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

![Asch's Line Judgement Task]

Classic Studies

- Milgram's obedience experiments

![Milgram Obedience Experiment]

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