

**TYPES OF CONFORMITY** [a type of social influence where we choose to go along with the majority].

- **Compliance** → "going with the flow" for group acceptance. It's a public and temporary influence. Eg, Asch.
  - **Identification** → Conforming to a social roles for group membership. It's a temporary and public influence. Eg, Zimbardo.
  - **Internalisation** → Genuinely accepting and joining a group publicly and privately. This is a permanent influence. Eg Religion, Veganism.
- ⊖ Difficult to distinguish between compliance and internalisation.
- ⊕ Asch / Zimbardo / Sherif.



People conform because:

- **Normative Social Influence:** To be accepted or liked by a group despite disagreeing privately. It's rewarding. (*Compliance, Identification*)
- **Informative Social Influence:** Conforming to be 'right' or to gain knowledge. It avoids standing out (*internalisation*)

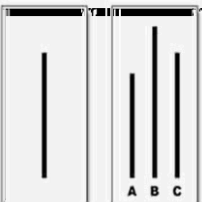
### ASCH (1956) – CONFORMITY

- 123 male US undergraduates sat around a table to asked to match lines by length. 12/18 tasks the confederates were told to give false answers.
- On the 12 trials, 33% conformed and gave incorrect answers. 50% conformed on 6+ trials.
- When interviewed. PPs admitted that they had conformed to avoid disapproval and disagreed privately (**COMPLIANCE**)

#### VARIATIONS

- **Group size** → Max of 3 saw 33% conformity, but larger groups didn't see a rise.
- **Unanimity** → 1 confederate disagreeing decreases conformity from 33% - 5%.
- **Task difficulty** → Lines lengths were harder to spot. Conformity increases.

⊖ Lack population validity (sample size/gender/students) / Androcentric / Beta bias / ethnocentric / Can't be applied to collectivist cultures / lacks temporal validity / Unethical (deception) / Women conform more / Engineering students less likely to conform.



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### RESISTANCE TO SOCIAL INFLUENCE

**Social support** → Asch found that unanimity promotes resistance. This introduces the idea that there are other answers/ideas possible which increases personal confidence.

Locus of control → perception of individual control. **INTERNALITY** (I have control) **EXTERNALITY** (controlled by other factors). High internals are likely to seek information / goal oriented and resist coercion from others.



**MINORITY INFLUENCE** → Consistency / Commitment / Flexibility needed to create a **conversion** process.

**MOSCOVICI** → groups of 6 (4 PPs, 2 confederates) asked to judge the colour of different blue slides. Confederates called the blue slides 'green'. Green consistently = 8% influence which led to greater green chips being identified in later trials.

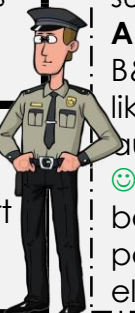
### ZIMBARDO (1973) – SOCIAL ROLES

- 24 male student volunteers were assigned the role of 'guard' or 'prisoner' in a mock prison at Stanford University. Zimbardo was the prison warden, all PPs were given uniform and props.
- Guards started to create their own punishments and volunteered to work longer hours. Prisoners started to riot, become passive and followed orders, 5 prisoners had to be released early from the study 2 days in and the study was terminated on day 6 of 14.

#### VARIATION – BBC PRISON STUDY (2006)

- 15 male PPs were divided into 5 groups matched on her personalities. Random allocation of 2 guards and 1 prisoner. 8 day study.
- PPs didn't conform to their roles. Prisoners identified as a group and challenged guards. Guards failed to identify to role.

⊖ Conformity isn't automatic / Highly unethical / Demand characteristics of BBC and SPE hidden cameras / Support with Abu Grahib / Androcentric / beta bias.



⊖ Public perceptions of 'deviant' will limit minority influence / social norm interventions aren't always successful and can make conforming people riskier.

### SOCIAL CHANGE

- **VIA MINORITY:** Draw attention to the issue → cognitive conflict between beliefs → consistency → augmentation principle (suffering) → the snowball effect.
- Eg, smoking ban, suffragette's movement, gay marriage.
- **VIA MAJORITY (CONFORMITY)**
- **Social norms interventions** → identifying widespread misperception related to risky behaviour – "Most people don't drink at University".

**AGENTIC STATE** → attributing responsibility to someone else (authority figure). Shifting responsibility is AGENTIC SHIFT.

Eg, following orders of experimenter in Milgram's obedience study.

**LEGITIMACY OF AUTHORITY** → someone who is perceived to be in a position of social control. Eg, the experimenter.

**AUTHORITARIAN PERSONALITY** → a distinct personality patter characterised by strict following of values and a belief in obedience and submission to authority.

**ADORNO** → The F Scale → rigid and B&W thinkers, obeyed authority and likely to had been raised by authoritarian parents.

⊕ Altermeyer found a + correlation between high authoritarian personality and giving themselves electric shocks for incorrect answers.

### MILGRAM (1963) – OBEDIENCE

- 40 male PPs. 2 confederates (experimenter and learner). PP was always the teacher who had to punish the learner for incorrect answers via electric shocks. Learners sat in a different room and received fake shocks. If the teacher stopped, there were 'prods' to encourage them.
- 26/40 PPs (65%) shocked until 450V. All PPs shocked to 300V. 5 stopped at 300V (12.5%).

#### VARIATIONS

- **Proximity** → in the same room (40% obeyed) / Moving the learner's hand onto a plate (30% obeyed) / Phone instructions (21% obeyed)
- **Location** → Laboratory (65%) / Run-down office (48% obeyed to 450V)
- **Uniform** → the more authority people appear to have; the more likely obedience will happen. Eg, Police Vs homeless.



⊖ Socially sensitive / Highly unethical / lacks internal validity (mundane realism) / gender differences (Androcentrism & beta bias)

⊕ High historical validity (same results now) / controlled / understanding of obedience.

⊕ Milgram et al (1966) follow-up study of 1963. 20 'obedient' PPs and 20 'defiant' PPs completed a personality test to measure authoritarian personality. Higher levels found in the 'obedient' PPs.

⊕ Left wing views associated with lower levels of obedience / Less-educated obey more than well-educated people.

⊖ Social context/situation is stronger than disposition.