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?