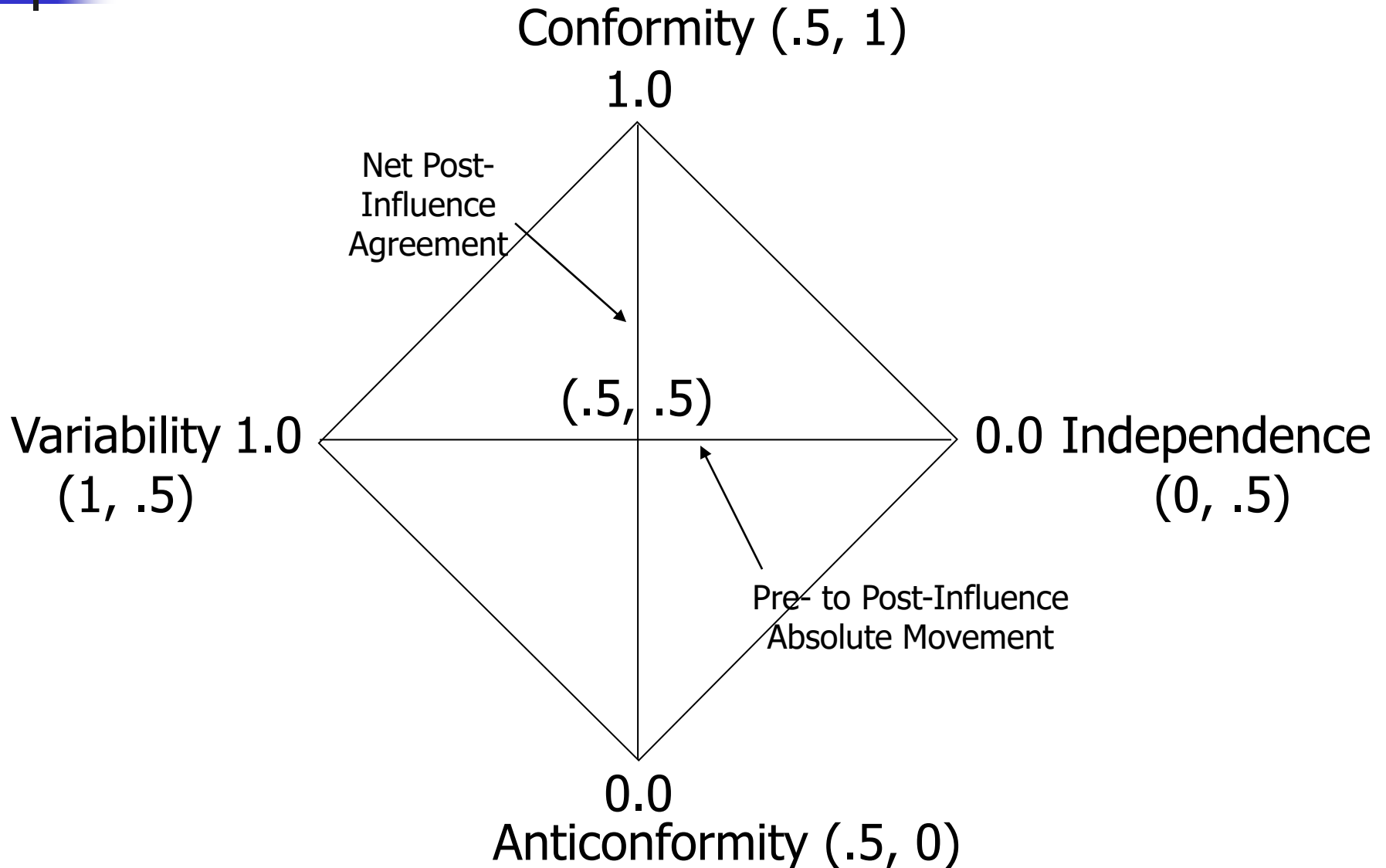
Formulae For Plotting Diamond Model Responses Based on Willis's (1963) Symbolic Scheme

