

Andy Hertel  
Introduction to Social Psychology

**Psychology 3201:  
Introduction to Social  
Psychology**

Elliott Hall Room N119  
Wednesday, November 2  
2:30-4:25

**Today**

- Social Influence

**Social Influence**

- The effect that real or imagined people can have on our beliefs and behavior

**Social Influence**

- The effect that real or imagined people can have on our beliefs and behavior
  - Often results in *changing* our beliefs or behaviors

**Conformity**

- The tendency to change our behaviors or beliefs to match the behaviors or beliefs of others

**Conformity**

- The tendency to change our behaviors or beliefs to match the behaviors or beliefs of others
  - Doing what others do or thinking what others think

Andy Hertel  
Introduction to Social Psychology

### Conformity

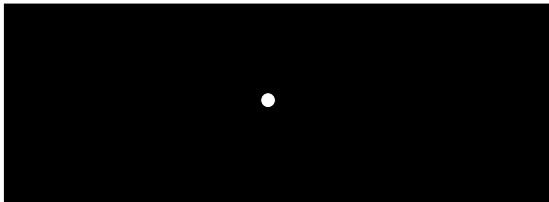
- The tendency to change our behaviors or beliefs to match the behaviors or beliefs of others
  - Groups or individuals

### Conformity

- The tendency to change our behaviors or beliefs to match the behaviors or beliefs of others
  - Groups or individuals
  - Majority or minority

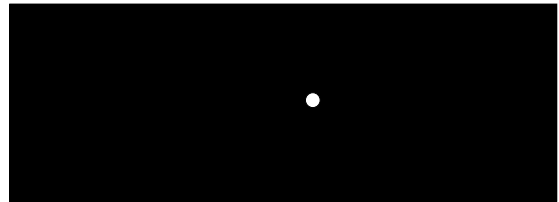
### Conformity

- Sherif (1936)
  - “How much does the light move?”



### Conformity

- Sherif (1936)
  - “How much does the light move?”

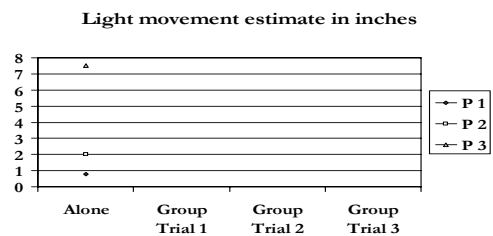


### Conformity

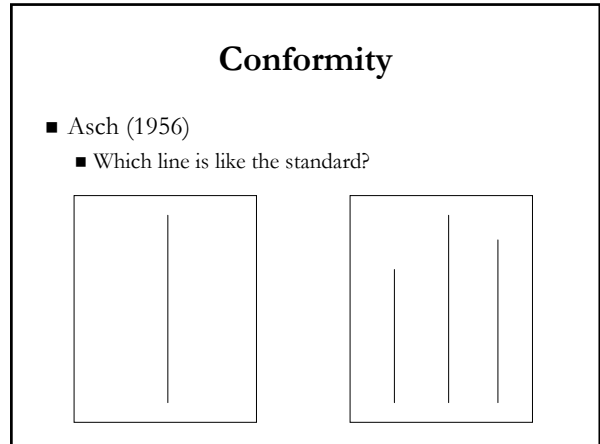
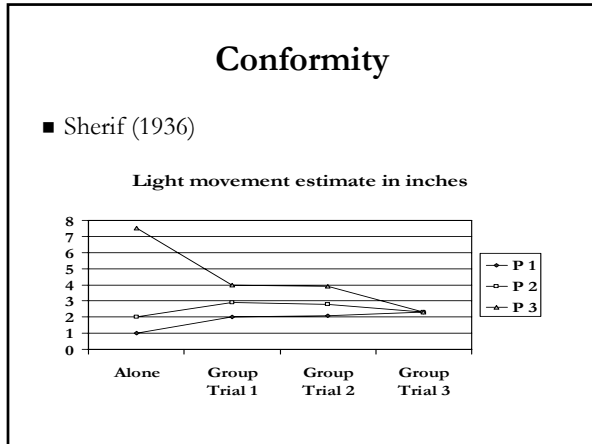
- Sherif (1936)
  - Stage 1
    - Participants viewed the light alone
    - Estimate light movement
  - Stage 2
    - Participants viewed the light with others
    - Estimate light movement

### Conformity

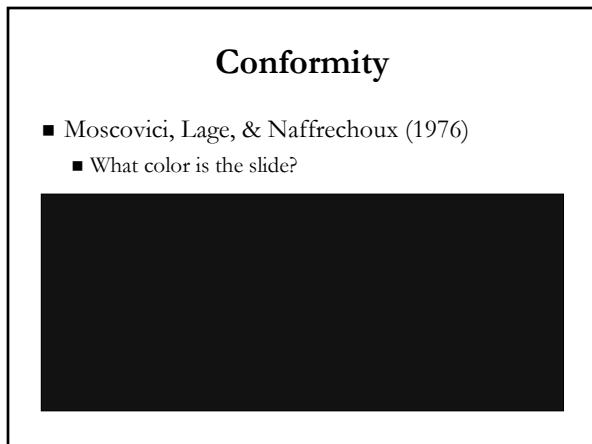
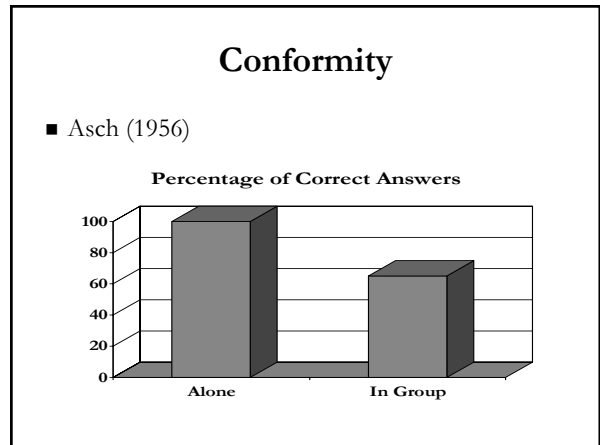
- Sherif (1936)



