

Conformity

- I. Definitions
 - A. What are conformity, compliance, and obedience
 - B. Examples
- II. Asch's (1951) line judgment experiment
 - A. 2 types of conformity
 - 1. Public acceptance
 - 2. Private compliance
- III. Sherif's (1935) autokinetic experiments
- IV. 2 reasons why people conform
 - A. Informational social influence
 - B. Normative social influence
- V. Factors affecting conformity
 - A. Objective versus subjective issues
 - B. Unanimity
 - 1. Lone dissenter
- VI. Minority influence
 - A. Being perceived as credible
 - 1. Consistency
 - 2. Perceived similarity
 - B. Does minority influence occur via informational or normative social influence?