

The Lecture Contains:

- ☰ Types of social power
- ☰ Informational power
- ☰ Reward and coercive power
- ☰ Expert power
- ☰ Referent power
- ☰ Legitimate power

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Types of social power

- There are different ways in which a person gets influenced by the other person or a group of persons. In this lecture, we will discuss the following types of social power :
 - Informational power
 - Reward and coercive power
 - Expert power
 - Referent power
 - Legitimate power

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Informational power

- Some people hold the power to influence other people on the basis of that using the informational content of their communication, they may bring about a cognitive change in another person. An important characteristics of informational power is that it is social independent.
 - For example, suppose a bicycle-mechanic asked a customer a question out of zest, “Whose mother’s father are you a son of?” The customer could not me this question. But, when he was told the right answer (i.e. nephew or daughter’s child) by the mechanic, it was most unlikely that he would change his answer again for that question.
- Informational power is also exercise through the cognitive change brought about in another person by highlighting inconsistency in that person’s thinking by the influencer. Many a time, a teacher, a leader, or a parent may use such kind of power.

Reward and coercive power

- Reward or coercive power depend upon the fact that the influencer may either reward or punish another person for engaging in certain kind of behaviour. A simple example of that is parents rewarding or punishing the child for certain acts of his.
 - An important feature of this kind social power is that it is socially dependent and surveillance is very important.
 - Studies show that using rewards are more effective as coercion may lead to a dislike for the person and situation. Furthermore, surveillance is easy to maintain in reward situations.

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Expert power

- Expert power is a socially dependent influence where surveillance is not important as it is assumed by the person that the superior knowledge lies with the 'expert'
- This power may lead to a unwanted or a negative influence when the expert perceived as serving his/her own interest rather than ours.

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Referent power

- Referent power is another socially dependent influence where surveillance is not important as the influence is hinged on the membership of a person in a particular group.
 - For example, we would like to follow the dress codes or communication norms of a team if we are members of that.
 - There is possibility of a negative influence when there is a dislike (that might be temporary) for the group members.

Legitimate power

- When we accept the authority of a person and willingly follow his/her commands, we are being influenced by legitimate power. It is also socially dependent influence where surveillance may not be important as the influence is due to the acceptance of authority of the person as legitimate.
- Many freedom fighters could a suitable example of this kind of power as they influenced people by virtue of being accepted by them as their leader.

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