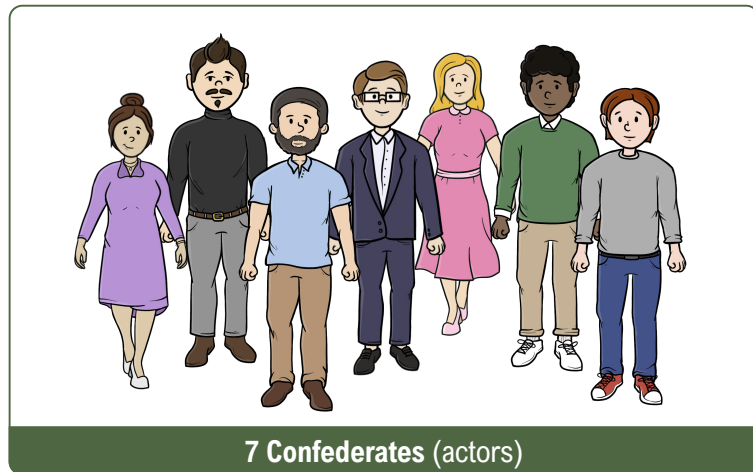
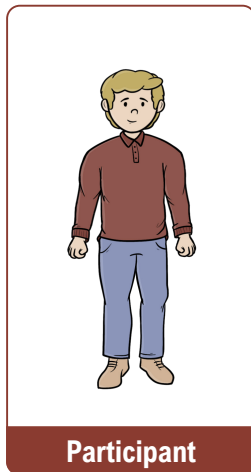


TOPIC: CONFORMITY

The Solomon Asch Line Study

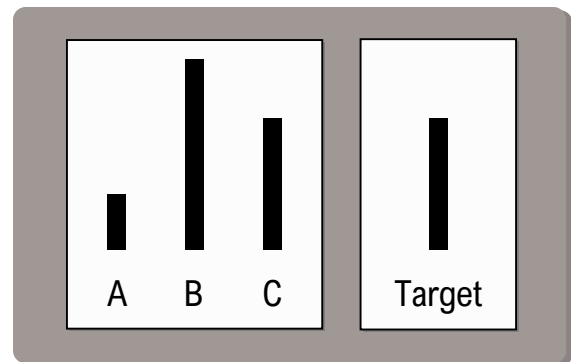
- ◆ **Conformity:** _____ one's behaviors, attitudes, or beliefs to more closely match those of a group.
- ◆ Famously demonstrated in a series of studies by **Solomon Asch** in the 1950s and 60s.

Method (Participants)



Method (Procedure)

- ◆ Participants were seated around a table and asked to match the length of a _____.



- ◆ Confederates were called on first – for several trials they gave the correct answer.
- ◆ Then, confederates all gave the same _____ answer.
- ◆ **Goal:** To see if the participant will conform.

Results

- ◆ In 37% of “wrong answer” trials, participants conformed to the incorrect response.
- ◆ _____ of participants gave the wrong answer at least once.
- ◆ Participants had excellent accuracy when tested alone.
- ◆ **Conclusion:** Most participants were willing to be _____ in order to conform to the group.

TOPIC: CONFORMITY

EXAMPLE

In less than 20 words, explain the findings of the Asch line study.

PRACTICE

Asch's study looked at how _____ influenced behavior.

- | | |
|----------------------------|----------------------|
| a) Punishment. | c) Moral obligation. |
| b) The need to be correct. | d) Conformity. |

TOPIC: CONFORMITY

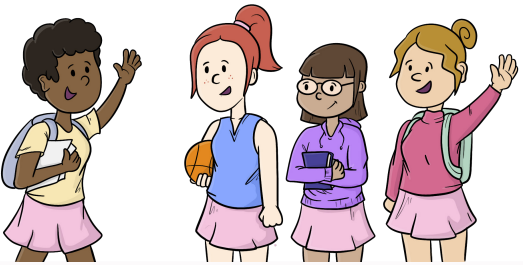
Factors that Affect Conformity

◆ Factors that Affect Conformity:

- 1 Size of the group: _____ people in the majority = conformity _____ (Asch, 1955).
- 2 Presence of one other dissenter – conformity _____ (Asch, 1955).
- 3 Nature of action: Public = conformity _____ / Private = conformity _____ (Deutsch & Gerard, 1955).


◆ Why People Conform:

Normative Social Influence



Conforming helps us to _____ into and be accepted by groups.

Informational Social Influence



We tend to assume that groups have accurate _____ (especially in novel or uncertain situations).

TOPIC: CONFORMITY

EXAMPLE

For each pair of situations below, note if you would expect high conformity or low conformity. Write an “H” next to the high conformity situation and write an “L” next to the low conformity situation.

- a) A person is asked who they are voting for while surrounded by a group of opinionated friends: _____
A person is asked who they are voting for while at home with just their spouse: _____
- b) Eva and her best friend are picking a movie: _____
Eva and her entire class are picking a movie: _____
- c) Devon is with a group of 6 friends. All of them want Thai food, which Devon doesn't really like: _____
Devon is with a group of 6 friends. 5 of them want Thai food, which Devon doesn't really like. One other friend votes for Italian instead: _____

PRACTICE

Which of the following shows informational social influence?

- a) Masha joins a new dance studio and starts styling her hair differently to match the other dancers.
- b) Brendan is shopping online. He finds a pair of pants that have a 4.9 star review, from over 2,000 votes, along with numerous comments about the quality of the pants. He decides to buy the pants.
- c) Otis hates oysters, but he pretends to enjoy them while out with a group of work colleagues.
- d) Nicola finds it easier to stand up for herself in a smaller group of peers than in a large group.