- $x = (n_c + n_a) / N$; pre to post absolute movement
 - n_c = the number of conformity trials (+ - -)
 - n_a = the number of anticonformity trials (+ + -)
 - N = the total number of trials
- $y = (n_c + n_u) / N$; net post-influence agreement
 - n_c = the number of conformity trials (+ - -)
 - n_u = the number of uniformity trials (+ + +)
 - N = the total number of trials

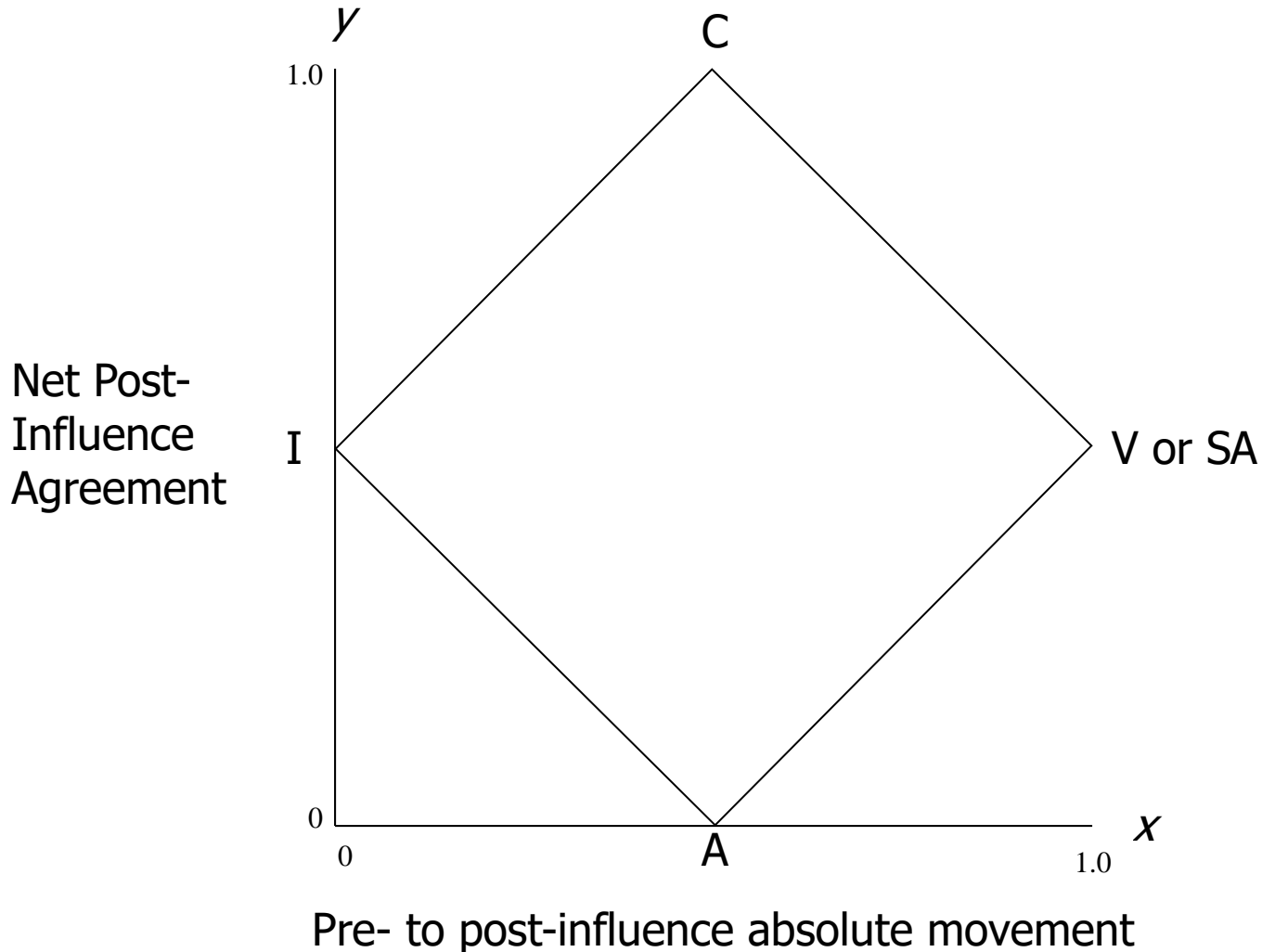
Data from Nail and Ruch (1992)



