

# SOCIAL INFLUENCE PRACTICE TEST (SAMPLE)

## STUDY GUIDE



## SAMPLE STUDY GUIDE WITH LIMITED QUESTIONS

VISIT US ONLINE FOR  
THE FULL VERSION STUDY GUIDE

<https://socialinfluence.examzify.com>



**Copyright © 2026 by Examzify - A Kaluba Technologies Inc. product.**

**ALL RIGHTS RESERVED.**

No part of this book may be reproduced or transferred in any form or by any means, graphic, electronic, or mechanical, including photocopying, recording, web distribution, taping, or by any information storage retrieval system, without the written permission of the author.

Notice: Examzify makes every reasonable effort to obtain accurate, complete, and timely information about this product from reliable sources.

SAMPLE

# Table of Contents

|                             |    |
|-----------------------------|----|
| Copyright .....             | 1  |
| Table of Contents .....     | 2  |
| Introduction .....          | 3  |
| How to Use This Guide ..... | 4  |
| Questions .....             | 5  |
| Answers .....               | 9  |
| Explanations .....          | 11 |
| Next Steps .....            | 17 |

SAMPLE

# Introduction

Preparing for a certification exam can feel overwhelming, but with the right tools, it becomes an opportunity to build confidence, sharpen your skills, and move one step closer to your goals. At Examzify, we believe that effective exam preparation isn't just about memorization, it's about understanding the material, identifying knowledge gaps, and building the test-taking strategies that lead to success.

This guide was designed to help you do exactly that.

Whether you're preparing for a licensing exam, professional certification, or entry-level qualification, this book offers structured practice to reinforce key concepts. You'll find a wide range of multiple-choice questions, each followed by clear explanations to help you understand not just the right answer, but why it's correct.

The content in this guide is based on real-world exam objectives and aligned with the types of questions and topics commonly found on official tests. It's ideal for learners who want to:

- Practice answering questions under realistic conditions,
- Improve accuracy and speed,
- Review explanations to strengthen weak areas, and
- Approach the exam with greater confidence.

We recommend using this book not as a stand-alone study tool, but alongside other resources like flashcards, textbooks, or hands-on training. For best results, we recommend working through each question, reflecting on the explanation provided, and revisiting the topics that challenge you most.

Remember: successful test preparation isn't about getting every question right the first time, it's about learning from your mistakes and improving over time. Stay focused, trust the process, and know that every page you turn brings you closer to success.

Let's begin.

# How to Use This Guide

This guide is designed to help you study more effectively and approach your exam with confidence. Whether you're reviewing for the first time or doing a final refresh, here's how to get the most out of your Examzify study guide:

## 1. Start with a Diagnostic Review

Skim through the questions to get a sense of what you know and what you need to focus on. Your goal is to identify knowledge gaps early.

## 2. Study in Short, Focused Sessions

Break your study time into manageable blocks (e.g. 30 – 45 minutes). Review a handful of questions, reflect on the explanations.

## 3. Learn from the Explanations

After answering a question, always read the explanation, even if you got it right. It reinforces key points, corrects misunderstandings, and teaches subtle distinctions between similar answers.

## 4. Track Your Progress

Use bookmarks or notes (if reading digitally) to mark difficult questions. Revisit these regularly and track improvements over time.

## 5. Simulate the Real Exam

Once you're comfortable, try taking a full set of questions without pausing. Set a timer and simulate test-day conditions to build confidence and time management skills.

## 6. Repeat and Review

Don't just study once, repetition builds retention. Re-attempt questions after a few days and revisit explanations to reinforce learning. Pair this guide with other Examzify tools like flashcards, and digital practice tests to strengthen your preparation across formats.

There's no single right way to study, but consistent, thoughtful effort always wins. Use this guide flexibly, adapt the tips above to fit your pace and learning style. You've got this!

## Questions

SAMPLE

**1. What distinguishes normative social influence from informational social influence in driving conformity?**

- A. Normative influence uses evidence about reality and can yield private acceptance.
- B. Normative influence aims to gain acceptance and yields public conformity; informational influence uses evidence about reality and can yield private acceptance.
- C. Normative influence leads to private acceptance; informational influence leads to public conformity.
- D. Normative influence rarely affects behavior; informational influence only affects attitudes.

