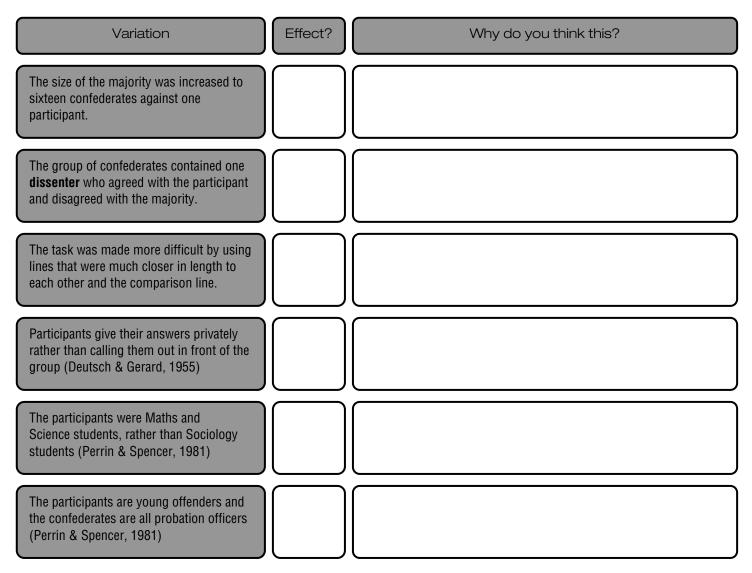


This activity will help you to...

- Understand and recall factors that make conformity to a majority more or less likely.
- Consider the psychological processes that govern whether people conform.

Variations on the Asch (1951) study

Since the original Asch (1951) research, a number of similar studies have been carried out to find out the circumstances under which people will or will not conform to a majority. Some of the studies are outlined below. For each study, suggest whether the rate of conformity would be higher or lower than the 32% found by Asch. You should also write a brief explanation of *why* you think the rate of conformity would change.



Questions to think about and discuss...

- (i) What do you think are the **most important** factors affecting conformity? Why?
- (ii) What do research findings like these tell us about the **reasons** why people will conform to a majority opinion, even if the majority is wrong?