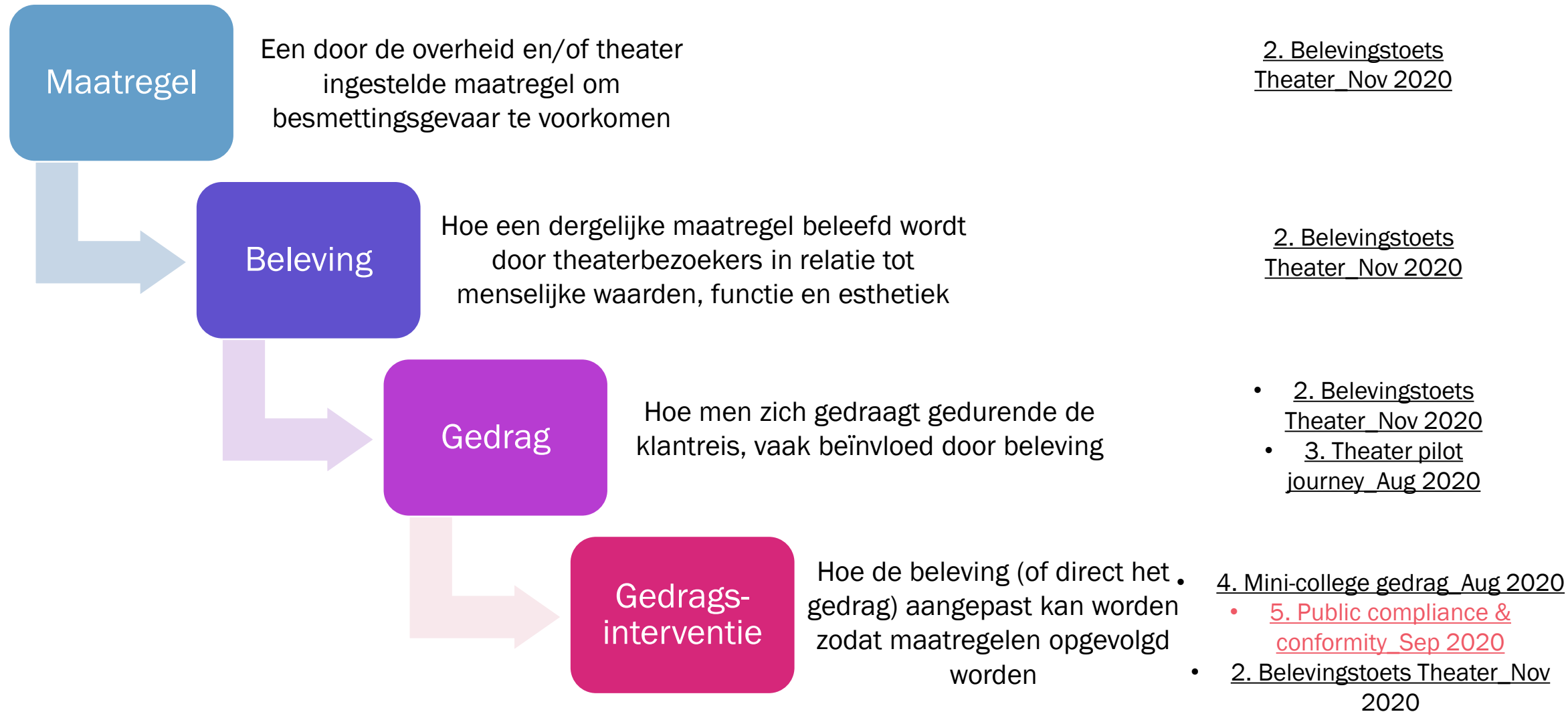


› **PUBLIC COMPLIANCE & CONFORMITY**  
EXPLORATION OF FACTORS IMPACTING ON ADHERENCE TO  
REGULATIONS IN THEATRES | DR. D.A. VAN HEMERT



