My Homepage & WebCT

All Slides Shown in Class
Course Packet
Course related readings and activities (for fun)
Syllabus

http://www.psychology.iastate.edu/faculty/madon/homepage.htm

Social Influence & Conformity

Social Influence: Use of social power to change the behavior or attitudes of others in a particular direction

Conformity: Change in behavior or attitude as a result of real or imagined social influence
3 Types of Conformity

1. **Acceptance:**
   - publicly conform
   - privately agree

2. **Compliance:**
   - publicly conform
   - privately disagree

3. **Obedience:**
   - conform to command

**Norms**

Rules for accepted or expected behavior.
Autokinetic Effect Study

Estimate how far point of light moved in dark room

After many trials, individual’s estimates converged

Repeated procedure in a group situation
The Autokinetic Effect Study

Retained group norm when tested alone later

Acceptance. Publicly conformed and privately agreed

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Autokinetic Effect Study

Informational social influence:

Used others' estimates to guide own estimates
The Line Study

A control group (who did study alone) almost always gave correct answer.

Compliance. Publicly conformed but privately disagreed

The Line Study

Normative social influence:

Conformed to be accepted by group
The Johnny Rocco Case

Participants rated who they most wanted to leave the group

Mode 4.47  Slide 4.76  Deviate 6.11

Not Significantly Different  Wanted Deviate to go the most

Most common viewpoint  Most deviant viewpoint  Most deviant then most common viewpoint

Mode  Deviate  Slider
Milgram Quote

“The social psychology of this century reveals a major lesson:

Often it is not so much the kind of person a man is as the kind of situation in which he finds himself that determines how he will act”