**2. Which statement best captures the influence of collectivist cultures and power distance on social influence?**

- A. Individualist cultures emphasize conformity to group norms.
- B. Collectivist cultures discourage conformity to group norms.
- C. Collectivist cultures emphasize conformity to group norms; high power distance increases obedience to authority.
- D. Power distance has no impact on obedience.

**3. What is audience analysis in persuasion?**

- A. Ignoring audience characteristics and delivering the same message to all
- B. Evaluating audience characteristics to tailor messages; improves resonance and effectiveness
- C. Focusing only on the speaker's credibility
- D. Analyzing audience solely for entertainment purposes

**4. Which statement best captures Milgram's implication about authority and disobedience when a disobedient model is present?**

- A. People always obey authority
- B. A disobedient minority can reduce obedience in others
- C. Authority has no influence on behavior
- D. Only about 50% obey regardless of models

- 5. What is the significance of a consistent minority in Moscovici's color perception study?**
- A. It could cause a small percentage to adopt minority view
  - B. It had a large effect
  - C. It disproved minority influence
  - D. It had no real-world relevance
- 6. Which statement about social norms is correct?**
- A. Standard for behaviour set by individuals and is universal
  - B. Standard for behaviour set by groups of individuals and can vary by country, enforced by sanctions
  - C. A personal belief that never changes
  - D. A legal rule that cannot be changed
- 7. In social support theory, what mechanism helps resistance to social influence?**
- A. It relies on internal cognitive dissonance to resist.
  - B. It works by legitimizing obedience if others comply.
  - C. It has no empirical support.
  - D. It involves disobedient role models or allies that break unanimity, making resistance easier.
- 8. In Milgram's obedience studies, which factor is a situational variable linked to higher obedience?**
- A. The proximity of the learner
  - B. The perceived legitimacy of authority
  - C. The presence of others who refuse to continue
  - D. The proximity of the experimenter
- 9. What is social proof and how is it used in persuasion?**
- A. People act independently of others' cues.
  - B. People look to others to determine correct behavior; used via testimonials, popularity cues, and crowd behavior.
  - C. Social proof is a legal requirement.
  - D. Social proof causes people to ignore evidence.

**10. Outline the authoritarian personality as an explanation for obedience.**

- A. A situational explanation focusing on external pressures.
- B. A genetic predisposition to obey.
- C. A dispositional explanation characterized by a tendency to be obedient to those of higher status, assessed with the F-scale.
- D. It suggests obedience is random and not influenced by personality.

SAMPLE

## **Answers**

SAMPLE

1. B
2. C
3. B
4. B
5. A
6. B
7. D
8. A
9. B
10. C

SAMPLE

## **Explanations**

SAMPLE

**1. What distinguishes normative social influence from informational social influence in driving conformity?**

- A. Normative influence uses evidence about reality and can yield private acceptance.
- B. Normative influence aims to gain acceptance and yields public conformity; informational influence uses evidence about reality and can yield private acceptance.**
- C. Normative influence leads to private acceptance; informational influence leads to public conformity.
- D. Normative influence rarely affects behavior; informational influence only affects attitudes.

*The key idea is why people conform: to fit in or to be correct. Normative social influence is about wanting to be accepted by the group, so it typically produces outward, public conformity—your behavior changes to match others, even if your private beliefs don't. Informational social influence relies on the belief that others have better information, so you adopt their view as your own, which can lead to true, private acceptance of the belief. That's why the best choice says normative influence aims to gain acceptance and yields public conformity, while informational influence uses evidence about reality and can yield private acceptance. The other descriptions mix up which type relies on evidence about reality or which type leads to private versus public changes, and they're not accurate.*

**2. Which statement best captures the influence of collectivist cultures and power distance on social influence?**

- A. Individualist cultures emphasize conformity to group norms.
- B. Collectivist cultures discourage conformity to group norms.
- C. Collectivist cultures emphasize conformity to group norms; high power distance increases obedience to authority.**
- D. Power distance has no impact on obedience.

