



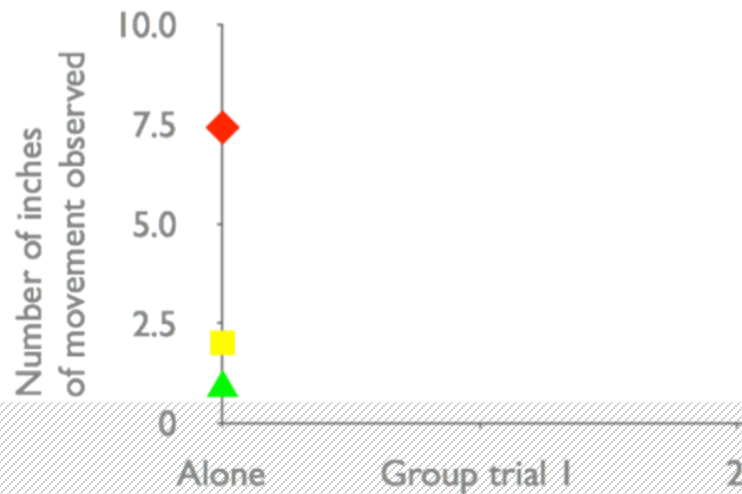
Conformity

- Participants judge how many inches the dot moves
 - Alone
 - Then in groups of 2 or 3
 - Then in a new group or alone again



Conformity

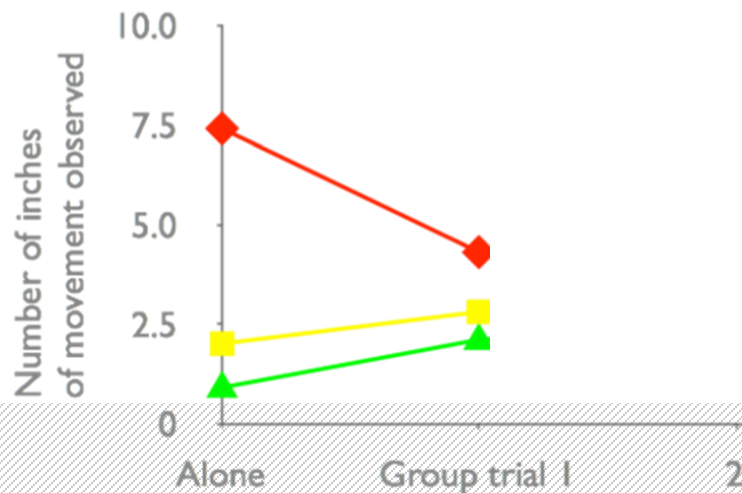
- Results
 - People start with initial differences





Conformity

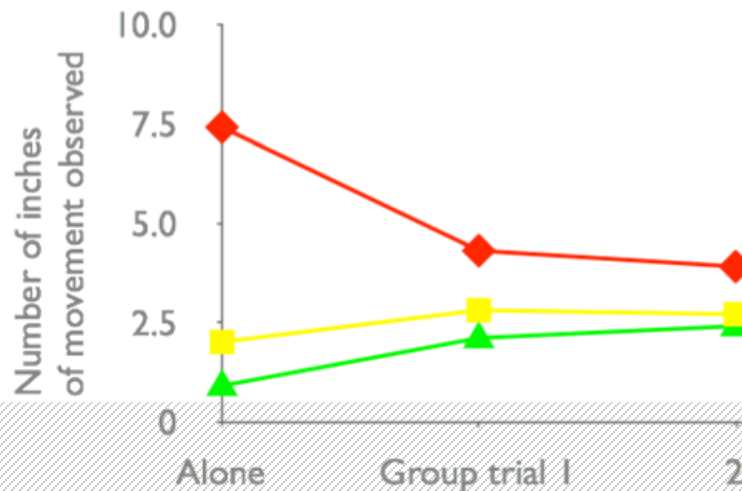
- Results
 - People start with initial differences
 - But then converge on a norm in their group





