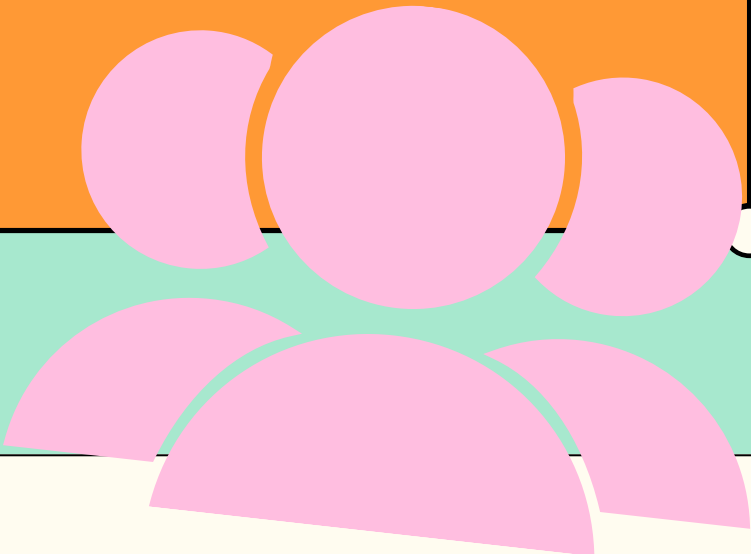


WHAT IS THE SOCIAL INFLUENCE MODEL?

PERCEPTIONS OF MEDIA ARE INFLUENCED BY SOCIETY AND ITS NORMS



How does it work?

Coworkers can either use **overt statements** or engage in **vicarious learning** to exert social influence in the workplace.

OVERT STATEMENTS AND VICARIOUS LEARNING

Overt statements describe characteristics of media that indirectly effect the permance of that media within a company. **Vicarious learning** occurs when a behavior is observed to have a positive outcome and therefore that behavior is repeated by others

When does social influence more likely to occur?

Individuals are more likely to rely on social influence in situations where there is not much experience with a task and in ambiguous situations.

Rational Choice Model	Social Influence Model
Objective	Subjective
Prospectively Rational	Subjectively Rational

SUMMARY

The social influence model suggests that media-use is subjectively rational and does not have to meet an efficiency criteria. The model starts off from other models in that it recognizes the cognitive process of decision making, but it differs from rational choice models as shown above.