

# Conformity

- I. Social Influence continuum
- II. Is it good or bad?
  - A. Schacter (1951)
- III. Asch (1951)
  - A. 2 types of conformity
    - 1. Private acceptance
    - 2. Public compliance
- IV. Sherif's autokinetic experiments (1935)
- V. 2 reasons why people conform
  - A. Informational social influence
  - B. Normative social influence
- VI. Factors affecting conformity
  - A. Objective versus subjective issues
  - B. Unanimity
    - 1. Lone dissenter
- VII. Minority influence
  - A. Credibility
    - 1. Consistency
    - 2. Perceived similarity
  - B. Informational social influence