*Collectivist cultures emphasize group harmony and fitting in with group norms, so people are more likely to conform to what the group expects. High power distance means people accept and expect unequal power in society, which tends to increase obedience to authority. Put together, these factors describe a pattern where conformity to group norms is strong and obedience to authority is heightened, making the statement that collectivist cultures emphasize conformity to group norms and high power distance increases obedience to authority the best description of how social influence works in these contexts. The other options mix up who conformed (individualist instead of collectivist) or deny the influence of power distance on obedience.*

### 3. What is audience analysis in persuasion?

- A. Ignoring audience characteristics and delivering the same message to all
- B. Evaluating audience characteristics to tailor messages; improves resonance and effectiveness**
- C. Focusing only on the speaker's credibility
- D. Analyzing audience solely for entertainment purposes

*Audience analysis in persuasion is understanding the people you're trying to influence—their values, beliefs, knowledge level, needs, and cultural background—and using that understanding to shape your message. By evaluating audience characteristics, you can tailor language, examples, evidence, and tone to fit what matters to them, anticipate objections, and present information at a level they can relate to. This alignment makes the message more believable and persuasive, boosting resonance and effectiveness because it connects with listeners where they are. Delivering the same message to everyone misses these differences and often falls flat, while focusing only on credibility ignores how audience context shapes reception.*

### 4. Which statement best captures Milgram's implication about authority and disobedience when a disobedient model is present?

- A. People always obey authority
- B. A disobedient minority can reduce obedience in others**
- C. Authority has no influence on behavior
- D. Only about 50% obey regardless of models

*The main idea is that obedience to authority is not automatic and can be undermined by social cues in the situation. When a disobedient model is present, it provides a visible example that defying the orders is possible and acceptable. This makes the authority's demands feel less intimidating and gives others in the room permission to resist, reducing the pressure to conform. People look to those who resist to gauge how they should act, so a minority that refuses can lead others to follow suit. The other statements misread Milgram's findings by implying obedience is unwavering, or that authority has no influence, or that obedience sits at a fixed level regardless of what others do.*

### 5. What is the significance of a consistent minority in Moscovici's color perception study?

- A. It could cause a small percentage to adopt minority view**
- B. It had a large effect
- C. It disproved minority influence
- D. It had no real-world relevance

*The main idea is that consistency from a minority can nudge the majority to reconsider their judgments, even if the overall shift isn't large. In Moscovici's color perception experiments, a consistent dissenter challenged the group's perceptual answer. This persistent challenge caused some participants to doubt their own view and, in some cases, genuinely change their private judgment to align with the minority. The key takeaway is that minority influence works through confidence and persistence, and it can lead to real, though relatively small, changes in opinion. So the best answer is that it could cause a small percentage to adopt the minority view. The other options overstate the impact (a large effect), deny the existence of influence (disproving minority influence), or claim it has no real-world relevance, none of which fit the actual pattern found in the study.*

**6. Which statement about social norms is correct?**

- A. Standard for behaviour set by individuals and is universal
- B. Standard for behaviour set by groups of individuals and can vary by country, enforced by sanctions**
- C. A personal belief that never changes
- D. A legal rule that cannot be changed

*Social norms are shared expectations about how people should behave within a group or society. They aren't set by a single individual and they aren't universal—different cultures and countries develop different norms. They're maintained by sanctions, which can be informal social consequences like praise or disapproval, and sometimes formal penalties in certain contexts. Because norms reflect what a group expects, they can and do evolve as attitudes shift over time. The statement that standards for behavior are set by groups and can vary by country and are enforced by sanctions best captures this idea. The other options misstate the nature of norms: they aren't just personal beliefs that never change, and they aren't fixed legal rules; laws can change, and norms operate through social pressure rather than just formal law.*

**7. In social support theory, what mechanism helps resistance to social influence?**

- A. It relies on internal cognitive dissonance to resist.
- B. It works by legitimizing obedience if others comply.
- C. It has no empirical support.
- D. It involves disobedient role models or allies that break unanimity, making resistance easier.**

*Having a disobedient ally who resists alongside you introduces social support that reduces the pressure to conform. When one person openly disagrees with the group, you perceive that resistance is possible and acceptable, which breaks the unanimity that normally pushes individuals to align with the majority. This makes it psychologically easier to resist because the normative force of the group is weakened and you gain confidence from seeing someone else stand up. This mechanism is supported by classic conformity studies that show a single dissenting partner dramatically lowers conformity rates. Other explanations miss the social cue aspect: attributing resistance to internal cognitive dissonance centers on personal discomfort rather than the effect of an ally; suggesting obedience is legitimized when others comply describes the opposite process; and stating there's no empirical support ignores substantial research demonstrating the impact of allies on resisting conformity.*