# › AANPAK: ANALYSE VAN DE RELATIE TUSSEN MAATREGELN, BELEVING EN GEDRAG



## › DEFINITIES

### › Compliance

- › This occurs 'when an individual accepts influence because he hopes to achieve a favorable reaction from another person or group. He adopts the induced behavior because....he expects to gain specific rewards or approval and avoid specific punishment or disapproval by conformity' (Kelman, 1958, p. 53).
- › “Conformity encompasses compliance and obedience because it refers to any behavior that occurs as a result of others' influence - no matter what the nature of the influence.” (Breckler et al., 2006)

### › Conformity

- › “yielding to group pressures, something which nearly all of us do some of the time (...)”. (Eysenck, 2004)

Breckler, S. J., Olson, J. M., & Wiggins, E. C. (2006). *Social Psychology Alive*. Belmont, CA: Cengage Learning.

Eysenck, M. W. (2004). *Psychology: An International Perspective*. New York: Psychology Press, LTD.

Kelman, H. C. (1958). Compliance, identification, and internalization three processes of attitude change. *Journal of conflict resolution*, 2(1), 51-60.

## › LITERATUUR OVER COMPLIANCE BIJ EPIDEMIEËN

- › Adherence to regulations increases when (Taylor, 2019; Chapter 9):
  - › Person beliefs disease is severe
  - › Person is worried
  - › Authorities are seen as trustworthy
  - › There are few perceived barriers in implementing behaviours



## The Psychology of Pandemics

*Preparing for the Next Global  
Outbreak of Infectious Disease*

Steven Taylor

## › LITERATUUR OVER COMPLIANCE BIJ EPIDEMIEËN

Harper, C. A., Satchell, L. P., Fido, D., & Latzman, R. D. (2020). Functional fear predicts public health compliance in the COVID-19 pandemic. *International journal of mental health and addiction*.

In this study, we recruited a large international community sample (N=324) to complete measures of self-perceived risk of contracting COVID-19, fear of the virus, moral foundations, political orientation, and behavior change in response to the pandemic. Consistently, the **only predictor of positive behavior change (e.g., social distancing, improved hand hygiene) was fear of COVID-19**, with no effect of politically relevant variables.

Van Bavel, J. J., Baicker, K., Boggio, P. S., Capraro, V., Cichocka, A., Cikara, M., ... & Drury, J. (2020). Using social and behavioural science to support COVID-19 pandemic response. *Nature Human Behaviour*, 1-12.

**Strong fear appeals produce the greatest behaviour change but only when self-efficacy is high**

→ Angst induceren lijkt succesvol, maar dat is niet wenselijk voor de theaters

→ Kijken naar de algemene literatuur op het gebied van compliance, om te onderzoeken we of daar relevante factoren kunnen vinden

## › WAT BEINVLOEDT CONFORMITEIT?\*

### SITUATIONELE FACTOREN

- › **The difficulty of the task:** Difficult tasks can lead to both increased and decreased conformity. Not knowing how to perform a difficult task makes people more likely to conform, but the increased difficulty can also make people more accepting of different responses, leading to less conformity.
- › **Importance of the task:** Individuals may conform less frequently when the task is considered important. This was suggested by a study where participants were told that their responses would be used in the design of aircraft safety signals, and conformity decreased.
- › **The size of the group:** People are more likely to conform in situations that involve between three and five other people. But also: larger groups are more likely to conform to similar behaviors and thoughts than smaller ones
- › **Unanimity:** Individuals are more likely to conform to group decisions when the rest of the group's response is unanimous.
- › **Cohesion:** Groups that possess bonds linking them to one another and to the group as a whole tend to display more conformity than groups that do not have those bonds.
- › **Status:** Individuals are more likely to conform with high-status groups.
- › **Characteristics of the situation:** People are more likely to conform in ambiguous situations where they are unclear about how they should respond.
- › **Cultural differences:** Researchers have found that people from collectivist cultures are more likely to conform.