Willis's (1965) Operational Diamond Model, Actually Just a Cartesian Plane



The Nail and Van Leeuwen (1993) Restructured Diamond Model





Examples of Self-Anticonformity (SA)

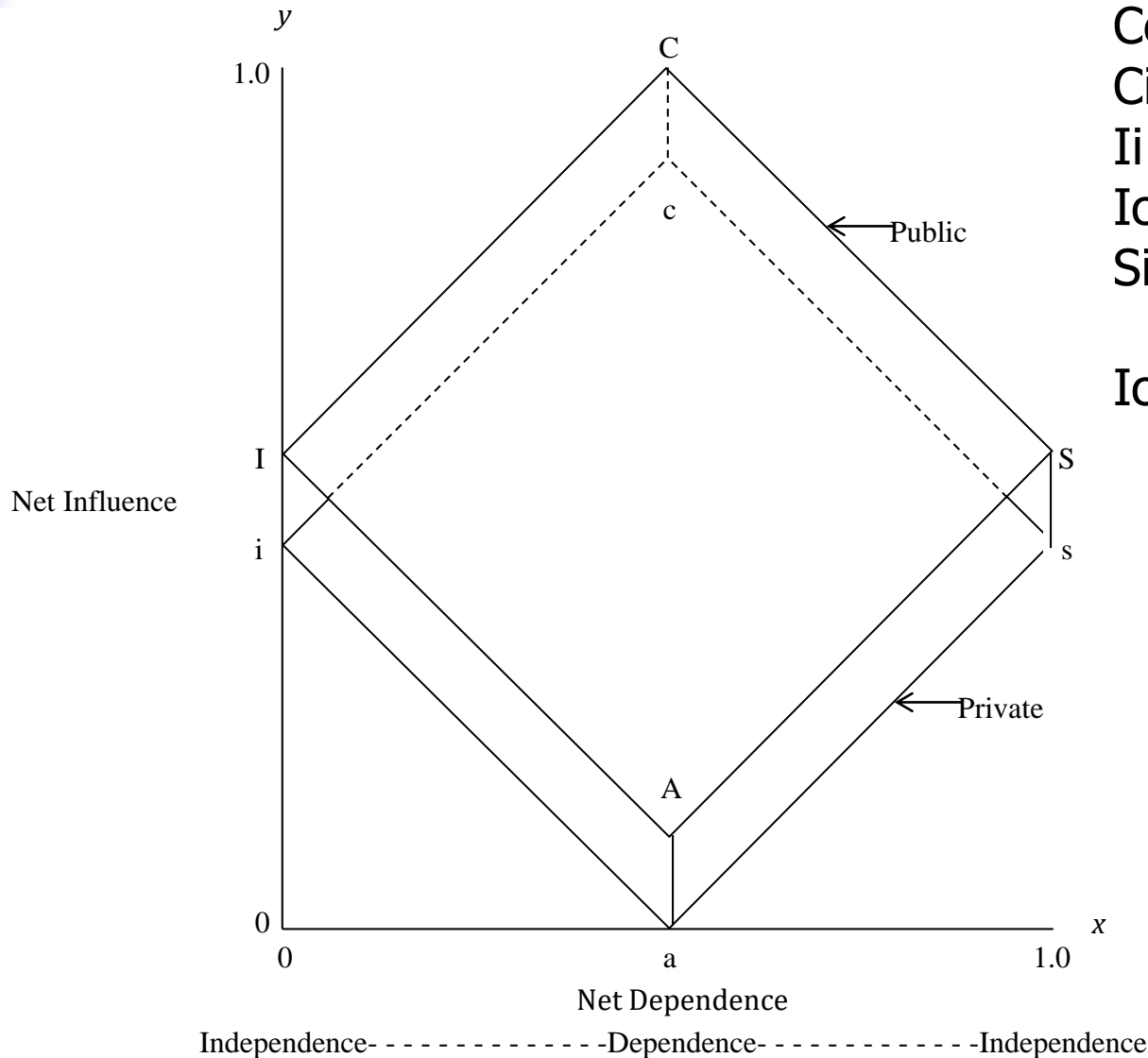
- Self-anticonformity on true-false tests
 - Hayhurst, Higgins, and Nail (1988, April) randomly selected 50 students
 - 60% had had thoughts of self-anticonformity on true-false tests.
 - 50% had actually used self-anticonformity on a T/F test.
- Self-anticonformity as a **mnemonic strategy** when the correct answer is counterintuitive (Nail & Sznajd-Weron, 2016)
 - Ground Hog Day in the USA
 - St. Patrick was from England.
 - Cleopatra was Greek.



