- Replicated Asch’s line comparison task with 104 participants tested in groups of four at a time
- In each group, three participants wore identical glasses, with one participant wearing a different set, thereby causing them to observe that a different comparison line matched the target line
- Had the advantage that the majority were no longer confederates of the researcher, and were therefore giving genuine judgements about the comparison and standard lines
- This new study involves both men and women
- This study was conducted in Japan

Findings:
- Women; New findings closely matched original research, average 4.41 times out of 12 key trials (3.44 times in original)
- Male participants weren’t affected by the majority view and conformity rates were very low

**TOPIC 2; Conformity (Explanations)**

**Types of conformity**

**COMPLIANCE**
- Publicly agreeing but privately disagreeing
- Superficial type of conformity (not deep or long-lasting)
- *E.g.* Wearing school uniform

**IDENTIFICATION**
- Deeper type, involves going along with the norms of a group because they want to be seen as part of that group
- Beliefs are temporary, only exist whilst with the group
- Appear to hold particular beliefs because they want to be identified as a member of that group
- *E.g.* When people join the army

**INTERNALISATION**
- Person carries on the group norm or believes in the group’s ideas even when the group isn’t there
- Change in behaviour/beliefs is more permanent
- *E.g.* Religious belief
Explanation

NORMATIVE SOCIAL INFLUENCE (NSI)
- Conforming for reasons of acceptance, people conform to a group’s norms in order to be accepted by the members of that group.
- Compliance tends to be a response to normative social influence.
- Where there is a risk of disapproval, some individuals may outwardly agree but inwardly disagree with the group.

INFORMATIONAL SOCIAL INFLUENCE (ISI)
- Conforming to appear to be doing the right thing.
- Involves adopting the beliefs of others, may be long-lasting.
- Internalisation tends to be a response to informational social influence.

Conformity and Group Norms
- A group norm is a type of behaviour that is adopted by all the members of a particular group.
- Many people play different social roles.
- As people move from one social role to the next, their behaviour changes as they adapt to different expectations about how they should act.
- This type of conformity is identification because people want to be seen as playing the appropriate social role.

STANFORD PRISON STUDY (ZIMBARDO ET AL) 1973
- This study was an attempt to understand the dehumanizing behavior often observed in prison environments.
- The researchers tried to answer this by using a group of average individuals who had showed no violent or aggressive tendencies beforehand, the aim being to see how quickly they would conform to their social roles.
- Zimbardo constructed a mock prison in the basement of Stanford University.
- Adverts were placed in local newspapers and 24 male students judged to be mentally and emotionally stable were selected.
- Mainly middle-class and white, they were randomly divided into two groups of 12 prisoners and 12 guards.
- The group selected to be the guards were outfitted in ‘military-style’ uniforms. They were also equipped with wooden batons and mirrored sunglasses to prevent eye-contact and make the guards appear less human.
- Prisoners were dressed in cheap, baggy clothes and were allowed no underwear.
- After being stripped, searched and deloused, they were taken into the cells that would be their homes for the next two weeks.