# › WAT BEINVLOEDT CONFORMITEIT?\*

## INDIVIDUELE FACTOREN

- › **Individual differences:** Personal characteristics such as motivation to achieve and strong leadership abilities are linked with a decreased tendency to conform.
- › **Gender:** Women are more likely to conform than men in situations involving surveillance, but less likely when there is no surveillance. Societal norms establish gender differences that affect the ways in which men and women conform to social influence.
- › **Age:** Younger individuals are more likely to conform than older individuals, perhaps due to lack of experience and status. Individuals who are either younger or older being more easily influenced than individuals who are in their 40s and 50s (Visser & Krosnick, 1998).
- › **Identification:** People who highly identify with the group that is creating the conformity are also more likely to conform to group norms, in comparison to people who don't really care very much (Jetten, Spears, & Manstead, 1997; Terry & Hogg, 1996).

<https://www.verywellmind.com/what-is-conformity-2795889#citation-2>; <https://courses.lumenlearning.com/boundless-psychology/chapter/social-influence/>

Jetten, J., Spears, R., & Manstead, A. S. R. (1997). Strength of identification and intergroup differentiation: The influence of group norms. *European Journal of Social Psychology*, 27, 603–609;

Terry, D., & Hogg, M. (1996). Group norms and the attitude-behavior relationship: A role for group identification. *Personality and Social Psychology Bulletin*, 22, 776–793.

Visser, P. S., & Krosnick, J. A. (1998). The development of attitude strength over the life cycle: Surge and decline. *Journal of Personality and Social Psychology*, 75, 1389–1410.

## › WAT BEÏNVLOEDT COMPLIANCE?

### SITUATIONELE FACTOREN

- › **Group strength:** The more important the group is to an individual, the more likely the individual is to comply with social influence. For instance, an individual is more likely to comply with the requests of her sorority than her biology classmates.
- › **Immediacy:** The proximity of the group makes an individual more likely to comply with group pressures. Pressure to comply is strongest when the group is closer to the individual and made of up people the individual cares about. For example, compliance with parents' wishes is more likely if they live in the same city than it is if they live in another state or country.
- › **Number:** Compliance increases as the number of people in a group increases. Importantly, the influence of adding people starts to decrease as the group gets larger. For example, adding one person to a large group (from 60 to 61) is less influential than adding one person to a small group (from three to four).
- › **Similarity:** Perceived shared characteristics cause an individual to be more likely to comply with a request, particularly when the shared feature is perceived as unplanned and rare (such as a shared birthday).



# › BEÏNVLOEDINGSTECHNIEKEN OM COMPLIANCE TE BEREIKEN

## › Foot-in-the-Door Technique

- › In using the foot-in-the-door technique, the subject is asked to perform a small request, and after agreeing, a larger request is made. Because the subject complied with the initial request or requests, he or she is more likely to feel obligated to fulfill additional favors. For example, Timmy asks his mom for permission to go over to John's house for an hour. She says yes, and later he asks if he can stay the night. This technique begins with an initial large request that the subject is not expected to comply with. The large request is then followed by a second, more reasonable, request. For instance, Jane asks her parents to pay for her vacation to Australia. They flat-out refuse, because it is extremely expensive. She then says, "Well, if you won't pay for me to go to Australia, will you at least pay for me to go to New York?" Her parents are more likely to comply with the more reasonable request, after having rejected the initial, extreme request. The same request made in isolation, however (just asking for a trip to New York), would not have been as effective.

## › Low-Ball Technique

- › This technique is frequently employed by car salesmen. Low-balling gains compliance by offering the subject something at a low initial cost. The cost may be monetary, time related, or anything else that requires something from the individual. After the subject agrees to the initial cost, the requester increases the cost at the last moment. The subject is more likely to comply with this change in cost since he or she feels like an agreement has already occurred. Low-balling: Low-balling is a tactic frequently used by salesmen. They will initially quote a deceptively low offer and raise the price dramatically after an informal agreement has taken place but before a contract is signed.

