

Factors that influence conformity: Group size

- More people = more conformity
 - up to a point
- Asch: Rises quickly to 3 or 4, then levels

- Milgram's Building Study:
 - 1 person = 4% conformity
 - 15 people = 40% conformity

Factors that influence conformity: Social support

- If Asch added ally who failed to conform, subject conformed less, BUT...
- Ally need not be competent
 - Can be practically blind
- Ally need not give the correct answer
 - Just a non-conforming answer
- Ally's effects not due to value of information--reduced normative pressure

Two reasons for conformity

- Informational influence
 - The desire for mastery--to be right
 - Assume others have useful knowledge
- How confident are we?
 - Ambiguous tasks (Sherif) = acceptance
- How reliable is group
 - Wilder

Two reasons for conformity

- Normative Influence
 - The need to be liked--gain approval
 - Asch
 - Public conformity, but not private acceptance
 - quality of ally doesn't matter

The fate of the non-conformer

- Schachter (1951)
- Group discussion task
- Confederate
 - Mode--agrees with group
 - Slider--disagrees at first, then agrees
 - Deviate--disagrees the whole time

Minority Influence

- Moscovici
- Unambiguous blue slides
- 6 person groups; 2 confederates
- Control condition: all say “blue”
- Other condition: 2 confeds say “green”
- 33% of majority report seeing green

Factors in Minority Influence

- Consistent minorities work
- Larger minorities are more persuasive
- Consensus of majority
 - If consensus is low, minority can be effective
- Nature of minority group
 - “Double minority” can be less persuasive
 - May be discounted if perceived self-interest

Why are minorities persuasive?

- Majority questions its beliefs
- Influences attributions of majority members
- Low consensus
 - Most people disagree with minority
- High consistency
 - Minority is consistent in its beliefs
- Low distinctiveness
 - Beliefs are consistent across situations
- Conclusion: Minority has deep convictions