**Asch (1951)**

**Asch (1951)** devised a straightforward ( ) task which involved judging the length of lines. The ambiguity was tested in a pilot study, during which participants made a total of only \_\_\_\_\_ mistakes in ­­­­­ trials.

In the full \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ experiment, 123 American \_\_\_\_\_\_\_\_ undergraduates were shown a series of lines (The ‘standard line’ and 3 comparisons, one of which was the same length as the standard line) to participants seated around a table. All but \_\_\_\_\_ of the participants were “confederates”. Asch instructed the confederates to give the same incorrect answer on 12 out of the \_\_\_\_ trials – he called these “critical trials”. The true (naïve) participant was always the \_\_\_\_\_\_ or last but one to answer.

Asch found a meanconformity rate of 37%, i.e. Participants agreed with the incorrect majority answer on over one-third of the critical trials. This is very high especially given the unambiguous and easy nature of the task. Within the 37%, there were wide individual differences as \_\_% conformed on every critical trial (these could be seen as the most conformist) yet \_\_\_\_% remained completely independent, going against the majority and giving the correct answer on all 12 critical trials.

Asch also found that there were a number of factors that would affect the participant’s levels of conformity, for example how difficult the task was to complete; and whether there was a unanimous majority.

Asch’s participants explained that one of the reasons that they agreed with the majority on an obviously wrong answer was so as not to stand out from the crowd – Asch concluded that the participants’ actions were a clearexample of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.