**Research into Compliance**

A01 - description

**Conformity:**

**Compliance:**



**Research conducted by:**

**Aim:** To investigate if participants would change their own views to conform to the majority when participants were confronted with a majority who were plainly wrong in their answers

****

**Procedure:**

* **\_\_\_\_\_\_\_ American male undergraduate \_\_\_\_\_\_\_\_\_\_\_\_**
* In small groups (between \_\_\_\_\_\_\_\_\_\_) they were shown **a series of lines** they were asked to identify which of the comparison lines was \_\_\_\_\_\_\_\_\_\_\_ in length to the standard line
* All but one of the participants were **“\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_”**, the real participant was \_\_\_\_\_\_\_\_ or last but one to answer
* Asch instructed the confederates to answer the \_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ answer on \_\_\_/\_\_\_ trials (known as \_\_\_\_\_\_\_\_\_\_\_\_ trials)
* A \_\_\_\_\_\_\_\_\_\_\_\_ group was created of 36 participants who answered individually, without \_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for comparison

**Findings: Control group – Experimental group - - -**

**Conclusion:**



**Potential evaluation:**

A03 - evaluation

**Point:**

**Evidence:** **For example**

**Evaluation: This is positive because** it suggests that the IV (agreement of the confederates) was the only variable affecting the DV (\_\_\_\_\_\_\_\_\_\_\_\_\_\_) allowing a cause and effect relationship to be established giving the study high \_\_\_\_\_\_\_\_\_\_\_ validity.

**Point:**

**Evidence:** Asch’s study was conducted in 1950s America during McCarthyism (strong anti-communist time) when people were scared to be different.

**Evaluation:**

**Point:**

**Evidence: For example**

**Evaluation:**