Conformity

- Results
 - People start with initial differences
 - But then converge on a norm in their group
 - When they then enter a new group or do the task alone, they stick with this estimate



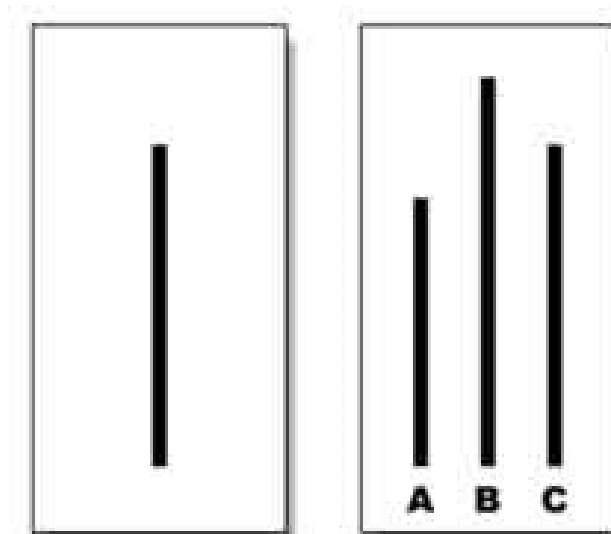
Likely due to informational influence

- Because the situation was ambiguous



Conformity

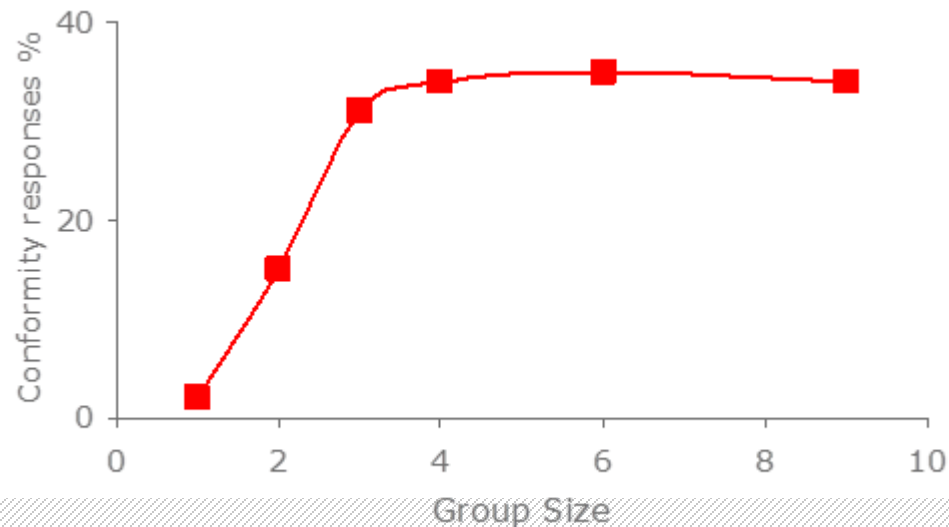
- What if the answer is blatantly clear? (Asch, 1955)
 - Which line does the line on the left resemble?
 - Would you still say the same if 5 other people in the room gave a different answer?
 - <https://www.youtube.com/watch?v=iRh5qy09nNw>





Conformity

- Conformity to group opinions
 - 75% sometimes followed the group
 - 36% always followed the group
- Example of strong normative influence
- We see this outside the lab too
 - E.g. peer pressure
- Factors that influence it
 - Group size
 - Lack of consensus





Today's lecture

- ✓ Attitudes
 - ✓ What are they?
 - ✓ Attitude-behavior link
- 2. Social influence**
 - ✓ Conformity
 - Obedience
- 3. Group processes
 - Working in groups
 - Deindividuation
- 4. Interpersonal relationships
 - Forming and maintaining relationships
 - Romantic relationships