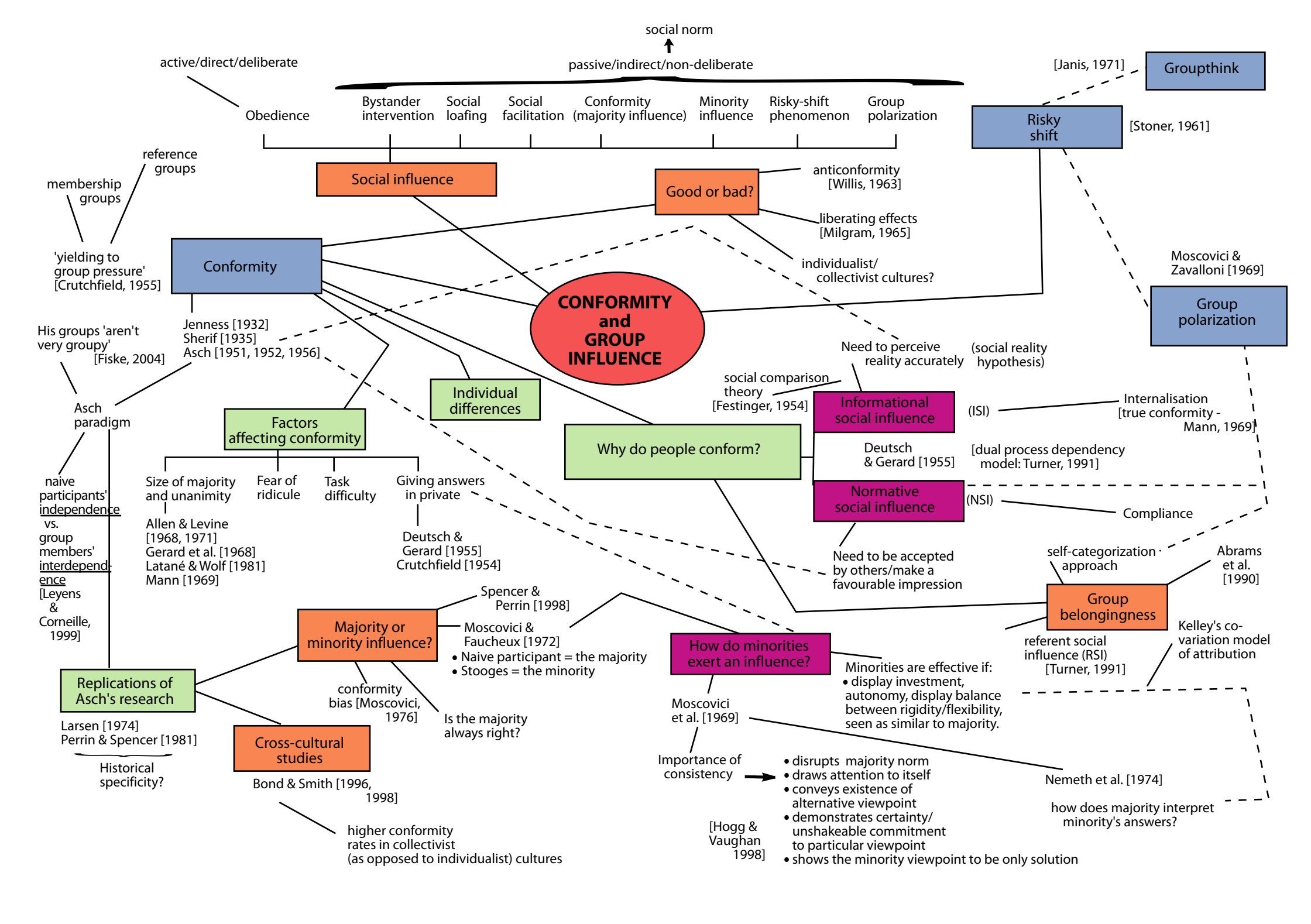
CONFORMITY and GROUP INFLUENCE
social norm
passive/indirect/non-deliberate
active/direct/deliberate
Obedience
Bystander intervention
Social loafing
Social facilitation
Conformity (majority influence)
Minority influence
Risky-shift phenomenon
Group polarization
Social influence
Good or bad?
anticonformity [Willis, 1963]
liberating effects [Milgram, 1965]
individualist/ collectivist cultures?
Conformity
reference groups
membership groups
'yielding to group pressure' [Crutchfield, 1955]
Jenness [1932]
Sherif [1935]
Asch [1951, 1952, 1956]
His groups 'aren't very groupy' [Fiske, 2004]
Asch paradigm
naive participants' independence vs. group members' interdependence [Leyens & Corneille, 1999]
Individual differences
Factors affecting conformity
Size of majority and unanimity
Fear of ridicule
Task difficulty
Giving answers in private
Allen & Levine [1968, 1971]
Gerard et al. [1968]
Latané & Wolf [1981]
Mann [1969]
Deutsch & Gerard [1955]
Crutchfield [1954]
Why do people conform?
Need to perceive reality accurately
(social reality hypothesis)
social comparison theory [Festinger, 1954]
Informational social influence
(ISI)
Internalisation [true conformity - Mann, 1969]
Deutsch & Gerard [1955]
[dual process dependency model: Turner, 1991]
Normative social influence
(NSI)
Compliance
Need to be accepted by others/make a favourable impression
Groupthink
[Janis, 1971]
Risky shift
[Stoner, 1961]
Moscovici & Zavalloni [1969]
Group polarization
self-categorization approach
Abrams et al. [1990]
Group belongingness
referent social influence (RSI) [Turner, 1991]
Kelley's co-variation model of attribution
Majority or minority influence?
Spencer & Perrin [1998]
Moscovici & Faucheux [1972]
• Naive participant = the majority
• Stooges = the minority
conformity bias [Moscovici, 1976]
Is the majority always right?
Replications of Asch's research
Larsen [1974]
Perrin & Spencer [1981]
Historical specificity?
Cross-cultural studies
Bond & Smith [1996, 1998]
higher conformity rates in collectivist (as opposed to individualist) cultures
How do minorities exert an influence?
Minorities are effective if:
• display investment, autonomy, display balance between rigidity/flexibility, seen as similar to majority.
Moscovici et al. [1969]
Importance of consistency
• disrupts majority norm
• draws attention to itself
• conveys existence of alternative viewpoint
• demonstrates certainty/ unshakeable commitment to particular viewpoint
• shows the minority viewpoint to be only solution
[Hogg & Vaughan 1998]
Nemeth et al. [1974]
how does majority interpret minority's answers?