8. In Milgram's obedience studies, which factor is a situational variable linked to higher obedience?

- A. The proximity of the learner
- B. The perceived legitimacy of authority
- C. The presence of others who refuse to continue
- D. The proximity of the experimenter

*Situational factors shape obedience by changing how costly it feels to disobey. The proximity of the learner is a prime example: when the learner is distant or unseen, the teacher experiences less personal distress and moral conflict from harming someone, so they're more likely to continue following orders. Milgram's variations showed that moving the learner farther away tends to increase obedience, while bringing the learner into the same room or making the teacher touch the learner reduces obedience. This illustrates how the environment and scenario, not personality, can drive compliance. The other factors—how legitimate the authority is, whether others refuse to continue, and how close the experimenter is—also influence obedience, but the learner's proximity directly maps onto the strongest pattern Milgram demonstrated: greater distance of the victim tends to raise obedience.*

9. What is social proof and how is it used in persuasion?

- A. People act independently of others' cues.
- B. People look to others to determine correct behavior; used via testimonials, popularity cues, and crowd behavior.
- C. Social proof is a legal requirement.
- D. Social proof causes people to ignore evidence.

*Social proof is the tendency to look to other people's actions to decide what to do when a situation is unclear. In persuasion, it works because seeing others engaged in a behavior signals that it's correct or acceptable, which reduces our uncertainty and cognitive effort. This idea is often used through testimonials and endorsements, popularity cues like ratings or the number of people who have done something, and demonstrations of crowd behavior showing that many are choosing the same action. The underlying drivers are informational social influence (trusting others to provide the right information) and normative social influence (wanting to fit in). So, messages become more credible and persuasive when they show that a lot of people approve of or are already doing what's being recommended. It's a powerful tool, though it can lead to herd behavior if people imitate actions without evaluating the evidence.*

## 10. Outline the authoritarian personality as an explanation for obedience.

- A. A situational explanation focusing on external pressures.
- B. A genetic predisposition to obey.
- C. A dispositional explanation characterized by a tendency to be obedient to those of higher status, assessed with the F-scale.
- D. It suggests obedience is random and not influenced by personality.

*The main idea here is that obedience can be traced to a stable personality trait, not just to the situation. The authoritarian personality is a dispositional explanation: some people have a pattern of thinking that makes them especially inclined to submit to authority, be rigid, and favor conventional norms. This tendency to obey those in higher status is what the theory links to obedience. Key features include a strong respect for authority and hierarchy, a tendency to show aggression toward outgroups or those viewed as Deviants, conventional beliefs, rigidity, and dogmatic thinking. The idea is that these traits lead individuals to comply with orders from legitimate authorities even when those orders conflict with their own moral judgments. To measure this tendency, Adorno and colleagues developed the F-scale (F for fascism), which was used to assess how strongly someone fits this authoritarian profile. Context helps: Milgram's obedience work highlights how powerful situational pressures can lead people to follow orders, and the authoritarian personality adds the person-side explanation by arguing that some individuals are more prone to obedience due to their enduring traits. Critics note limitations, such as cultural bias and questions about the scale's validity, and they emphasize that both personality and situation influence obedience. So, this option is the correct description because it identifies obedience as arising from an internal, dispositional tendency, quantified by the F-scale, rather than as a purely situational or random phenomenon.*

## Next Steps

Congratulations on reaching the final section of this guide. You've taken a meaningful step toward passing your certification exam and advancing your career.

As you continue preparing, remember that consistent practice, review, and self-reflection are key to success. Make time to revisit difficult topics, simulate exam conditions, and track your progress along the way.

If you need help, have suggestions, or want to share feedback, we'd love to hear from you. Reach out to our team at [hello@examzify.com](mailto:hello@examzify.com).

Or visit your dedicated course page for more study tools and resources:

<https://socialinfluence.examzify.com>

We wish you the very best on your exam journey. You've got this!

SAMPLE