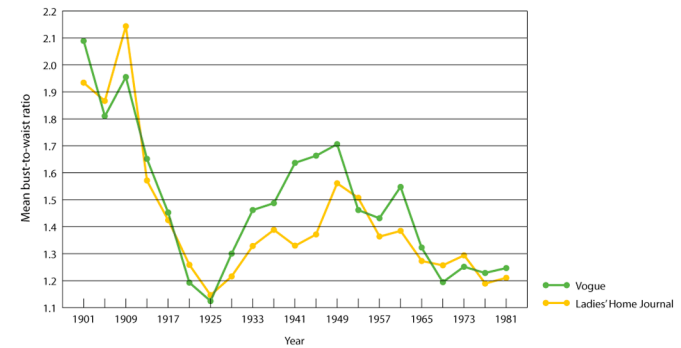
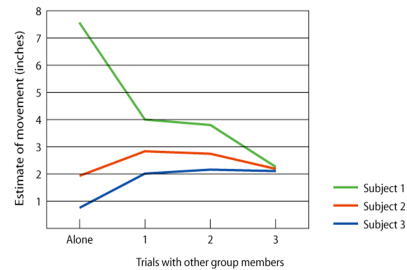


Conformity



Informational social influence

- Sherif (1936)
- autokinetic effect
- Ambiguity
- Private acceptance
- Public compliance

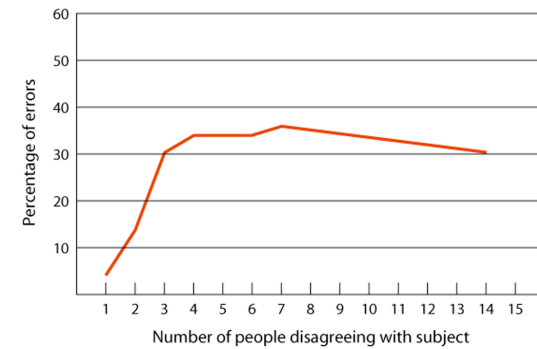
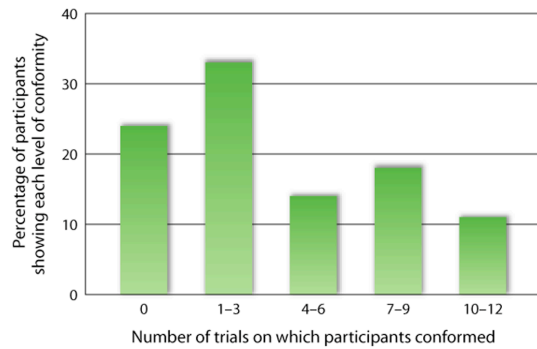


“When informational conformity backfires”

- Contagion
- Mass Psychogenic Illness

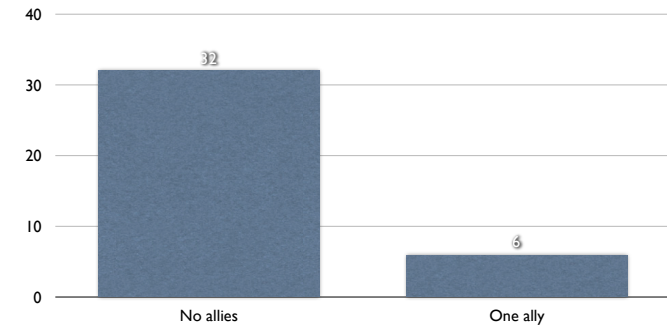
Normative social influence

- Asch (1951, 1956)



Group Cohesiveness

The effect of allies on conformity



Idiosyncrasy credits

Minority influence

- Consistency!

Obedience to authority

- Stanley Milgram



Learner's Protests

75 volts: Ugh!
90 volts: Ugh!
105 volts: Ugh! (louder)
120 volts: Ugh! Hey this really hurts.
135 volts: Ugh!
150 volts: Ugh!! Experimenter! That's all. Get me out of here. I told you I had heart trouble. My heart's starting to bother me now. Get me out of here, please. My heart's starting to bother me. I refuse to go on. Let me out.
165 volts: Ugh! Let me out! (shouting)
180 volts: Ugh! I can't stand the pain. Let me out of here! (shouting)
195 volts: Ugh! Let me out of here. Let me out of here. My heart's bothering me. Let me out of here! You have no right to keep me here! Let me out! Let me out of here! Let me out! Let me out of here! My heart's bothering me. Let me out! Let me out!
210 volts: Ugh! Experimenter! Get me out of here. I've had enough. I won't be in the experiment any more.
225 volts: Ugh!
240 volts: Ugh!
255 volts: Ugh! Get me out of here.
270 volts: Ugh! (Agonized scream) Let me out of here. Let me out of here. Let me out of here. Do you hear? Let me out.
285 volts: Ugh! (Agonized scream)
300 volts: Ugh! (Agonized scream) I absolutely refuse to answer any more. Get me out of here. You can't hold me here. Get me out. Get me out of here.
315 volts: Ugh! (Intensely agonized scream) I told you I refuse to answer. I'm no longer part of this experiment.
330 volts: Ugh! (Intense and prolonged agonized scream) Let me out of here. Let me out of here. My heart's bothering me. Let me out, I tell you. (Hysterically) Let me out of here. Let me out of here. You have no right to hold me here. Let me out! Let me out of here! Let me out!

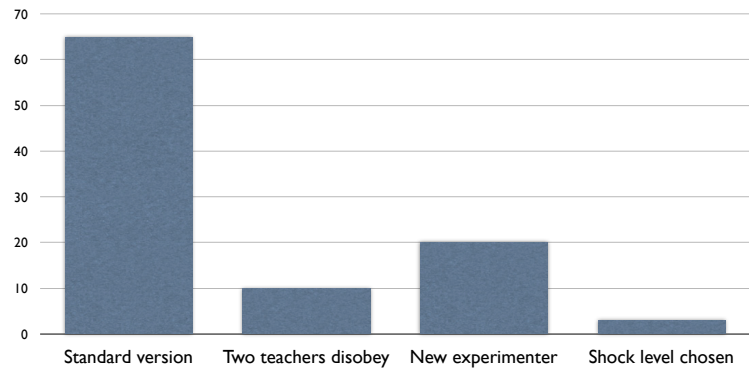
Instructions used by the Experimenter to Achieve Obedience

Prod1: Please continue or Please go on.
Prod2: The experiment requires that you continue.
Prod3: It is absolutely essential that you continue.
Prod4: You have no other choice; you must go on.

The prods were always made in sequence. Only if prod1 were found unsuccessful could prod2 be used. If the subject refused to obey the experiment after prod4, the experiment was terminated. The experimenter's tone of voice was at all times firm but not impolite. The sequence was begun anew on each occasion that the subject balked or showed reluctance to follow orders. Special prods if the subject asked whether the learner was likely to suffer permanent physical injury the experimenter said:
Although the shocks may be painful, there is no permanent tissue damage, so please go on. (Followed by prods2,3, and 4, if necessary).
If the subject said that the learner did not want to go on, the experimenter replied: Whether the learner likes it or not, you must go on until he has learned all the word pairs correctly. So please go on. (Followed by prods2,3, and 4, if necessary).

Why?

Variations



Strip-search hoaxes

