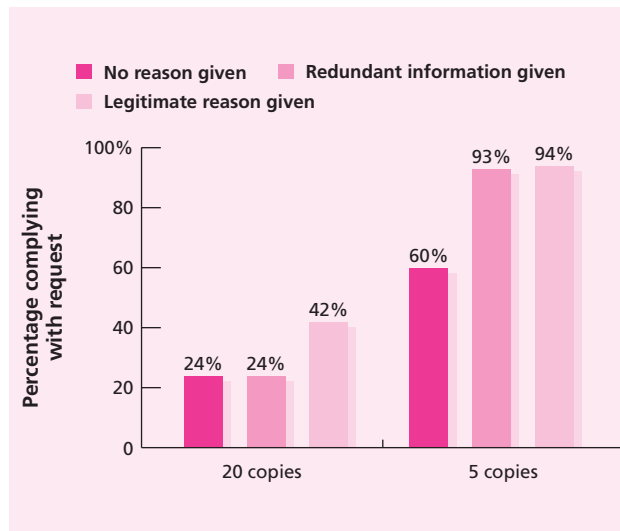


Social Influence

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**FIGURE 8.10**

Percentage of People Complying with a Request to Let Another Person Use the Copier

The legitimacy of a request had a substantial effect when the request was large (20 copies) but not when the request was small (5 copies). These findings suggest that people mindlessly comply when the costs are small, but not when the costs are large.

Source: Langer, Blank, and Chanowitz (1978).