

Social Influence - Analysis Practice

Explain each of the following examples using concepts from the social influence topic. Structure your analysis so that:

- You clearly identify the concepts you are applying;
- You explain what each concept means;
- You use the concept to account for what happens in the example.

Jim has recently bought a new car. It has an automatic transmission rather than a manual gearbox like his old car used to have. He's used to the new car now, but he finds that when the weather is bad and road conditions are difficult he often reaches for a gearstick that isn't there.

Jemma is a Punk Rocker. When she was younger she sometimes used to look at punks and wonder why on earth they dyed their hair such funny colours and wore such strange clothes. But now she's into the scene she really likes the clothes and hairstyles that her and her friends create.

Dave is a confidence trickster. One of his favourite cons is to wait at the entrance to a car park for a motorist to drive up. He halts the motorist and explains that the car park has attendant parking and asks them to get out of the car and hand over their keys. A surprising number do so, allowing Dave to drive their cars away and sell them to his friend Kevin. Dave finds that the con works best when he is wearing a suit with an official-looking badge and carrying a clipboard.

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