

Majority Influence: The Asch (1951) Study



This activity will help you to:

- Understand and recall the study by Solomon Asch (1951)*
- Read and summarise psychological information, and take notes*
- Distinguish between aims, procedures, findings, conclusions and criticisms*
- Think about the validity of psychological studies*

The Asch (1951) Study of Conformity

This session we have been looking at the study of conformity carried out by Asch (1951). Because this is a key study for the exam, you need to have a good set of notes that will help you learn and recall it.

What You Need to Do

Find the description of the Asch (1951) in your textbook, and read through it carefully. Then, produce a set of notes that summarise this study. You can either:

1. Produce a set of 'conventional' notes that are linear in their layout **or**
2. Produce a 'mind map' of the information about the study

In your notes you must:

- Give details of the main aims, procedures, findings and conclusions from the study

You should:

- Include enough information to make three distinct points about each aspect of the study

If you want, you can:

- Use colour and sketch diagrams to make your notes more memorable

And if you finish that, try this (advanced activity):

Asch's (1951) study implies that people will go along with something they know is wrong because they want to fit in with the majority. In other words, the results of this research study tell us something about real-world behaviour. However, think about the following observations:

- Asch's study was carried out in the early 1950s in the USA
- In Asch's study, the participant knew it was an experiment, and might have felt they were being tested in some way

Do you think these things make a difference to how well Asch's study applies to real-world behaviour? Write a short paragraph explaining your conclusions. Keep this with your notes on the study.

Pay Careful Attention To Your Work...I Will Be Asking Questions.