Andy Hertel  
Introduction to Social Psychology



- ### Conformity
- Asch (1956)
    - Control
      - Participants guessed correct line alone
    - Experimental
      - Participants guessed correct line in groups
        - 7 confederates
        - Incorrect answers on 12/18 trials

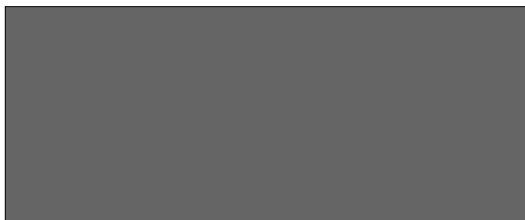


- ### Conformity
- Moscovici, Lage, & Naffrechoux (1969)
    - Stage 1
      - Participants (4) asked to identify the color of the slide on repeated trials
      - Confederates (2) always said the slide was GREEN
    - Stage 2
      - Participants viewed slides that had shades of blue and green alone while alone

Andy Hertel  
Introduction to Social Psychology

### Conformity

- Moscovici, Lage, & Naffrechoux (1976)
  - What color is the slide?



### Conformity

- Moscovici, Lage, & Naffrechoux (1969)
  - Stage 1
    - Participants (4) asked to identify the color of the slide on repeated trials
    - Confederates (2) *always* said the slide was GREEN
  - Stage 2
    - Participants viewed slides that had shades of blue and green while alone
    - Participants were more likely to identify the slide as green

### Conformity

- Why do we conform?

### Conformity

- Why do people conform?
  - To behave and think “correctly”
    - Sherif (1936)
      - *Informational conformity*
        - Private conformity

### Conformity

- Why do people conform?
  - To behave and think “correctly”
    - Sherif (1936)
      - *Informational conformity*
        - Private conformity
    - To “fit in” with others
      - Asch (1956)
        - *Normative conformity*
          - Public conformity

### Conformity

- What contributes to conformity?
  - Situational factors
  - Source factors
    - General
    - Group
  - Target Factors
    - Behaviors and Beliefs
    - Individual Differences
  - Other Factors

Andy Hertel  
Introduction to Social Psychology

**Conformity**

- What contributes to conformity?

- Situational factors

	Informational	Normative
Situational Ambiguity	X	
Situational Crisis	X	
Task Difficulty	X	

**Conformity**

- What contributes to conformity?

- Source factors -- general

	Informational	Normative
Interdependence	X	X
Importance	X	X
Proximity	X	X
Consistency in Behavior/Belief	X	X
Expertise	X	
Credibility	X	

**Conformity**

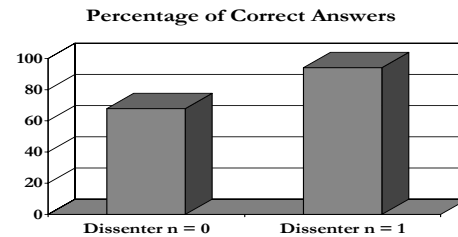
- What contributes to conformity?

- Source factors -- group

	Informational	Normative
Group Unanimity	X	X
Group Size	X	X

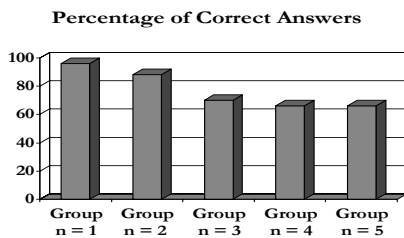
**Conformity**

- Asch (1955)



**Conformity**

- Asch (1956)



**Conformity**

- What contributes to conformity?

- Target factors – behaviors and beliefs

	Informational	Normative
Commitment to Behavior/Belief	X	X
Confidence in Behavior/Belief	X	X

Andy Hertel  
Introduction to Social Psychology

**Conformity**

- What contributes to conformity?
  - Target factors – individual differences

	Informational	Normative
Self-monitoring	X	X
Self-esteem	X	X

**Conformity**

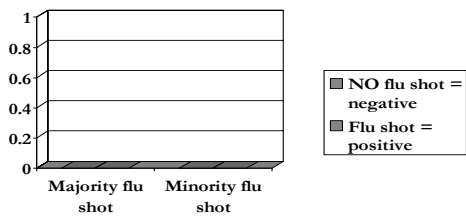
- What contributes to conformity?
  - Other factors

	Informational	Normative
Culture	X	X
Age	X	X
Time	X	X
Identity		X

**Conformity**

- Blanton, Stuart, & VandenEijnden (2001)

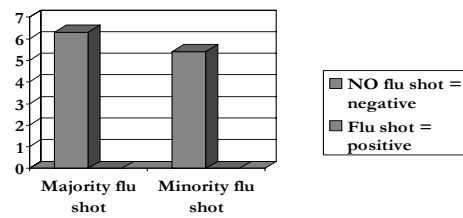
Likelihood of getting the flu shot



**Conformity**

- Blanton, Stuart, & VandenEijnden (2001)

Likelihood of getting the flu shot



**Conformity**

- Blanton, Stuart, & VandenEijnden (2001)

Likelihood of getting the flu shot

