

## Module 21 - Power to the Person

1. Reactance, Leadership, Minority Influence
2. Interaction
  - a. How interaction works  
(Ickes et al., 1990)
3. Perspectives
  - a. People react to their environment
  - b. People act upon their environment
4. Some Wisdom in Tendency
  - a. Self as product of environment
  - b. Others as free actors
5. Better Perspective
  - a. Self as free agent
  - b. Others influenced by their environments
6. Religious View
  - a. Takes responsibility for ourselves but refrain from judging others
7. Psychological Reactance
  - a. A motive to protect or restore one's sense of freedom
8. The new Coke – April 1985
  - a. 200,000 people liked the new coke
  - b. *After released 1500 angry calls & letters per day*
9. The “new” Classic Coke July 1985
  - a. Issue of perceived choice
  - b. Classic Coke restored
10. Reactance Theory for Smarter Parents
  - a. It's time to clean up. Do you want a bath or a shower?
11. Who Drinks in College?
12. Who are Heavy Drinkers?
13. Who abstains from Drinking?
14. Effects of Reactance
  - a. Reactance can escalate into social rebellion.
15. Minority Influence
  - a. Can an individual influence the group?
    - i. When?
    - ii. How?

16. Moscovici model of minority influence
  - a. Civil Rights
  - b. ERA
  - c. Anti-abortion
  
17. Seeing Ourselves as Different/Unique
  
18. Minority Influence
  - a. Consistency
  - b. Persistent position
  - c. Involves majority in deeper thinking
  - d. Dissent promotes creative thinking
  - e. Dissent becomes focus of debate
  
19. Minority Influence
  - a. Self-confidence
  - b. Raises doubts among majority
  - c. Social impact of a position depends on strength, immediacy and number of those who support it
  
20. Lost in space group exercise and discussion
  
21. Minority Influence
  - a. Leadership
  - b. and guide groups
  - c. Task or Social Style
  - d. Inspire members
  
22. What leaders can you think of whose leadership inspired a movement?