


Conformity & Obedience

- ### What Is Conformity?
- Conformity
 - group pressure
 - Compliance
 - outwardly going along
 - Obedience
 - compliance with direct demand
 - Acceptance
 - believing & acting in accord with social pressure

- ### Classic Studies
- Sherif's studies of norm formation & suggestibility.
 - Asch's studies of group pressure
 - Milgram's obedience experiments

Classic Studies

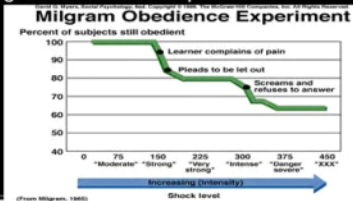
- Asch's studies of group pressure



The diagram illustrates Asch's Line Judgement Task. On the left, a single vertical line is labeled 'Standard line'. On the right, three vertical lines of different lengths are labeled 'Comparison lines' with sub-labels 'a', 'b', and 'c'. Line 'a' is the same length as the standard line, while lines 'b' and 'c' are shorter.

Classic Studies

- Milgram's obedience experiments



The graph shows the percentage of subjects still obedient as the shock level increases. The x-axis represents the shock level in volts, with labels: 0, 75 (Moderate), 150 (Strong), 225 (Very strong), 300 (Intense), 375 (Danger), and 450 (XXX - Severe). The y-axis represents the 'Percent of subjects still obedient' from 40 to 100. The graph shows a sharp decline in obedience starting at 150V, with a notable drop at 300V. Key behavioral events are marked: 'Learner complains of pain' at 150V, 'Ready to be let out' at 225V, and 'Screams and refuses to answer' at 300V.

Shock level (Volts)	Percent of subjects still obedient	Behavioral Event
0	100	
75 (Moderate)	100	
150 (Strong)	100	Learner complains of pain
225 (Very strong)	95	Ready to be let out
300 (Intense)	70	Screams and refuses to answer
375 (Danger)	65	
450 (XXX - Severe)	65	

What Breeds Obedience?

- Emotional distance of the victim
- Closeness & legitimacy of the authority
- Institutional authority
- The liberating effects of group influence

Reflections on the Classic Studies

- Ethics
- Behavior & attitudes
- The power of the situation
- The fundamental attribution error

What Predicts Conformity?

- Group size
- Unanimity
- Cohesion
- Status
- Public response
- No prior commitment



Why Conform?

- **Normative influence:** conformity based on a person's desire to fulfill others' expectations, often to gain acceptance.
- **Informational influence:** conformity occurring when people accept evidence about reality provided by other people.
- Personality
- Culture

Resisting Social Pressure

- **Reactance:**
 - A motive to protect or restore one's sense of freedom.
 - The desire to assert one's sense of freedom.
- **Asserting uniqueness**
