### Evaluation points of the study:

#### Strengths:

- **Valid** - seems to show how strong social influence is to empower us to conform.

- **Reliable research method** - a lab experiment means the study can be replicated (repeated) and same results found. This gives confidence in results.

- **Cause and effect** can be established with this type of well controlled study.

- **Quantitative data generated**, which can be analysed and shows clear effects e.g. impressive to say that 74% of p's conformed at least once.

- **Control over variables** – variables like age/setting/seating position all controlled, so variables which could affect results are controlled or eliminated again allowing us to be more confident in results.

- **Asch generated qualitative data** through interviewing p's to see why they conformed, this is useful data e.g. p's conformed as they wanted to be liked (normative social influence) and also because they thought the others were right, called informational social influence.

#### Weaknesses:

- **Artificiality of study** - conformity found under laboratory conditions with meaningless stimuli e.g. line judgement.

- **High conformity rates** may just reflect society at that time - in the 1950’s there was a fear of communist societies and a witch hunt went on in America, where communist sympathisers were trialled and jailed. But America is less conformist now.

- **Replication of Asch’s study** has found varying rates of conformity in recent times and when studies have been done cross culturally.

- **Outdated study** doesn’t tell us about society today?