Social Influence - Conformity

A01 Types Of Conformity

When an individual chooses a course of action that is favoured by the majority of the group.

- **Internalisation** - going along with a majority because you’ve accepted their beliefs as your own. Public, private, permanent.

- **Compliance** - going along with a majority to gain approval/avoid disapproval. Public, but not permanent or private.

- **Identification** - going along with a majority because you want to be a member of a group. Public, private but not permanent.

A01 Research Into Conformity

- **ASCH (1956)**

- 123 Male American Undergraduates

- Lab experiment

- They were asked to take part in a ‘vision test’ (actually research into Conformity), but all but one of the participants were confederates.

- “Which of the three lines is the same length as the standard line?” The real participant was always last or second to last, and the confederates all said the same wrong answer on 12/18 trials.

- Results: 75% conformed at least once. 32% conformed to all trials. 25% never conformed.

A01 Variables Affecting Conformity

Group Size

- When there were **one or two people**, conformity levels **decreased** due to less pressure.

- **Three or four** caused an **increase** due to more pressure.

- **Twelve plus** caused a **decrease** due to growing suspicion.