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

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  
Slider 4.76  
Deviate 6.11

Not Significantly Different

Wanted Deviate to go the most

Mode
Deviate
Slider

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

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”