

PsychSim 5: EVERYBODY'S DOING IT!

Name: _____ **Section:** _____

Date: _____

This activity explores the issue of social influence—how the behavior of other people affects your behavior.

Social Influence

- What is conformity?

Explaining Sherif's Results

- Why did Sherif's participants change their estimates when they had to call out their answers in the presence of other people?

Explaining Asch's Results

- Why did Asch's real participants deny the evidence of their eyes and report the obviously incorrect answer chosen by the other group members?

Motives for Conformity

- Explain the difference between the two main motives for conformity: informational social influence and normative social influence.

Group Size and Conformity

- What do you think happened in the "Gawker's" study? Can you predict the results?

Resisting Social Influence

- What is reactance?