Examples of Self-Anticonformity

- MacDonald, Nail, and Harper (2011), self-anticonformity vs. an habitual anti-conformist
 - ***Strategic self-anticonformity***
 - 61/159, 38%
 - Reported using the strategy on occasion
 - Gave a valid example.
 - 36/159, 23%
 - Gave a different example
 - Putting one's self down elicits social support or reassurance from friends.

The Double Diamond Model (Nail, Di Domenico, & MacDonald, 2013; Nail & Sznajd-Weron, 2016)



- Cc = Conversion
- Ci = Compliance
- Ii = Independence
- Ic = Anticompliance
- Si = Strategic Self-Anticonformity
- Ic → Cc = Disinhibitory Contagion



Conclusions

- All one-dimensional response models (e.g., Asch, 1951; Argyle, 1957) are inadequate as two dimensions are necessary to adequately distinguish between conformity, independence, and anticonformity. These dimensions are independence-dependence and net conformity.
- Although variability or self-anticonformity is counterintuitive, there is considerable empirical evidence for this fourth type of response. Furthermore, it is indicated given the logic of the diamond model that provides for the more intuitive responses: conformity, independence, and anticonformity.
- The one-dimensional models are also inadequate in another way as well, as at least three dimensions are necessary to distinguish between conversion, compliance, and independence: These dimensions are independence-dependence, net influence, and public-private.



Conclusions

- The public-private dimension is necessary to distinguish between different types of anticonformity as well. These include anticonformity at both the public and private levels (viz., *anticonversion*), as well as anticonformity only at the public level (viz., *anticompliance*).
- Finally, the public-private dimension is necessary to distinguish between *self-anticonformity* on true-false tests or as a mnemonic strategy versus *strategic self-anticonformity* where there is public self-anticonformity accompanied by private independence.
- A flaw in the above analysis is that strategic self-anticonformity does not appear to be independent behavior even though it should be, this based on the overall logic of the diamond and double diamond models.



Conclusions

- Another flaw is that even the double diamond model does not provide for all recognized types of social response.
 - *Over-conformity* (i.e., situations where one changes one's behavior to a position that exceeds the group norm). Can be interpreted as either
 - *Super-conformity* or, ironically,
 - A type of anticonformity
 - *Hysterical contagion*: A special case of social influence “that involves the spreading of physical symptoms from an initiator to a conflicted recipient in the absence of an identifiable pathogen” (Levy & Nail, 1993, p. 272).



Disinhibitory Contagion on a Grand Scale

So far today, I have been talking about social influence on a relatively small scale, influence between individuals in dyads or within small groups. Social influence can also occur on a much larger scale (e.g., between groups, even countries). I would like to close with a probable example disinhibitory contagion on a grand scale. The sudden fall of communism in Eastern Europe in 1989 may be a case in point. Before 1989 private support for greater personal, political, and economic freedom among Eastern Europeans is supported by (a) the large numbers who voted with their feet in fleeing from the East to the West between 1945 and 1989 and (b) the unsuccessful uprisings that had previously occurred (e.g., in East Germany in 1953, Hungary in 1956, Czechoslovakia in 1968).



Disinhibitory Contagion on a Grand Scale

In contagion theory terms, Poland was the trigger or the initiator. When Poland's democratic reforms in the spring and summer of 1989 went unchallenged for the first time by the Soviet military, it apparently signaled to the rest of Eastern Europe that democratic reforms would be, for the first time, tolerated. The non-punishing consequences of Poland's reforms apparently reduced the restraints toward greater freedom and democratization, and thus, the movement quickly spread, a sort of reverse domino theory effect. Members of the American press described this rapid overthrow of communism as "an irresistible tide" (Chua-Eoan (1989, p. 36). Dick Willis and I, however, describe it as simply a special case of positive social influence, namely, disinhibitory contagion.



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