Unanimity of group opinions.
Privacy of response (only 12.5% of participants conformed when responding privately).
Which factors influence obedience?
- Remoteness to victim (closer to victim, obedience drops).
- Legitimacy of authority figure (obedience dropped 20% when an ordinary person gave orders).
- Diffusions of responsibility (when someone else did the dirty work, obedience went up to 93%).

What increases compliance?
- Foot in the door effect.
  People are more likely to be compliant to a large request if they have already agreed to a small request.
- The door in the face effect.
  People will agree to a small request after they have refused a large request.
- The low balling strategy.
  Where someone agrees to a request, upon agreement, change the conditions.

Behaviour in groups.
What is social loafing?
- People work less hard in groups when not one person’s efforts are identified.
- More likely when the task has little value to the person, low motivation for success, performance for the individual is not monitored.

What is de individuation?
- People sometimes lose their individuality when they become apart of a group.
- Occurs when people are not self aware or when there is diffusion of responsibility.

What is group polarization?
- When a group of like minded people discuss an issue, the average opinion of the group will often become extreme.
- Juries.

What is groupthink?
- When a decision is made to benefit group cohesiveness and cordiality, rather than the best decision.
- Occurs when under intense pressure, facing external threats.

Prejudice and stereotyping.

Bias against others.

Notes.
- Ethnicity and gender the two most common grounds for prejudice and discrimination.
- Stereotypes are usually shared ideas.

What is prejudice?
Negative attitudes towards people based upon their membership to a group.

What is discrimination?
Overt behaviour involving treating people unfairly based upon their group.

What is explicit prejudice?
Prejudice which people express publicly.

What is implicit prejudice?
Prejudice hidden from public view.

What is ostracism?
Ignoring or excluding someone.

What can ostracism lead to?
- Reduced mood.
- Reduced sense of belonging.