|  |
| --- |
| **NSI elaboration help cards**This is a strength because…* What aspects of NSI do the participants in Asch’s research show?
* Therefore, is NSI a valid explanation of why people conform?
 |
| **NSI elaboration help cards**This is a strength because…* What was more important to the participants in this study – acceptance from a group or ‘doing the right thing’?
* Therefore, does it demonstrated that people conform out of a desire to be liked?
 |
| **NSI elaboration help cards**This is a weakness because…* Why did the participants maintain the group view after the experiment?
* What does this suggest about why people conform?
 |

|  |
| --- |
| **ISI elaboration help cards**This is a strength because…* For what reason did the participants look to those visible during the debate?
* Why?
* What does this suggest about why people display internalisation?
 |
| **ISI elaboration help cards**This is a strength because…* What type of situation did Sherif’s research put people in?
* Why did they listen to each other?
* What does this suggest about why people display internalisation?
 |
| **ISI elaboration help cards*** Sherif’s research was completed in a laboratory and therefore the environment was artificial
 |