**Factors that affect conformity**

**Task:** *Read the information below and answer the following questions:*

**Group Size**

Asch manipulated the size of the majority to record the effect it had on the participant. Using his original procedure, he varied the number of confederates in the group. Participants were tested using either 1, 2, 3, 4, 8, 10 or 15 confederates.

***Findings***

* Conformity was only 3% when there was one confederate
* Conformity was 13% when there were two confederates
* When there were three confederates, conformity increased to 33% and didn’t increase much beyond this regardless of the number of confederates
* In some conditions, a larger group of 15 confederates led to slightly less conformity, maybe because the participant was more likely to become suspicious when there was such a large group

**Unanimity**

Asch wanted to see if one person dissenting from the majority would affect the likelihood of the participant conforming

***Findings***

* When the participant had one (confederate) ally who gave the right answer before the participant answered, conformity dropped to 5.5%
* Asch found that when the confederate dissenter gave a different answer from the majority, but that answer was still incorrect, this was equally effective in reducing conformity in the participant. Asch concluded from this that the important factor was that the participant had support for deviating from the group, not support for his answer

**Difficulty of the Task**

Conformity increases when the task becomes more difficult. This relates to **informational influence.** People are more likely to conform to other people if they are unsure of the right answer or way to behave.

***Findings***

* Asch found that when he made the length of the lines more similar, conformity increased. This supports the view that conformity is more likely when the task is difficult

Questions:

1. How many people are needed to illicit the maximum conformity effect?
2. What happens to the conformity rate as the number of confederates rises from three to fifteen?
3. How does having a very large number of confederates affect the rate of conformity in the participant?
4. Give the rates of conformity in the following Asch variations:
	1. 1 confederate \_\_\_\_%
	2. 2 confederates \_\_\_\_%
	3. 3 confederates \_\_\_\_%
5. What was the conformity rate when one confederate dissented from the majority and gave the right answer?
6. What happened to the conformity rate when the dissenting confederate gave a different answer to the majority, but it was still wrong?
7. What does the answer to question 6 tell us about what makes it easier for people not to conform?
8. What happened to the conformity rate when Asch made the lines more similar in length?
9. Explain the answer to question 8 in terms of what you have learned about the reasons why people conform