## › Ingratiation Technique

- › This technique involves gaining someone's personal approval so they will be more likely to agree with a request. Ingratiation can include flattery, opinion conformity, and self-presentation (presenting one's own attributes in a manner that appeals to the target). For example, before Anna goes to ask for time off from her manager, Anthony, she does a little research and discovers that he enjoys golfing. When she sees Anthony next time, she starts out talking about her golfing trip last weekend, and later in the conversation she requests time off. Since Anna has now ingratiated herself with Anthony, he is more likely to comply with her request.

## › Norm-of-Reciprocity Technique

- › This is based on the social norm that people will return a favor when one is granted to them. Compliance is more likely to occur when the requester has previously complied with one of the target's requests.

## › BEWARE OF PSYCHOLOGICAL REACTANCE ALS BEÏNVLOEDING TE MANIPULATIEF VOELT

- › But social influence does not always produce the intended result. If we feel that we have the choice to conform or not conform, we may well choose to do so in order to be accepted or to obtain valid knowledge. On the other hand, if we perceive that others are trying to force or manipulate our behavior, the influence pressure may backfire, resulting in the opposite of what the influencer intends.
- › Consider an experiment conducted by Pennebaker and Sanders (1976), who attempted to get people to stop writing graffiti on the walls of campus restrooms. In some restrooms they posted a sign that read “Do not write on these walls under any circumstances!” whereas in other restrooms they placed a sign that simply said “Please don’t write on these walls.” Two weeks later, the researchers returned to the restrooms to see if the signs had made a difference. They found that there was much less graffiti in the second restroom than in the first one. It seems as if people who were given strong pressures to not engage in the behavior were more likely to react against those directives than were people who were given a weaker message.
- › When individuals feel that their freedom is being threatened by influence attempts and yet they also have the ability to resist that persuasion, they may experience psychological reactance, a strong motivational state that resists social influence (Brehm, 1966; Miron & Brehm, 2006).

Brehm, J. (1966). *A theory of psychological reactance*. New York, NY: Academic Press

Miron, A. M., & Brehm, J. W. (2006). Reaktanz theorie—40 Jahre später. *Zeitschrift für Sozialpsychologie*, 37, 9–18. doi: 10.1024/0044-3514.37.1.9.

Pennebaker, J. W., & Sanders, D. Y. (1976). American graffiti: Effects of authority and reactance arousal. *Personality and Social Psychology Bulletin*, 2, 264–267

## › BELEVING VERSUS GEDRAG

# WAAROM WE NIET ALLEEN WILLEN VRAGEN NAAR BELEVING

Allebei waar:

- › Beleving: Als mensen gewend zijn aan mondkapjes zullen ze het minder vervelend vinden om er in het theater een te dragen
- › Gedrag: Mensen zullen bij het dragen van een mondkapje beter afstand houden als ze buiten het theater er geen hoeven dragen, onafhankelijk wat ze ervan vinden

| BASIS FOR COMPARISON | ATTITUDE                                                                                                        | BEHAVIOR                                                                                                   |
|----------------------|-----------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Meaning              | Attitude refers to a person's mental view, regarding the way he/she thinks or feels about someone or something. | Behavior implies the actions, moves, conduct or functions of an individual or group towards other persons. |
| Based on             | Experience and observation                                                                                      | Situation                                                                                                  |
| Trait                | Human                                                                                                           | Inborn                                                                                                     |
| What is it?          | A person's mindset.                                                                                             | Outward expression of attitude.                                                                            |
| Reflects             | What you think or feel?                                                                                         | What you do?                                                                                               |
| Defined by           | Way we perceive things.                                                                                         | Social Norms                                                                                               |



